

Simmons

1984 STUDY OF MEDIA & MARKETS

Cereals, Rice, Pasta, Pizza, Mexican Foods, Fruits & Vegetables

Breakfast Cereals
Canned, Dried & Fresh Fruits
Dinner Mixes
Mexican Food & Ingredients
Pizza
Potatoes & Other Vegetables
Rice
Spaghetti, Macaroni & Noodle Products
Tomato Paste & Sauce

UNIVERSITY OF ILLINOIS AT
CHICAGO

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CHICAGO, IL 60607

Simmons

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1984
pt. P-20

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Simmons Market Research Bureau, Inc.

28 April 1986

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THE 1984 STUDY OF MEDIA AND MARKETS

The 1984 Study of Media and Markets is based on a total of 19,110 adults and is projectable to the population age 18 years and over living in the coterminous 48 states of the United States. The interview period extended from August 29, 1983 through July 6, 1984.

The complete details of the design and conduct of the Study are published in a separately bound Technical Guide. The Study findings, which also will be available on computer tape, will be published in 43 separate report volumes over the period between August 1984 and February 1985.

1984 SMRB Study Procedures

The total data collection workload, which is the basis for the contents of the report volumes, is apportioned in a modular fashion over several administratively feasible interview units as follows:

- Publications and demographic questionings are distributed over two separate personal interviews.
- Product data are obtained from a separate, self-administered questionnaire, placed at the time of the initial interview and recovered by the interviewer at the time of the second interview.
- TV viewing data are derived from a separate diary kept for two consecutive weeks, in which the respondent records his own in-home viewing only. These diaries are mailed to a sub-sample of respondents participating in the 1984 Study of Media and Markets.
- Radio listening data are also derived from a sub-sample of participants in the 1984 Study of Media and Markets. Listening for a single weekday is obtained in the second personal interview; information for an additional weekday is collected from a telephone interview or, for respondents without phone numbers, from a two-weekday diary.

Volumes included in 1984 SMRB Study

The volumes included in the Media series are as follows:

M-1	Publications: Total Audiences
M-2	Publications: In-Home Audiences
M-3	Publications: Reach And Frequency/Mean Reading Days
M-4	Publications: Duplication Of Audiences
M-5	Multi-Media Audiences: Adults
M-6	Multi-Media Audiences: Males
M-7	Multi-Media Audiences: Females
M-8	Multi-Media Audiences: Female Homemakers
M-9	Multi-Media Audiences: Professionals And Managers
M-10	Multi-Media Audiences: Mothers
M-11	Broadcast And Outdoor: Reach And Frequency
M-12	Television: Attentiveness And Special Events
M-13	Multi-Media Audiences: Media Imperatives

The following volumes are included in the Product series:

P-1	Automobiles
P-2	Cycles, Trucks, Vans & Tires
P-3	Automotive Products & Services
P-4	Travel
P-5	Banking, Investments, Memberships, Public Activities & Contributions
P-6	Insurance & Credit Cards
P-7	Books, Records, Tapes, Stereo & TV
P-8	Appliances, Sewing & Garden Care
P-9	Home Furnishings & Home Improvements
P-10	Sports & Leisure
P-11	Restaurants, Stores & Grocery Shopping
P-12	At Home Shopping, Yellow Pages, Florists & Telegrams
P-13	Jewelry, Watches, Luggage, Binoculars, Pens & Pencils & Men's Apparel
P-14	Women's Apparel
P-15	Tobacco Products & Photography
P-16	Distilled Spirits & Mixes
P-17	Malt Beverages & Wine
P-18	Coffee, Tea, Milk, Soft Drinks, Juices & Bottled Water
P-19	Dairy Products, Spreads, Cookies, Desserts & Baking & Bread Products
P-20	Cereals, Rice, Pasta, Pizza, Mexican Foods, Fruits & Vegetables
P-21	Soup, Meat, Fish, Poultry, Condiments & Dressings
P-22	Chewing Gum, Candy & Snacks
P-23	Soap, Laundry & Paper Products & Kitchen Wraps
P-24	Household Cleaners, Room Deodorizers & Pet Foods
P-25	Health Care Products & Remedies
P-26	Oral Hygiene Products, Skin Care & Deodorants
P-27	Hair Care & Shaving Products
P-28	Women's Beauty Aids, Cosmetics & Personal Products
P-29	Games & Toys, Children's & Babies' Apparel & Specialty Products
P-30	Relative Volume of Consumption

REPORT FORMAT AND STANDARDS

The standard format used in this report presents a four item data set:

A	B	C	D
	%	Across	
'000	Down	%	INDX

"A" is the projected number of people, in thousands, in the cell defined by the heading and stub for the column and row concerned.

"B" is the result of percentaging this number "down" using the group defined by the heading as the base. For demographic stub items, this gives PROFILE. For media stub items, this give COVERAGE or RATING.

"C" is the result of percentaging this number "across" using the group defined by the stub as the base. For demographic stub items, this gives PENETRATION. For media stub items, this gives COMPOSITION.

"D" is an index of selectivity calculated by dividing C (Across %) by the across percent for the universe concerned (adults, males, females, etc.). Example: an index of 120 indicates that the group defined by the stub is 20% more likely to be in the group defined by the heading than is the total universe. +++ is the symbol used when the calculation yields a four-digit index.

Asterisk Pattern

* Projections that are relatively unstable are denoted by an asterisk and should be used with considerable caution.

In all of the SMRB reports, projections so designated resulted from not less than thirty-one nor more than sixty actual interviews. The size of the projections bearing an asterisk may vary widely, depending upon the distribution of the projected interviews among the income strata.

For media audiences, interview counts are derived as follows:

Print Media: Addition of the Phase I and Phase II interviews. (For magazine groups (GROSS), net readers on Phase I and net readers on Phase II are added.)

Radio: Addition of the net audience on weekday 1 and the net audience on weekday 2.

Television: Addition of the net audience on week 1 and the net audience on week 2.

**Double asterisks have been used in all of the SMRB reports to designate projections resulting from thirty or fewer interviews. These projections are not sufficiently reliable to be used safely alone and have been included for consistency only, to permit the combination of such break-downs into larger groups without loss of information. Under no circumstances should they be used in any other way.

Rounding

All projections are rounded to the nearest thousand. Because the projections have been independently rounded, some totals will not correspond to the sum of the breaks shown in the table. However, the discrepancies should not exceed an integer equal to one-half the number of detail breaks. This rounding factor can also exist between tables; that is, comparable male and female audiences will sum to the published total adult audience plus or minus the rounding factor.

Reliability of Results

Each estimate in this volume and all other SMRB reports is subject to sampling tolerances. A table specifying the tolerances for major audiences and a method for estimating these tolerances for all other data published in the reports is provided in the 1984 SMRB Technical Guide. The Technical Guide also enumerates unweighted base counts for all the publications and major demographic groups reported.

Weight Watchers

Weight Watchers was not included in the 1984 Study until January, 1984. Approximately one-third of the interviewing had already been completed. As a result, the audience ratings for this magazine are based upon the coverage estimates (ratings) obtained from the last two-thirds of the sample. Readership was ascribed to the first-third of the sample to reflect these ratings.

Decision Maker

The opportunity to determine who participates in the decision making process is provided for selected products or services via a question such as "Who decides which brand you use?" Summary pages, and in some cases, report tables incorporate these decision maker questions.

In volumes P-1 (Automobiles) and P-2 (Cycles, Trucks, Vans & Tires), some tables are presented on the basis of adult decision makers, male decision makers, female decision makers. The numbers on these tables are projected from respondents who participated in the decision making process as evidenced by their response of "yourself." Percentages are calculated on the total population.

Summary Pages

The foundations for all data appearing with a P series report are shown on the summary pages. Each question as it appears in the Product Information Booklet together with response selections are itemized in terms of population projections and percentages and unweighted counts. To fully understand the base of the tables being reported, and consequently to interpret the data correctly, it is advisable to refer to the summary page for the exact wording of questions. This suggestion will be particularly useful when using tables that derive from a household measurement. For example, a summary page incorporates the question: "Do you or other members of your household own any of the following...?" On a report page for adult males the ownership of one of the items is covered. The figure for the item owned should be interpreted as: the number of males who live in a household in which a household member owns the item.

Figures in "Net" columns are derived from an unduplicated count of respondents for the specific answer category. For example, if a business trip was taken on the last, second last and third last trips, the respondent is credited in each trip category for business reasons but counted only once on the net line for business. An exception to this procedure is in the presentation of "Do Not Know." "Do Not Know" in the net column is credited only when it is the sole answer across all the choices. Again using travel as an illustration, if the last trip was for vacation and no reason was given for the second last trip, the respondent would be counted on the net line for "vacation" and excluded from the net line for "do not know."

A single asterisk (*) may appear in the percentage column. It is used when the projected population is less than 0.05 percent.

Heavy, medium and light users are defined on the summary page. Frequencies that comprise each group are identified by an H, M or L.

When presented on a report table, the users that constitute each frequency group are identified as heavy users, medium users, or light users if three frequency distributions are created, or heavy users vs. light users if two frequency classifications are shown. The percentages on these tables relate to the population described on the table.

Percent Of Users And Usage

Percent users and percent usage for heavy, medium and light usage categories appear, where applicable, on independent tables following the tables in the body of the report. The manner in which the calculations on these tables are made is described below.

Percent of consumption is calculated by assigning weights to each use category for the product or service being reported. The number of users is then multiplied by the assigned weight to derive the weighted consumption. The weighted consumption is summed and the resulting total is the base (100%) for the computation.

An example of a hypothetical product category follows:

<u>Number Used in Household in Last 7 Days</u>	<u>H/M/L Designations</u>	<u>Assigned Weight</u>	X	<u>Product Users ('000)</u>	=	<u>Weighted Consumption ('000)</u>
10 or more	H	10.0		5309		53090.0
8-9	H	8.5		4341		36898.5
6-7	M	6.5		5078		33007.0
5	M	5.0		3941		19705.0
4	L	4.0		5172		20688.0
3	L	3.0		1556		4668.0
2	L	2.0		2691		5382.0
1 or less	L	0.5		329		164.5
NONE	L	0		19		0
						<u>173603.0</u>

The percent of consumption for this illustration will be:

Heavy Users	51.8%
Medium Users	30.4
Light Users	17.8
	<u>100.0%</u>

This same procedure is used to define percent of consumption for any type of consumption such as number used and frequency of use.

STANDARD REPORT STUB

The standard report stub, appearing in this volume, covers the following major areas:

Demographics
Quintiles/Terciles of Media Exposure
Media Imperatives®
Publication Audiences
Outdoor Advertising Audiences
Radio Audiences
Television Audiences
Cable Television

DEMOGRAPHICS

Definitions of the following demographic terms, used in the reports, are provided in the Technical Guide:

Area of Dominant Influence	Industry
Census Regions	Locality Type
County Size	Marketing Regions
Education	Occupation*
Employed Mothers	Parents
Female Homemakers	Professionals and Managers*
Household	Race
Household Head	Residence Ownership
Index of Social Position	Spanish-Speaking

*In revising occupational classifications for the 1980 Census, the Bureau of Census made certain changes in the broadest groupings. In line with these changes, the 1984 SMM groups Technicians with Clerical/Sales. In 1983 it was grouped with Professionals. Professionals and Managers excludes Technicians in the 1984 SMM whereas it included them in 1983. The group "Craftsman/Foreman" has been renamed "Precision/Craft" in the 1984 SMM.

QUINTILES/TERCILES OF MEDIA EXPOSURE

Quintile/tercile groups for nine media types - magazines, newspapers, outdoor, drive time radio, mid-day radio, total radio, prime time television, daytime television and total television - are reported. In addition, quintiles for fringe (early & late) television are shown in volumes M-5 through M-10.

In the report, quintiles are designated as 1 through 5 with quintile 1 being the highest group and quintile 5 being the lowest group. Terciles are shown as tercile 1 through 3 with tercile 1 being the highest group and tercile 3 being the lowest group.

Quintiles and terciles are defined separately for males and females using the weighted data for the 19,110 respondents. Once a given respondent is assigned to a specific quintile or tercile, his membership in that quintile or tercile is maintained regardless of the demographic group being reported: a female belonging to quintile 5 (lowest) will remain in that quintile regardless of whether she is reported as a mother, female homemaker, professional or manager, or an adult. Therefore, for bases other than males and females, the size of a given quintile need not approach 20%.

Definitions for the quintile and tercile groups follow:

	<u>HIGHEST GROUP</u>	<u>SECOND GROUP</u>	<u>MIDDLE GROUP</u>	<u>FOURTH GROUP</u>	<u>LOWEST GROUP</u>
<u>MAGAZINES</u>	Based on number of 108 publications studied and reported.				
Men	8 or More	5-7	3-4	1-2	None
Women	10 or More	6-9	4-5	2-3	0-1
<u>NEWSPAPERS</u>	Based on number of weekday newspapers read in the two days studied and weekend/Sunday newspapers read in the two weeks studied.				
Men	5 or More	4	3	2	0-1
Women	5 or More	4	3	1-2	None
<u>OUTDOOR ADVERTISING</u>	Based on the estimated frequency of exposure to a 100 showing for 30 days.				
Men	42 or More	21-41	10-20	3-9	0-2
Women	42 or More	21-41	10-20	3-9	0-2
<u>RADIO</u>	Groupings are defined in terms of the number of quarter hours listened to on two weekdays.				
<u>Drive Time</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday, 6am to 10am and 3pm to 7pm.				
Men	22 or More	13-21	8-12	3-7	0-2
Women	22 or More	13-21	7-12	1-6	None

	<u>HIGHEST GROUP</u>	<u>SECOND GROUP</u>	<u>MIDDLE GROUP</u>	<u>FOURTH GROUP</u>	<u>LOWEST GROUP</u>
<u>RADIO (Cont'd)</u>					
<u>Mid Day</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday, 10am to 3pm.				
Men	12 or More		1-11		None
Women	13 or More		1-12		None
<u>All Day</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday.				
Men	44 or More	24-43	13-23	6-12	0-5
Women	42 or More	23-41	12-22	4-11	0-3
<u>TELEVISION</u>					
	Groupings are defined in terms of the number of half hours viewed in two weeks.				
<u>Prime Time</u>	Based on number of half hours viewed in two weeks Sunday 7 pm to 11 pm and Monday through Saturday 8 pm to 11 pm.				
Men	54 or More	38-53	26-37	14-25	0-13
Women	58 or More	43-57	30-42	16-29	0-15
<u>Daytime</u>	Based on number of half hours viewed in two weeks Monday through Friday, 10 am to 4:30 pm.				
Men	12 or More		1-11		None
Women	27 or More		2-26		0-1
<u>Fringe Time (Early And Late)</u>	Based on number of half hours viewed in two weeks Monday through Friday, 4:30 pm to 7:30 pm and 11 pm to 1 am.				
Men	34 or More	22-33	14-21	6-13	0-5
Women	37 or More	25-36	14-24	6-13	0-5
<u>All Day</u>	Based on number of half hours viewed in two weeks Monday through Sunday, 8 am to 2 am.				
Men	128 or More	87-127	61-86	36-60	0-35
Women	159 or More	111-158	77-110	42-76	0-41

MEDIA IMPERATIVES®

The concept of Media Imperatives® was introduced at the 21st Annual Conference of the Advertising Research Foundation in November 1975 as a way of classifying consumers according to their magazine reading and television viewing behavior.

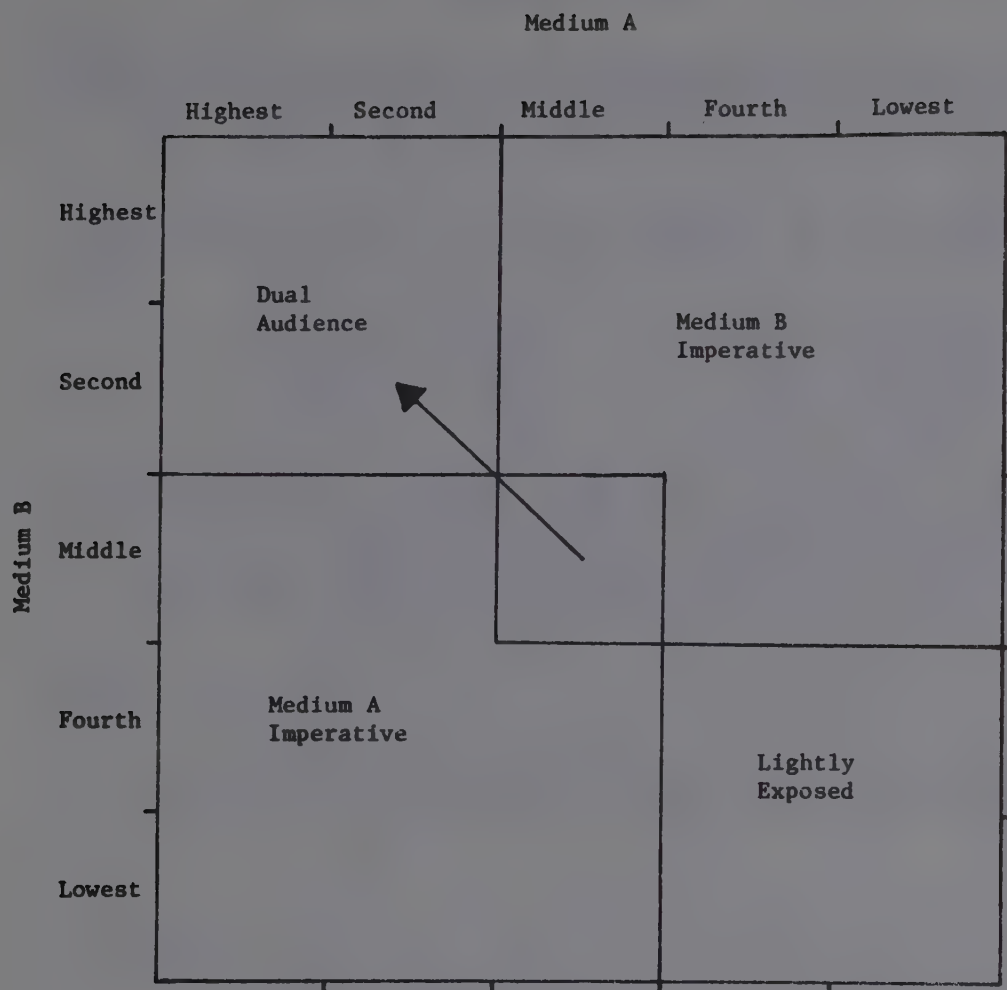
An extension of this concept is appropriate for analyzing exposure to other media. Consequently, the pairing of the five media into the following segments has been made:

Magazines - Newspapers	Newspapers - Radio
Magazines - Outdoor	Newspapers - Television
Magazines - Radio	Outdoor - Radio
Magazines - Television	Outdoor - Television
Newspapers - Outdoor	Radio - Television

Respondents were segmented (as shown above) into quintiles for magazines, newspapers, total television, total radio and 100 showing - 30 day outdoor to create approximately equal size groups. These segments were cross-tabulated for each of the paired media noted above and four mutually exclusive groups resulted — an Imperative group for each of the paired media, a Dual Audience group and a Lightly Exposed group.

As in the 1983 study, the intersection of the middle groups is assigned to Dual Audience.

A diagrammatic representation and pairing definitions follow: (Each of the ten media pairings has been diagrammed with definitions in the Technical Guide.)



MAGAZINES - NEWSPAPERS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>NEWSPAPER IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Newspaper	2 or less	3	3 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Newspaper	2 or less	3	3 or more	

MAGAZINES - OUTDOOR (100 SHOWING)

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>OUTDOOR IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Outdoor	9 or less	10 - 20	10 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Outdoor	9 or less	10 - 20	10 or more	

MAGAZINES - ALL DAY RADIO QUARTER HOURS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Radio	12 or less	13 - 23	13 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Radio	11 or less	12 - 22	12 or more	

MAGAZINES - ALL DAY TV HALF HOURS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Television	60 or less	61 - 86	61 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Television	76 or less	77 - 110	77 or more	

NEWSPAPERS - OUTDOOR (100 SHOWING)

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>OUTDOOR IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	
<u>Females</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	

NEWSPAPERS - ALL DAY RADIO QUARTER HOURS

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	13 - 23	24 or more	24 or more	12 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	12 or less	13 - 23	13 - 23	
<u>Females</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	12 - 22	23 or more	23 or more	11 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	11 or less	12 - 22	12 - 22	

NEWSPAPERS - ALL DAY TV HALF HOURS

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	61 - 86	87 or more	87 or more	60 or less
or				
Newspaper	3 or more	3	2 or less	
Television	60 or less	61 - 86	61 - 86	
<u>Females</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	77 - 110	111 or more	111 or more	76 or less
or				
Newspaper	3 or more	3	2 or less	
Television	76 or less	77 - 110	77 - 110	

OUTDOOR (100 SHOWING) - ALL DAY RADIO QUARTER HOURS

	<u>OUTDOOR IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	12 or less	13 - 23	13 or more	
<u>Females</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	11 or less	12 - 22	12 or more	

OUTDOOR (100 SHOWING) - ALL DAY TV HALF HOURS

	<u>OUTDOOR IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	60 or less	61 - 86	61 or more	
<u>Females</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	76 or less	77 - 110	77 or more	

ALL DAY RADIO QUARTER HOURS - ALL DAY TV HALF HOURS

	<u>RADIO IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Radio	24 or more	24 or more	13 - 23	12 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Radio	13 - 23	13 - 23	12 or less	
Television	60 or less	61 - 86	61 or more	
<u>Females</u>				
Radio	23 or more	23 or more	12 - 22	11 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Radio	12 - 22	12 - 22	11 or less	
Television	76 or less	77 - 110	77 or more	

PUBLICATION AUDIENCES

A detailed explanation of the questioning procedures and audience definitions used for various types of publications appears in the Technical Guide.

Magazines and weekly newspapers were measured by the "through-the-book" editorial interest method. The New York Times Daily Edition, Wall Street Journal, USA Today, and daily newspapers were measured by the "read yesterday" method. Sunday/weekend newspapers were measured by the "read last Saturday or since last Saturday" procedure. The audiences for Family Weekly, the Los Angeles Times HOME Magazine, The New York Times Magazine, Parade Magazine, and the National Sunday Magazine Package are defined through readership of the Sunday/weekend carrier newspapers, which are listed in the Technical Guide. Recipients of Blair Inserts are defined through readership of the Sunday/weekend newspapers included in the Blair group, which are also listed in the Technical Guide.

Magazine Groups

The reports include audience estimates for eleven different magazine groups. For each of these groups, gross audience estimates are printed in the volumes, and both gross and net audience punches are provided on the computer tape. The components of the reported groups are as follows:

CBS Magazine Network

American Photographer
Audio
*Cycle World
*Road & Track
*World Tennis

Conde Nast Magazine Package

*Glamour
*Mademoiselle
*Self
*Vogue

Decorating and Craft Ideas

(Creative Ideas for Living)/

Southern Living

*Decorating and Craft Ideas
(Creative Ideas for Living)
*Southern Living

Golf Digest/Tennis

*Golf Digest
*Tennis

Golf Magazine/Ski

*Golf Magazine
*Ski

Hearst Magazines Corporate Buy

*Cosmopolitan
*Country Living
*Good Housekeeping
*Harper's Bazaar
*House Beautiful
Motor Boating & Sailing
*Popular Mechanics
*Redbook
*Science Digest
*Sports Afield
*Town & Country
*Colonial Homes

Hearst Man Power

*Popular Mechanics
*Science Digest
*Sports Afield

Hearst Woman Power

*Cosmopolitan
*Good Housekeeping
*Redbook

LHJ Family Group Combination

*Health
*Ladies' Home Journal
*1,001 Home Ideas

McCall's/Working Mother

*McCall's
*Working Mother

Ziff-Davis Magazine Network

Boating
*Car & Driver
Cycle
Flying
Popular Photography
Skiing
Stereo Review

OUTDOOR ADVERTISING AUDIENCES

The self-administered questionnaire left at the time of the first personal interview included special questions about frequency of travel in the past week, distance travelled, purposes of trips and modes of transportation. Responses to these questions, in combination with standard demographics, were used to develop the expected frequency of exposure of each respondent to three types of outdoor campaigns as follows:

100 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH
50 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH
25 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH

Note: 30 DAY AVERAGE FREQUENCY is NOT in 000's.

The complete details covering the development and implementation of the estimating procedure are included in the Technical Guide.

The reported 30 day frequency figures for a showing-size are estimates of the average number of exposures, per person exposed, provided by that showing size within a 30 day period (gross exposures divided by reach). The reported 30 day reach figures for a showing-size are estimates of the number of people exposed at least once to that showing size within a 30 day period.

METHOD OF MEASUREMENT FOR BROADCAST AUDIENCES

Radio listening on two weekdays and television viewing data were collected from a subsample of respondents to the 1984 Study of Media and Markets. In order to avoid the need to switch data bases depending on the data to be tabulated, SMRB developed an unbiased statistical procedure which assigned TV and radio data to each respondent not in the radio - TV subsample. The details of this procedure and the method of data collection are reported in the Technical Guide.

Radio

Radio audience measures reflect weekday listening during two separate weekdays. Audiences for total radio, formats and networks are reported on the basis of average daily (Monday through Friday) cume. (Average weekday cume is a description that can be used interchangeably.)

The average daily (M-F) cume refers to the total number of different persons listening to five or more minutes of an entire daypart averaged across the two weekday observations.

Formats and networks, wired and non-wired, are presented for the 6am to midnight daypart.

Format audiences are derived from the classification of radio stations using the Radio Programming Profile, published by BF/Communication Services, Inc., as the primary source. Other sources of format information, as well as the components of the reported formats, appear in the Technical Guide; network memberships are also reported therein.

Television

Estimates of television usage by daypart and network program audiences are based on two-week television diaries. Both measures are reported in terms of the average half hour, that is, the number of people viewing any part of each half-hour of a program or daypart is summed and divided by the total number of half-hours. Since each person kept a diary for a two-week period, the average half-hour audience for an hour program, shown once a week, would include the sum of all the people viewing each of the four half-hours (over a two-week period) divided by four.

Audience estimates for weekday daytime shows are obtained in similar fashion. However, since these half-hour shows are generally shown every weekday, the audience for each of the ten weekdays (over a two-week period) was summed and divided by 10, producing an estimate for the average half-hour.

Using TV Guides from one of the six weeks in the diary-recording period, all local (non-network) evening weekday newscasts of at least 15 minutes duration, between 4 p.m. and midnight local time were recorded in all survey areas. Such listings were derived from the Monday schedule unless that line-up was atypical (due to sports events, etc.), in which case the first available typical weekday was used. Viewing of a non-network newscast which occurred between 4 p.m. and 8 p.m. was classified as "early evening"; local news viewing which occurred between 8 p.m. and midnight was classified as "late evening". Local newscast audiences are reported separately for network affiliates and independent stations in terms of the average daily net audience: the number of persons viewing fifteen minutes or more of local news on each day are summed and divided by 10, the number of days observed, separately for "early" and "late".

The self-administered questionnaire included a question to determine the frequency with which itemized sports events were watched on television. Answer selections were: "occasionally," "frequently," "almost always." Viewers who responded "frequently" or "almost always" are grouped and are those that are in the reports for sports events.

CABLE TELEVISION

The estimate of households subscribing to cable television, as well as the estimate of pay cable subscribers, was obtained from the initial personal interview. (Pay cable had previously been obtained from the self administered questionnaire)

BAKED BEANS (IN JARS OR CANS)

BASE = FEMALE HOMEMAkers (80986)

QUESTIONNAIRE PAGE H-3

			<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>												
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?		YES	51413	63.5		5791											
		NO	29573	36.5		3644											
		<u>ALL</u>		<u>SOLE</u>		<u>PRIMARY</u>		<u>SECONDARY</u>									
			<u>'000</u>	<u>%</u>		<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>			
IF YES																	
4B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?																	
B & M OVEN BAKED BEANS		13569	16.8	4543	5.6	6689	8.3	2338	2.9					1558			
BIG JOHN BEANS WITH FIXINS		2783	3.4	576	.7	1456	1.8	750	.9					291			
CAMPBELL'S HOMESTYLE PORK & BEANS		9627	11.9	2252	2.8	5936	7.3	1438	1.8					1083			
CAMPBELL'S OLD FASHIONED BEANS		4879	6.0	976	1.2	2482	3.1	1421	1.8					553			
CAMPBELL'S PORK & BEANS		22096	27.3	7783	9.6	11167	13.8	3147	3.9					2443			
HEINZ PORK'N BEANS		4039	5.0	884	1.1	1591	2.0	1564	1.9					445			
HEINZ VEGETARIAN BEANS		2269	2.8	922	1.1	770	1.0	578	.7					256			
LIBBY'S DEEP BROWN PORK & BEANS		2148	2.7	193	.2	1145	1.4	810	1.0					229			
VAN CAMP BROWN SUGAR BEANS		2668	3.3	200	.2	1567	1.9	901	1.1					294			
VAN CAMP PORK & BEANS		16616	20.5	4947	6.1	8608	10.6	3061	3.8					1793			
OTHER BRANDS		9340	11.5	3003	3.7	3791	4.7	2547	3.1					1021			
DO NOT KNOW		256	.3											31			
			<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>												
4C. ABOUT HOW MANY CANS OR JARS OF BAKED BEANS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?																	
10 OR MORE	H	724	.9	82													
7 - 9	H	892	1.1	107													
4 - 6	H	5666	7.0	583													
3	H	7231	8.9	770													
2	M	14700	18.2	1611													
1 OR LESS	L	14016	17.3	1616													
NONE	L	8183	10.1	1022													

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	51413	100.0	63.5	100	14514	100.0	17.9	100	14700	100.0	18.2	100	22199	100.0	27.4	100
18 - 24	9282	5179	10.1	55.8	88	1596	11.0	17.2	96	1640	11.2	17.7	97	1944	8.8	20.9	76
25 - 34	19072	12340	24.0	64.7	102	3594	24.8	18.8	105	3361	22.9	17.6	97	5385	24.3	28.2	103
35 - 44	14591	9729	18.9	66.7	105	2963	20.4	20.3	113	2663	18.1	18.3	101	4103	18.5	28.1	103
45 - 54	11345	7400	14.4	65.2	103	2080	14.3	18.3	102	2174	14.8	19.2	106	3147	14.2	27.7	101
55 - 64	11635	7918	15.4	68.1	107	2099	14.5	18.0	101	2389	16.3	20.5	113	3431	15.5	29.5	108
65 OR OLDER	15061	8846	17.2	58.7	93	2183	15.0	14.5	81	2474	16.8	16.4	90	4189	18.9	27.8	101
18 - 34	28354	17519	34.1	61.8	97	5189	35.8	18.3	102	5001	34.0	17.6	97	7329	33.0	25.8	94
18 - 49	48339	30715	59.7	63.5	100	9052	62.4	18.7	104	8743	59.5	18.1	100	12919	58.2	26.7	98
25 - 54	45008	29469	57.3	65.5	103	8637	59.5	19.2	107	8197	55.8	18.2	100	12635	56.9	28.1	102
35 - 49	19985	13195	25.7	66.0	104	3863	26.6	19.3	108	3742	25.5	18.7	103	5590	25.2	28.0	102
50 OR OLDER	32647	20698	40.3	63.4	100	5462	37.6	16.7	93	5957	40.5	18.2	101	9280	41.8	28.4	104
GRADUATED COLLEGE	11155	7361	14.3	66.0	104	1652	11.4	14.8	83	1980	13.5	17.7	98	3729	16.8	33.4	122
ATTENDED COLLEGE	13682	8664	16.9	63.3	100	2096	14.4	15.3	85	2425	16.5	17.7	98	4143	18.7	30.3	110
GRADUATED HIGH SCHOOL	33880	22798	44.3	67.3	106	6531	45.0	19.3	108	6510	44.3	19.2	106	9757	44.0	28.8	105
DID NOT GRADUATE HIGH SCHOOL	22270	12590	24.5	56.5	89	4234	29.2	19.0	106	3786	25.8	17.0	94	4570	20.6	20.5	75
EMPLOYED	40306	26181	50.9	65.0	102	6780	46.7	16.8	94	7619	51.8	18.9	104	11782	53.1	29.2	107
EMPLOYED FULL-TIME	32850	21261	41.4	64.7	102	5560	38.3	16.9	94	6028	41.0	18.4	101	9673	43.6	29.4	107
EMPLOYED PART-TIME	7456	4920	9.6	66.0	104	1219	8.4	16.3	91	1592	10.8	21.4	118	2109	9.5	28.3	103
NOT EMPLOYED	40680	25232	49.1	62.0	98	7735	53.3	19.0	106	7081	48.2	17.4	96	10417	46.9	25.6	93
PROFESSIONAL/MANAGER	10392	6809	13.2	65.5	103	1512	10.4	14.5	81	2057	14.0	19.8	109	3240	14.6	31.2	114
TECH/CLERICAL/SALES	17574	11642	22.6	66.2	104	2870	19.8	16.3	91	3287	22.4	18.7	103	5485	24.7	31.2	114
PRECISION/CRAFT	985	675	1.3	68.5	108	**223	1.5	22.6	126	**201	1.4	20.4	112	*251	1.1	25.5	93
OTHER EMPLOYED	11354	7055	13.7	62.1	98	2175	15.0	19.2	107	2074	14.1	18.3	101	2807	12.6	24.7	90
SINGLE	9863	5402	10.5	54.8	86	1347	9.3	13.7	76	1546	10.5	15.7	86	2509	11.3	25.4	93
MARRIED	51375	34870	67.8	67.9	107	10402	71.7	20.2	113	10028	68.2	19.5	108	14440	65.0	28.1	103
DIVORCED/SEPARATED/WIDOWED	19748	11141	21.7	56.4	89	2765	19.1	14.0	78	3126	21.3	15.8	87	5250	23.6	26.6	97
PARENTS	32590	21259	41.3	65.2	103	7384	50.9	22.7	126	5939	40.4	18.2	100	7935	35.7	24.3	89
WHITE	70416	45285	88.1	64.3	101	12433	85.7	17.7	99	12811	87.1	18.2	100	20041	90.3	28.5	104
BLACK	8778	5209	10.1	59.3	93	1838	12.7	20.9	117	1686	11.5	19.2	106	1685	7.6	19.2	70
OTHER	1791	*919	1.8	51.3	81	**243	1.7	13.6	76	**204	1.4	11.4	63	**472	2.1	26.4	96
NORTHEAST-CENSUS	17786	12847	25.0	72.2	114	3540	24.4	19.9	111	3960	26.9	22.3	123	5347	24.1	30.1	110
NORTH CENTRAL	20741	14330	27.9	69.1	109	4029	27.8	19.4	108	4006	27.3	19.3	106	6296	28.4	30.4	111
SOUTH	27775	16011	31.1	57.6	91	5305	36.6	19.1	107	4786	32.6	17.2	95	5920	26.7	21.3	78
WEST	14683	8225	16.0	56.0	88	1640	11.3	11.2	62	1948	13.3	13.3	73	4637	20.9	31.6	115
NORTHEAST-MKTG.	17961	12386	24.1	69.0	109	3494	24.1	19.5	109	4002	27.2	22.3	123	4890	22.0	27.2	99
EAST CENTRAL	11885	8273	16.1	69.6	110	2481	17.1	20.9	116	2463	16.8	20.7	114	3329	15.0	28.0	102
WEST CENTRAL	14090	9622	18.7	68.3	108	2498	17.2	17.7	99	2601	17.7	18.5	102	4523	20.4	32.1	117
SOUTH	24081	13873	27.0	57.6	91	4568	31.5	19.0	106	4039	27.5	16.8	92	5265	23.7	21.9	80
PACIFIC	12969	7260	14.1	56.0	88	1473	10.1	11.4	63	1595	10.9	12.3	68	4191	18.9	32.3	118
COUNTY SIZE A	32439	20964	40.8	64.6	102	5869	40.4	18.1	101	6139	41.8	18.9	104	8956	40.3	27.6	101
COUNTY SIZE B	24915	15938	31.0	64.0	101	4280	29.5	17.2	96	4510	30.7	18.1	100	7148	32.2	28.7	105
COUNTY SIZE C	12930	7833	15.2	60.6	95	2237	15.4	17.3	97	2019	13.7	15.6	86	3577	16.1	27.7	101
COUNTY SIZE D	10703	6678	13.0	62.4	98	1217	14.7	19.9	111	2033	13.8	19.0	105	2518	11.3	23.5	86
METRO CENTRAL CITY	24518	14585	28.4	59.5	94	4310	29.7	17.6	98	4259	29.0	17.4	96	6017	27.1	24.5	90
METRO SUBURBAN	35919	24313	47.3	67.7	107	6451	44.4	18.0	100	6665	45.3	18.6	102	11198	50.4	31.2	114
NON METRO	20549	12515	24.3	60.9	96	3754	25.9	18.3	102	3777	25.7	18.4	101	4984	22.5	24.3	88
TOP 5 ADI'S	18341	11931	23.2	65.1	102	3360	23.2	18.3	102	3213	21.9	17.5	97	5359	24.1	29.2	107
TOP 10 ADI'S	25378	16358	31.8	64.5	102	4632	31.9	18.3	102	4605	31.3	18.1	100	7121	32.1	28.1	102
TOP 20 ADI'S	36488	23637	46.0	64.8	102	6430	44.3	17.6	98	6855	46.6	18.8	104	10352	46.6	28.4	104
HSHLD INC. \$50,000 OR MORE	6612	4966	9.7	75.1	118	1073	7.4	16.2	91	1446	9.8	21.9	120	2446	11.0	37.0	135
\$40,000 OR MORE	12659	9015	17.5	71.2	112	2325	16.0	18.4	102	2542	17.3	20.1	111	4149	18.7	32.8	120
\$30,000 OR MORE	24698	17162	33.4	69.5	109	4174	28.8	16.9	94	4940	33.6	20.0	110	8047	36.2	32.6	119
\$25,000 OR MORE	32077	22327	43.4	69.6	110	5701	39.3	17.8	99	6381	43.4	19.9	110	10245	46.2	31.9	117
\$20,000 - \$24,999	9144	5963	11.6	65.2	103	1859	12.8	20.3	113	1705	11.6	18.6	103	2399	10.8	26.2	96
\$15,000 - \$19,999	8728	5293	10.3	60.6	96	1662	11.5	19.0	106	1467	10.0	16.8	93	2164	9.7	24.8	90
\$10,000 - \$14,999	12562	7688	15.0	61.2	96	2205	15.2	17.6	98	2217	15.1	17.6	97	3267	14.7	26.0	95
UNDER \$10,000	18475	10141	19.7	54.9	86	3088	21.3	16.7	93	2930	19.9	15.9	87	4124	18.6	22.3	81
HOUSEHOLD OF 1 PERSON	11987	5973	11.6	49.8	78	905	6.2	7.5	42	1464	10.0	12.2	67	3604	16.2	30.1	110
2 PEOPLE	26577	17184	33.4	64.7	102	3983	27.4	15.0	84	5083	34.6	19.1	105	8118	36.6	30.5	111
3 OR 4 PEOPLE	30617	20479	39.8	66.9	105	6338	43.7	20.7	116	5868	39.9	19.2	106	8273	37.3	27.0	99
5 OR MORE PEOPLE	11804	7777	15.1	65.9	104	3288	22.7	27.9	155	2285	15.5	19.4	107	2203	9.9	18.7	68
NO CHILD IN HSHLD	46165	28730	55.9	62.2	98	6581	45.3	14.3	80	8369	56.9	18.1	100	13781	62.1	29.9	109
CHILD(REN) UNDER 2 YRS	5325	3250	6.3	61.0	96	1074	7.4	20.2	113	899	6.1	16.9	93	1277	5.8	24.0	87
2 - 5 YEARS	14221	8786	17.1	61.8	97	3298	22.7	23.2	129	2543	17.3	17.9	99	2945	13.3	20.7	76
6 - 11 YEARS	15117	9943	19.3	65.8	104	3720	25.6	24.6	137	2736	18.6	18.1	100	3487	15.7	23.1	84
12 - 17 YEARS	16611	11127	21.6	67.0	106	3970	27.4	23.9	133	3056	20.8	18.4	101	4101	18.5	24.7	90
RESIDENCE OWNED	55884	37237	72.4	66.6	105	10301	71.0	18.4	103	10530	71.6	18.8	104	16406	73.9	29.4	107
VALUE: \$50,000 OR MORE	31744	21572	42.0	68.0	107	5246	36.1	16.5	92	6209	42.2	19.6	108	10116	45.6	31.9	116
VALUE: UNDER \$50,000	24140	15665	30.5	64.9	102	5054	34.8	20.9	117	4321	29.4	17.9	99	6290	28.3	26.1	95

			U.S. POPULATION BY SEX, AGE, AND RACE																
			ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS				
			TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS			80986	51413	100.0	63.5	100	14514	100.0	17.9	100	14700	100.0	18.2	100	22199	100.0	27.4	100
MAGAZINES	QUINTILE 1	15799	10875	21.2	68.8	108	2783	19.2	17.6	98	3282	22.3	20.8	114	4811	21.7	30.5	111	
	QUINTILE 2	17259	11459	22.3	66.4	105	3404	23.5	19.7	110	3366	22.9	19.5	107	4689	21.1	27.2	99	
	QUINTILE 3	13545	8762	17.0	64.7	102	2357	16.2	17.4	97	2328	15.8	17.2	95	4077	18.4	30.1	110	
	QUINTILE 4	15133	9536	18.5	63.0	99	2775	19.1	18.3	102	2539	17.3	16.8	92	4223	19.0	27.9	102	
	QUINTILE 5	19250	10781	21.0	56.0	88	3196	22.0	16.6	93	3186	21.7	16.6	91	4399	19.8	22.9	83	
NEWSPAPERS	QUINTILE 1	12413	8742	17.0	70.4	111	2353	16.2	19.0	106	2359	16.0	19.0	105	4031	18.2	32.5	118	
	QUINTILE 2	24116	15799	30.7	65.5	103	4472	30.8	18.5	103	4920	33.5	20.4	112	6407	28.9	26.6	97	
	QUINTILE 3	11261	7306	14.2	64.9	102	2312	15.9	20.5	115	2058	14.0	18.3	101	2936	13.2	26.1	95	
	QUINTILE 4	20255	12949	25.2	63.9	101	3446	23.7	17.0	95	3561	24.2	17.6	97	5942	26.8	29.3	107	
	QUINTILE 5	12940	6616	12.9	51.1	81	1931	13.3	14.9	83	1803	12.3	13.9	77	2883	13.0	22.3	81	
OUTDOOR	QUINTILE 1	14852	9717	18.9	65.4	103	2440	16.8	16.4	92	2839	19.3	19.1	105	4437	20.0	29.9	109	
	QUINTILE 2	15725	9898	19.3	62.9	99	2785	19.2	17.7	99	2777	18.9	17.7	97	4335	19.5	27.6	101	
	QUINTILE 3	16330	10480	20.4	64.2	101	3077	21.2	18.8	105	2949	20.1	18.1	99	4454	20.1	27.3	100	
	QUINTILE 4	16744	10500	20.4	62.7	99	3045	21.0	18.2	101	3106	21.1	18.5	102	4350	19.6	26.0	95	
	QUINTILE 5	17334	10818	21.0	62.4	98	3167	21.8	18.3	102	3028	20.6	17.5	96	4622	20.8	26.7	97	
RADIO-DRIVE TIME	QUINTILE 1	15911	11016	21.4	69.2	109	3105	21.4	19.5	109	3235	22.0	20.3	112	4677	21.1	29.4	107	
	QUINTILE 2	14837	9438	18.4	63.6	100	2896	20.0	19.5	109	2740	18.6	18.5	102	3802	17.1	25.6	93	
	QUINTILE 3	15339	9420	18.3	61.4	97	2688	18.5	17.5	98	2660	18.1	17.3	96	4072	18.3	26.5	97	
	QUINTILE 4	16723	10841	21.1	64.8	102	3046	21.0	18.2	102	3015	20.5	18.0	99	4780	21.5	28.6	104	
	QUINTILE 5	18176	10697	20.8	58.9	93	2779	19.1	15.3	85	3051	20.8	16.8	92	4868	21.9	26.8	98	
RADIO-MID- DAY	TERCILE 1	21020	14179	27.6	67.5	106	4489	30.9	21.4	119	4008	27.3	19.1	105	5682	25.6	27.0	99	
	TERCILE 2	21610	14050	27.3	65.0	102	3842	26.5	17.8	99	4127	28.1	19.1	105	6081	27.4	28.1	103	
	TERCILE 3	38355	23183	45.1	60.4	95	6183	42.6	16.1	90	6565	44.7	17.1	94	10435	47.0	27.2	99	
RADIO-TOTAL	QUINTILE 1	15988	10737	20.9	67.2	106	3221	22.2	20.1	112	3019	20.5	18.9	104	4497	20.3	28.1	103	
	QUINTILE 2	15626	10248	19.9	65.6	103	3153	21.7	20.2	113	3064	20.8	19.6	108	4032	18.2	25.8	94	
	QUINTILE 3	16723	10848	21.1	64.9	102	2960	20.4	17.7	99	3208	21.8	19.2	106	4680	21.1	28.0	102	
	QUINTILE 4	16342	10343	20.1	63.3	100	2670	18.4	16.3	91	2752	18.7	16.8	93	4921	22.2	30.1	110	
	QUINTILE 5	16306	9236	18.0	56.6	89	2509	17.3	15.4	86	2658	18.1	16.3	90	4069	18.3	25.0	91	
TV-PRIME TIME	QUINTILE 1	15953	10247	19.9	64.2	101	2886	19.9	18.1	101	3010	20.5	18.9	104	4351	19.6	27.3	100	
	QUINTILE 2	16137	10991	21.4	68.1	107	3395	23.4	21.0	117	3153	21.4	19.5	108	4444	20.0	27.5	100	
	QUINTILE 3	16420	10732	20.9	65.4	103	2808	19.3	17.1	95	3263	22.2	19.9	109	4661	21.0	28.4	104	
	QUINTILE 4	16687	9990	19.4	59.9	94	3114	21.5	18.7	104	2480	16.9	14.9	82	4396	19.8	26.3	96	
	QUINTILE 5	15789	9453	18.4	59.9	94	2312	15.9	14.6	82	2794	19.0	17.7	97	4347	19.6	27.5	100	
TV-DAYTIME	TERCILE 1	27736	17419	33.9	62.8	99	5559	38.3	20.0	112	4968	33.8	17.9	99	6891	31.0	24.8	91	
	TERCILE 2	26489	17009	33.1	64.2	101	4683	32.3	17.7	99	5123	34.9	19.3	107	7203	32.4	27.2	99	
	TERCILE 3	26761	16985	33.0	63.5	100	4273	29.4	16.0	89	4608	31.3	17.2	95	8104	36.5	30.3	110	
TV-TOTAL	QUINTILE 1	16345	10039	19.5	61.4	97	2985	20.6	18.3	102	3017	20.5	18.5	102	4037	18.2	24.7	90	
	QUINTILE 2	16447	11109	21.6	67.5	106	3340	23.0	20.3	113	3184	21.7	19.4	107	4585	20.7	27.9	102	
	QUINTILE 3	15980	10425	20.3	65.2	103	3153	21.7	19.7	110	3000	20.4	18.8	103	4273	19.2	26.7	98	
	QUINTILE 4	15887	9933	19.3	62.5	98	2593	17.9	16.3	91	2767	18.8	17.4	96	4573	20.6	28.8	105	
	QUINTILE 5	16326	9907	19.3	60.7	96	2443	16.8	15.0	83	2732	18.6	16.7	92	4731	21.3	29.0	106	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	14185	27.6	68.5	108	3731	25.7	18.0	100	4295	29.2	20.7	114	6159	27.7	29.7	108	
	NEWSPAPER IMPERATIVE	19186	12422	24.2	64.7	102	3498	24.1	18.2	102	3504	23.8	18.3	101	5420	24.4	28.2	103	
	NEWSPAPER IMPERATIVE	21899	14228	27.7	65.0	102	4233	29.2	19.3	108	4067	27.7	18.6	102	5927	26.7	27.1	99	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	10194	19.8	66.0	104	2649	18.3	17.1	96	3042	20.7	19.7	108	4503	20.3	29.1	106	
	OUTDOOR IMPERATIVE	25953	17232	33.5	66.4	105	4853	33.4	18.7	104	5006	34.1	19.3	106	7373	33.2	28.4	104	
	OUTDOOR IMPERATIVE	24400	14933	29.0	61.2	96	4172	28.7	17.1	95	4138	28.1	17.0	93	6622	29.8	27.1	99	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	12360	24.0	68.5	108	3374	23.2	18.7	104	3920	26.7	21.7	120	5066	22.8	28.1	102	
	RADIO IMPERATIVE	23571	15318	29.8	65.0	102	4076	28.1	17.3	96	4264	29.0	18.1	100	6977	31.4	29.6	108	
	RADIO IMPERATIVE	23278	14664	28.5	63.0	99	4604	31.7	19.8	110	4019	27.3	17.3	95	6041	27.2	26.0	95	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	10650	20.7	68.9	109	2866	19.7	18.5	103	3058	20.8	19.8	109	4727	21.3	30.6	112	
	TELEVISION IMPERATIVE	25829	16772	32.6	64.9	102	4580	31.6	17.7	99	4833	32.9	18.7	103	7360	33.2	28.5	104	
	TELEVISION IMPERATIVE	26039	15745	30.6	60.5	95	4970	34.2	19.1	107	4596	31.3	17.7	97	6179	27.8	23.7	87	
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	11058	21.5	66.6	105	2973	20.5	17.9	100	3180	21.6	19.2	106	4905	22.1	29.5	108	
	OUTDOOR IMPERATIVE	26834	18012	35.0	67.1	106	5271	36.3	19.6	110	5438	37.0	20.3	112	7303	32.9	27.2	99	
	OUTDOOR IMPERATIVE	23346	14367	27.9	61.5	97	4080	28.1	17.5	98	4006	27.3	17.2	95	6281	28.3	26.9	98	
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	11994	23.3	70.0	110	3709	25.6	21.6	121	3491	23.7	20.4	112	4794	21.6	28.0	102	
	RADIO IMPERATIVE	25892	16801	32.7	64.9	102	4417	30.4	17.1	95	4993	34.0	19.3	106	7391	33.3	28.5	104	
	RADIO IMPERATIVE	23167	14444	28.1	62.3	98	4145	28.6	17.9	100	4241	28.9	18.3	101	6058	27.3	26.1	95	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	11881	23.1	69.2	109	3734	25.7	21.8	121	3548	24.1	20.7	114	4599	20.7	26.8	98	
	TELEVISION IMPERATIVE	26214	16999	33.1	64.8	102	4448	30.6	17.0	95	4946	33.6	18.9	104	7605	34.3	29.0	106	
	TELEVISION IMPERATIVE	23412	14149	27.5	60.4	95	4126	28.4	17.6	98	3950	26.9	16.9	93					

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	20726	51413	100.0	63.5	100	14514	100.0	17.9	100	14700	100.0	18.2	100	22199	100.0	27.4	100
ATLANTIC MONTHLY	415	292	0.6	70.4	111	**34	0.2	8.2	46	**102	0.7	24.6	135	*156	0.7	37.6	137
BARRON'S	453	*266	0.5	58.7	92	**41	0.3	9.1	51	**72	0.5	15.9	88	**153	0.7	33.8	123
BETTER HOMES & GARDENS	16256	11289	22.0	64.9	109	3009	20.7	18.5	103	3109	21.1	19.1	105	5171	23.3	31.8	116
BON APPEIT	2535	1572	3.1	62.0	98	348	2.4	13.7	77	352	2.4	13.9	76	873	3.9	34.4	126
BUSINESS WEEK	1278	825	1.6	64.6	102	*153	1.1	12.0	67	*271	1.8	21.2	117	401	1.8	31.4	114
CAR AND DRIVER	378	*303	0.6	80.2	126	**51	0.4	13.5	75	**104	0.7	27.5	152	**147	0.7	38.9	142
CBS MAGAZINE NETWORK (GROSS)	1498	1120	2.2	74.8	118	*312	2.1	20.8	116	385	2.6	25.7	142	424	1.9	28.3	103
CHANGING TIMES	1505	925	1.8	61.5	97	*149	1.0	9.9	55	*290	2.0	19.3	106	486	2.2	32.3	118
COLONIAL HOMES	1231	851	1.7	69.1	109	*149	1.0	12.1	68	314	2.1	25.5	141	388	1.7	31.5	115
CONDE NAST MAG. PKG. (GROSS)	14146	8993	17.5	63.6	100	2284	15.7	16.1	90	2800	19.0	19.8	109	3909	17.6	27.6	101
CONSUMERS DIGEST	1323	957	1.9	72.3	114	*156	1.1	11.8	66	366	2.5	27.7	152	435	2.0	32.9	120
COSMOPOLITAN	7102	4470	8.7	62.9	99	1387	9.6	19.5	109	1108	7.5	15.6	86	1976	8.9	27.8	102
COUNTRY LIVING	2481	1826	3.6	73.6	116	445	3.1	17.9	100	463	3.1	18.7	103	918	4.1	37.0	135
CUISINE	1472	952	1.9	64.7	102	*184	1.3	12.5	70	290	2.0	19.7	109	478	2.2	32.5	118
CYCLE WORLD	425	352	0.7	82.8	130	**115	0.8	27.1	151	**83	0.6	19.5	108	**154	0.7	36.2	132
DCI:CREATIVE IDEAS FOR LIV	2510	1686	3.3	67.2	106	525	3.6	20.9	117	518	3.5	20.6	114	642	2.9	25.6	93
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4448	8.7	66.4	105	1185	8.2	17.7	99	1429	9.7	21.3	118	1834	8.3	27.4	100
DISCOVER	894	664	1.3	74.3	117	*148	1.0	16.6	92	*204	1.4	22.8	126	311	1.4	34.8	127
EBONY	3507	2150	4.2	61.3	97	711	4.9	20.3	113	815	5.5	23.2	128	624	2.8	17.8	65
ESQUIRE	1083	667	1.3	61.6	97	*200	1.4	18.5	103	*191	1.3	17.6	97	276	1.2	25.5	93
ESSENCE	1830	1135	2.2	62.0	98	356	2.5	19.5	109	411	2.8	22.5	124	369	1.7	20.2	74
FAMILY CIRCLE	15930	10987	21.4	69.0	109	2944	20.3	18.5	103	3389	23.1	21.3	117	4654	21.0	29.2	107
THE FAMILY HANDYMAN	1126	782	1.5	69.4	109	*170	1.2	15.1	84	288	2.0	25.6	141	325	1.5	28.9	105
FAMILY WEEKLY	11468	7350	14.3	64.1	101	1880	13.0	16.4	91	1979	13.5	17.3	95	3491	15.7	30.4	111
FIELD & STREAM	2234	1479	2.9	66.2	104	417	2.9	18.7	104	560	3.8	25.1	138	501	2.3	22.4	82
FOOD & WINE	579	400	0.8	69.1	109	**93	0.6	16.1	90	**73	0.5	12.6	69	234	1.1	40.4	147
FOODS	728	508	1.0	69.8	110	**77	0.5	10.6	59	*141	1.0	19.4	107	*290	1.3	39.8	145
FORTUNE	906	603	1.2	66.6	105	**73	0.5	8.1	45	*192	1.3	21.2	117	338	1.5	37.3	136
GENTLEMEN'S QUARTERLY	791	501	1.0	63.3	100	*156	1.1	19.7	110	*135	0.9	17.1	94	*211	1.0	26.7	97
GLAMOUR	5265	3321	6.5	63.1	99	756	5.2	14.4	80	987	6.7	18.7	103	1578	7.1	30.0	109
GOLF DIGEST	536	506	1.0	79.6	125	**78	0.5	12.3	68	*234	1.6	36.8	203	*194	0.9	30.5	111
GOLF DIGEST/TENNIS (GROSS)	1186	832	1.6	70.2	111	*161	1.1	13.6	76	359	2.4	30.3	167	313	1.4	26.4	96
GOLF MAGAZINE	441	391	0.8	88.7	140	**52	0.4	11.8	66	**128	0.9	29.0	160	*212	1.0	48.1	175
GOLF MAGAZINE/SKI (GROSS)	922	698	1.4	75.7	119	*144	1.0	15.6	87	*209	1.4	22.7	125	345	1.6	37.4	137
GOOD HOUSEKEEPING	16487	11367	22.1	68.9	109	3009	20.7	18.3	102	3448	23.5	20.9	115	4910	22.1	29.8	109
HARPER'S BAZAAR	2423	1531	3.0	63.2	100	338	2.3	13.9	78	411	2.8	17.0	93	782	3.5	32.3	118
HEALTH	1994	1290	2.5	64.7	102	315	2.2	15.8	88	348	2.4	17.5	96	627	2.8	31.4	115
HEARST MAG CORP. BUY (GROSS)	44101	30025	58.4	68.1	107	8051	55.5	18.3	102	8779	59.7	19.9	110	13196	59.4	29.9	109
HEARST MAN POWER (GROSS)	1993	1392	2.7	69.8	110	360	2.5	18.1	101	523	3.6	26.2	145	510	2.3	25.6	93
HEARST WOMAN POWER (GROSS)	31274	21135	41.1	67.6	106	5880	40.5	18.8	105	6187	42.1	19.8	109	9068	40.8	29.0	106
HOUSE BEAUTIFUL	3623	2548	5.0	70.3	111	686	4.7	18.9	106	664	4.5	18.3	101	1199	5.4	33.1	121
INC.	383	*206	0.4	72.8	115	**28	0.2	9.9	55	**49	0.3	17.3	95	**128	0.6	45.2	165
JET	2928	1808	3.5	61.7	97	676	4.7	23.1	129	664	4.5	22.7	125	468	2.1	16.0	58
LADIES' HOME JOURNAL	11918	8063	15.7	67.7	107	2161	14.9	18.1	101	2147	14.6	18.0	99	3756	16.9	31.5	115
LHJ FAMILY GRP COMBO(GROSS)	16764	11245	21.9	67.1	106	2935	20.2	17.5	98	3073	20.9	18.3	101	5237	23.6	31.2	114
LIFE	4254	2649	5.2	62.3	98	600	4.1	14.1	79	854	5.8	20.1	111	1195	5.4	28.1	102
L.A. TIMES HOME MAGAZINE	1145	643	1.3	56.2	88	**151	1.0	13.2	74	**92	0.6	8.0	44	400	1.8	34.9	127
MADMOISELLE	2884	1844	3.6	63.9	101	520	3.6	18.0	101	486	3.3	16.9	93	839	3.8	29.1	106
MC CALL'S	13460	9171	17.8	68.1	107	2497	17.2	18.6	104	2728	18.6	20.3	112	3945	17.8	29.3	107
MC CALL'S/WRK MOTHER (GROSS)	14606	10015	19.5	68.6	108	2695	18.6	18.5	103	3006	20.4	20.6	113	4315	19.4	29.5	108
MECHANIX ILLUSTRATED	772	525	1.0	68.0	107	**123	0.8	15.9	89	*233	1.6	30.2	166	*169	0.8	21.9	80
METROPOLITAN HOME	967	696	1.4	72.0	113	*124	0.9	12.8	72	*197	1.3	20.4	112	375	1.7	38.8	141
MONEY	1588	999	1.9	62.9	99	*210	1.4	13.2	74	300	2.0	18.9	104	489	2.2	30.8	112
MOTHER EARTH NEWS	1002	680	1.3	67.9	107	*170	1.2	17.0	95	*240	1.6	24.0	132	270	1.2	26.9	98
MS.	825	544	1.1	65.9	104	*137	0.9	16.6	93	*176	1.2	21.3	118	230	1.0	27.9	102
NATIONAL ENQUIRER	10336	6927	13.5	67.0	106	2120	14.6	20.5	114	1967	13.4	19.0	105	2840	12.8	27.5	100
NATIONAL GEOGRAPHIC	9597	6469	12.6	67.4	106	1616	11.1	16.8	94	1785	12.1	18.6	102	3068	13.8	32.0	117
NATIONAL SUNDAY MAGAZINE PKG	49558	33094	64.4	66.8	105	9297	64.1	18.8	105	9682	65.9	19.5	108	14115	63.6	28.5	104
NATURAL HISTORY	573	405	0.8	70.7	111	**132	0.9	23.0	129	**123	0.8	21.5	118	*150	0.7	26.2	96
NEW WOMAN	1699	967	1.9	56.9	90	*230	1.6	13.5	76	243	1.7	14.3	79	495	2.2	29.1	106
NEW YORK INCLUDING CUE	443	268	0.5	60.5	95	**40	0.3	9.0	50	**69	0.5	15.6	86	*159	0.7	35.9	131
THE NEW YORKER	1270	934	1.8	73.5	116	*181	1.2	14.3	80	*302	2.1	23.8	131	451	2.0	35.5	130
NEWSWEEK	6277	4063	7.9	64.7	102	1095	7.5	17.4	97	1166	7.9	18.6	102	1803	8.1	28.7	105
THE N.Y. TIMES DAILY EDITION	1205	855	1.7	71.0	112	*176	1.2	14.6	81	*203	1.4	16.8	93	475	2.1	39.4	144
THE N.Y. TIMES MAGAZINE	2081	1481	2.9	71.2	112	320	2.2	15.4	86	423	2.9	20.3	112	738	3.3	35.5	129
ONNI	788	566	1.1	71.8	113	**101	0.7	12.8	72	*202	1.4	25.6	141	264	1.2	33.5	122
ON CABLE	1158	797	1.6	68.8	108	*270	1.9	23.3	130	*204	1.4	17.6	97	*323	1.5	27.9	102
1001 HOME IDEAS	2852	1891	3.7	66.3	104	458	3.2	16.1	90	578	3.9	20.3	112	855	3.9	30.0	109
ORGANIC GARDENING	1658	1122	2.2	67.7	107	326	2.2	19.7	110	340	2.3	20.5	113	456	2.1	27.5	100
OUTDOOR LIFE	896	637	1.2	71.1	112	*154	1.1	17.2	96	*226	1.5	25.2	139	257	1.2	28.7	105
PARADE MAGAZINE	24275	16278	31.7	67.1	106	4705	32.4	19.4	108	4705	32.0	19.4	107	6868	30.9	28.3	103

BAKED BEANS (IN JARS OR CANS): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	51413	100.0	63.5	100	14514	100.0	17.9	100	14700	100.0	18.2	100	22199	100.0	27.4	100
PARENTS	3845	2772	5.4	72.1	114	833	5.7	21.7	121	866	5.9	22.5	124	1073	4.8	27.9	102
PENTHOUSE	831	470	0.9	56.6	89	*153	1.1	18.4	103	**132	0.9	15.9	88	*186	0.8	22.4	82
PEOPLE	11645	7845	15.3	67.4	106	2195	15.1	18.8	105	2251	15.3	19.3	106	3399	15.3	29.2	106
PLAYBOY	2006	1265	2.5	63.1	99	417	2.9	20.8	116	336	2.3	16.7	92	512	2.3	25.5	93
POPULAR HOT RODDING	297	*180	0.4	60.6	95	**36	0.2	12.1	68	**72	0.5	24.2	134	**72	0.3	24.2	88
POPULAR MECHANICS	1018	681	1.3	66.9	105	*176	1.2	17.3	96	*293	2.0	28.8	159	*212	1.0	20.8	76
POPULAR SCIENCE	878	592	1.2	67.4	106	*178	1.2	20.3	113	*158	1.1	18.0	99	*256	1.2	29.2	106
PREVENTION	3913	2606	5.1	66.6	105	674	4.6	17.2	96	822	5.6	21.0	116	1110	5.0	28.4	103
PSYCHOLOGY TODAY	1710	1161	2.3	67.9	107	303	2.1	17.7	99	340	2.3	19.9	110	517	2.3	30.2	110
READER'S DIGEST	22204	15091	29.4	68.0	107	4111	28.3	18.5	103	4208	28.6	19.0	104	6773	30.5	30.5	111
REDBOOK	7684	5297	10.3	68.9	109	1484	10.2	19.3	108	1631	11.1	21.2	117	2182	9.8	28.4	104
ROAD & TRACK	410	329	0.6	80.2	126	**101	0.7	24.6	137	**92	0.6	22.4	124	**136	0.6	33.2	121
ROLLING STONE	969	572	1.1	59.0	93	*142	1.0	14.7	82	*182	1.2	18.8	103	249	1.1	25.7	94
RUNNER'S WORLD	298	*189	0.4	63.4	100	**54	0.4	18.1	101	**53	0.4	17.8	98	**82	0.4	27.5	100
SATURDAY EVENING POST	1169	750	1.5	64.2	101	*163	1.1	13.9	78	223	1.5	19.1	105	364	1.6	31.1	114
SCIENCE 84	587	471	0.9	80.2	126	**132	0.9	22.5	125	*154	1.0	26.2	145	*185	0.8	31.5	115
SCIENCE DIGEST	482	381	0.7	79.0	125	**117	0.8	24.3	135	**109	0.7	22.6	125	*155	0.7	32.2	117
SCIENTIFIC AMERICAN	594	426	0.8	71.7	113	**66	0.5	11.1	62	**173	1.2	29.1	160	*187	0.8	31.5	115
SELF	2089	1342	2.6	64.2	101	331	2.3	15.8	88	524	3.6	25.1	138	488	2.2	23.4	85
SEVENTEEN	2411	1608	3.1	66.7	105	436	3.0	18.1	101	584	4.0	24.2	133	587	2.6	24.3	89
SKI	480	307	0.6	64.0	101	**93	0.6	19.4	108	**82	0.6	17.1	94	**133	0.6	27.7	101
SMITHSONIAN	2760	1819	3.5	65.9	104	413	2.8	15.0	83	500	3.4	18.1	100	906	4.1	32.8	120
SOAP OPERA DIGEST	3013	1982	3.9	65.8	104	856	5.9	28.4	159	534	3.6	17.7	98	592	2.7	19.6	72
SOUTHERN LIVING	4184	2762	5.4	66.0	104	660	4.5	15.8	88	911	6.2	21.8	120	1192	5.4	28.5	104
SPORT	559	383	0.7	68.5	108	**87	0.6	15.6	87	**130	0.9	23.3	128	*166	0.7	29.7	108
THE SPORTING NEWS	436	*273	0.5	62.6	99	**67	0.5	15.4	86	**125	0.9	28.7	158	**81	0.4	18.6	68
SPORTS AFIELD	493	330	0.6	66.9	105	**67	0.5	13.6	76	**121	0.8	24.5	135	*142	0.6	28.8	105
SPORTS ILLUSTRATED	2758	1969	3.8	71.4	112	479	3.3	17.4	97	594	4.0	21.5	119	896	4.0	32.5	119
STAR	7456	5053	9.8	67.8	107	1579	10.9	21.2	118	1544	10.5	20.7	114	1930	8.7	25.9	94
SUNDAY	24936	17197	33.4	69.0	109	4877	33.6	19.6	109	5289	36.0	21.2	117	7031	31.7	28.2	103
SUNSET	2124	1404	2.7	66.1	104	*189	1.3	8.9	50	342	2.3	16.1	89	873	3.9	41.1	150
TV GUIDE	21661	14451	28.1	66.7	105	4274	29.4	19.7	110	4176	28.4	19.3	106	6001	27.0	27.7	101
TENNIS	550	327	0.6	59.5	94	**84	0.6	15.3	85	**125	0.9	22.7	125	**118	0.5	21.5	78
TIME	8880	6024	11.7	67.8	107	1726	11.9	19.4	108	1658	11.3	18.7	103	2640	11.9	29.7	108
TOWN & COUNTRY	917	596	1.2	65.0	102	*152	1.0	16.6	92	*149	1.0	16.2	90	295	1.3	32.2	117
TRAVEL & LEISURE	972	694	1.3	71.4	112	*134	0.9	13.8	77	*205	1.4	21.1	116	354	1.6	36.4	133
TRUE STORY	3356	2251	4.4	67.1	106	680	4.7	20.3	113	658	4.5	19.6	108	913	4.1	27.2	99
U.S. NEWS & WORLD REPORT	3410	2402	4.7	70.4	111	625	4.3	18.3	102	610	4.1	17.9	99	1167	5.3	34.2	125
USA TODAY	1759	1276	2.5	72.5	114	325	2.2	18.5	103	276	1.9	15.7	86	675	3.0	38.4	140
US	1873	1251	2.4	66.8	105	303	2.1	16.2	90	446	3.0	23.8	131	503	2.3	26.9	98
VOGUE	3909	2485	4.8	63.6	100	678	4.7	17.3	97	803	5.5	20.5	113	1004	4.5	25.7	94
WALL STREET JOURNAL	1886	1330	2.6	70.5	111	*235	1.6	12.5	70	443	3.0	23.5	129	653	2.9	34.6	126
WEIGHT WATCHERS	2120	1486	2.9	70.1	110	527	3.6	24.9	139	434	3.0	20.5	113	525	2.4	24.8	90
WOMAN'S DAY	14172	9904	19.3	69.9	110	2706	18.6	19.1	107	3012	20.5	21.3	117	4187	18.9	29.5	108
WORKING MOTHER	1146	845	1.6	73.7	116	*198	1.4	17.3	96	*277	1.9	24.2	133	370	1.7	32.3	118
WORKING WOMAN	1322	849	1.7	64.2	101	*202	1.4	15.3	85	*229	1.6	17.3	95	419	1.9	31.7	116
WORLD TENNIS	*163	**101	0.2	62.0	98	*116	0.1	9.8	55	**44	0.3	27.0	149	**41	0.2	25.2	92
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1701	3.3	67.2	106	315	2.2	12.4	69	656	4.5	25.9	143	730	3.3	28.8	105
BLAIR INSERTS	43657	29410	57.2	67.4	106	8247	56.8	18.9	105	8687	59.1	19.9	110	12476	56.2	28.6	104
DAILY NEWSPAPERS																	
READ ANY	51633	34183	66.5	66.2	104	9623	66.3	18.6	104	9945	67.7	19.3	106	14615	65.8	28.3	103
READ ONE	43463	28448	55.3	65.5	103	8161	56.2	18.8	105	8483	57.7	19.5	108	11804	53.2	27.2	99
READ TWO OR MORE	8170	5735	11.2	70.2	111	1463	10.1	17.9	100	1462	9.9	17.9	99	2811	12.7	34.4	126
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	35014	68.1	66.5	105	9842	67.8	18.7	104	10194	69.3	19.4	107	14978	67.5	28.4	104
READ ONE	46126	30364	59.1	65.8	104	8577	59.1	18.6	104	8953	60.9	19.4	107	12835	57.8	27.8	102
READ TWO OR MORE	6552	4649	9.0	71.0	112	1265	8.7	19.3	108	1242	8.4	19.0	104	2143	9.7	32.7	119
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.18				27.24				28.38				28.65			
30 DAY REACH	71455	45251	88.0	63.3	100	12626	87.0	17.7	99	12928	87.9	18.1	100	19697	88.7	27.6	101
50 SHWG - 30 DAY AV FREQ	14.56	14.83				14.21				14.94				15.14			
30 DAY REACH	67742	43111	83.9	63.6	100	12117	83.5	17.9	100	12293	83.6	18.1	100	18702	84.2	27.6	101
25 SHWG - 30 DAY AV FREQ	7.94	8.04				7.79				8.05				8.20			
30 DAY REACH	62117	39709	77.2	63.9	101	11045	76.1	17.8	99	11413	77.6	18.4	101	17252	77.7	27.8	101
CABLE TV: HOME WIRED	32077	21188	41.2	66.1	104	5455	37.6	17.0	95	5854	39.8	18.2	101	9879	44.5	30.8	112
HOME NOT WIRED	48909	30225	58.8	61.8	97	9060	62.4	18.5	103	8846	60.2	18.1	100	12319	55.5	25.2	92
HAVE PAY CABLE	15935	10720	20.9	67.3	106	2815	19.4	17.7	99	2902	19.7	18.2	100	5003	22.5	31.4	115

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	51413	100.0	63.5	100	14514	100.0	17.9	100	14700	100.0	18.2	100	22199	100.0	27.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	29007	56.4	66.0	104	8297	57.2	18.9	105	8105	55.1	18.5	102	12606	56.8	28.7	105
10:00 AM - 3:00 PM	30659	20477	39.8	66.8	105	6122	42.2	20.0	111	5783	39.3	18.9	104	8572	38.6	28.0	102
3:00 PM - 7:00 PM	31045	20154	39.2	64.9	102	5903	40.7	19.0	106	5626	38.3	18.1	100	8625	38.9	27.8	101
7:00 PM - MIDNIGHT	15767	10102	19.6	64.1	101	2966	20.4	18.8	105	2824	19.2	17.9	99	4312	19.4	27.3	100
MIDNIGHT - 6:00 AM	9120	6103	11.9	66.9	105	1896	13.1	20.8	116	1575	10.7	17.3	95	2632	11.9	28.9	105
6:00 AM - MIDNIGHT	58527	38224	74.3	65.3	103	10983	75.7	18.8	105	10766	73.2	18.4	101	16475	74.2	28.1	103
ENTIRE DAY	59311	38716	75.3	65.3	103	11133	76.7	18.8	105	10902	74.2	18.4	101	16681	75.1	28.1	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	10791	21.0	66.7	105	3230	22.3	20.0	111	2924	19.9	18.1	100	4637	20.9	28.7	105
ALL NEWS	2256	1609	3.1	71.3	112	489	3.4	21.7	121	285	1.9	12.6	70	835	3.8	37.0	135
AOR/PROGRESSIVE	3874	2532	4.9	65.4	103	647	4.5	16.7	93	668	4.5	17.2	95	1218	5.5	31.4	115
BEAUTIFUL MUSIC	5660	3617	7.0	63.9	101	991	6.8	17.5	98	1130	7.7	20.0	110	1496	6.7	26.4	96
BLACK	2204	1371	2.7	62.2	98	522	3.6	23.7	132	383	2.6	17.4	96	466	2.1	21.1	77
CLASSICAL	1418	831	1.6	58.6	92	*204	1.4	14.4	80	*254	1.7	17.9	99	373	1.7	26.3	96
CHR/ROCK	9538	5962	11.6	62.5	98	1860	12.8	19.5	109	1713	11.7	18.0	99	2389	10.8	25.0	91
COUNTRY	12648	8304	16.2	65.7	103	2489	17.1	19.7	110	2331	15.9	18.4	102	3484	15.7	27.5	100
GOLDEN OLDIES	1191	794	1.5	66.7	105	*289	2.0	24.3	135	*220	1.5	18.5	102	285	1.3	23.9	87
MOR/NOSTALGIA	4757	3219	6.3	67.7	107	687	4.7	14.4	81	918	6.2	19.3	106	1615	7.3	33.9	124
NEWS/TALK	3863	2498	4.9	64.7	102	617	4.3	16.0	89	669	4.6	17.3	95	1212	5.5	31.4	114
RELIGIOUS	3084	2023	3.9	65.6	103	603	4.2	19.6	109	542	3.7	17.6	97	878	4.0	28.5	104
SOFT ROCK	521	380	0.7	72.9	115	**103	0.7	19.8	110	**104	0.7	20.0	110	*173	0.8	33.2	121
URBAN CONTEMPORARY	1585	1044	2.0	65.9	104	466	3.2	29.4	164	295	2.0	18.6	103	283	1.3	17.9	65
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2242	4.4	68.8	108	728	5.0	22.3	125	625	4.3	19.2	106	859	4.0	27.3	99
ABC DIRECTION	2316	1623	3.2	70.1	110	592	4.1	25.6	143	358	2.4	15.5	85	673	3.0	29.1	106
ABC ENTERTAINMENT	4834	3213	6.2	66.5	105	974	6.7	20.1	112	809	5.5	16.7	92	1430	6.4	29.6	108
ABC FM	2202	1351	2.6	61.4	97	519	3.6	23.6	132	349	2.4	15.8	87	484	2.2	22.0	80
ABC INFORMATION	5425	3433	6.7	63.3	100	836	5.8	15.4	86	1129	7.7	20.8	115	1468	6.6	27.1	99
ABC ROCK	1677	1107	2.2	66.0	104	330	2.3	19.7	110	256	1.7	15.3	84	521	2.3	31.1	113
CBS	4430	3038	5.9	68.6	108	886	6.1	20.0	112	589	4.0	13.3	73	1563	7.0	35.3	129
MUTUAL	4992	3504	6.8	70.2	111	1035	7.1	20.7	116	1010	6.9	20.2	111	1460	6.6	29.2	107
NBC	4679	3424	6.7	73.2	115	949	6.5	20.3	113	982	6.7	21.0	116	1436	6.7	31.9	116
RADIO/RADIO	1994	1334	2.6	66.9	105	482	3.3	24.2	135	312	2.1	15.6	86	541	2.4	27.1	99
RKO ONE	2298	1401	2.7	61.0	96	423	2.9	18.4	103	420	2.9	18.3	101	558	2.5	24.3	89
RKO TWO	3311	2100	4.1	63.4	100	557	3.8	16.8	94	632	4.3	19.1	105	911	4.1	27.5	100
THE SOURCE	2114	1400	2.7	66.2	104	498	3.4	23.6	131	392	2.7	18.5	102	510	2.3	24.1	88
NON-WIRED : BLAIR	8654	5535	10.8	64.0	101	1736	12.0	20.1	112	1415	9.6	16.4	90	2384	10.7	27.5	100
INTERNET	12025	7709	15.0	64.1	101	2225	15.3	18.5	103	2303	15.7	19.2	106	3181	14.3	26.5	97
KATZ RADIO GROUP	15359	10058	19.6	65.5	103	2516	17.3	16.4	91	3040	20.7	19.8	109	4503	20.3	29.3	107
SUPERNET	10628	6995	13.6	65.8	104	2008	13.8	18.9	105	1890	12.9	17.8	98	3098	14.0	29.1	106
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5770	10.4	62.0	98	1481	10.2	17.1	95	1512	10.3	17.5	96	2377	10.7	27.5	100
WKDAY 9:00 AM - 1:00 PM	12163	7441	14.5	61.2	96	2337	16.1	19.2	107	2235	15.2	18.4	101	2869	12.9	23.6	86
WKDAY 1:00 PM - 4:30 PM	16150	10182	19.8	63.0	99	3215	22.2	19.9	111	2939	20.0	18.2	100	4028	18.1	24.9	91
WKDAY 4:30 PM - 7:30 PM	22463	14071	27.4	62.6	99	4150	28.6	18.5	103	4048	27.5	18.0	99	5873	26.5	26.1	95
WKDAY 7:30 PM - 8:00 PM	31795	20303	39.5	63.9	101	5905	40.7	18.6	104	5960	40.5	18.7	103	8438	38.0	26.5	97
WKDAY 11:00 PM - 11:30 PM	23977	15778	30.7	65.8	104	4651	32.0	19.4	108	4505	30.6	18.8	104	6621	29.8	27.6	101
WKDAY 11:30 PM - 1:00 AM	7703	5184	10.1	67.3	106	1493	10.3	19.4	108	1541	10.5	20.0	110	2151	9.7	27.9	102
M-SAT 8-11 PM-SUN 7-11 PM	33800	21954	42.7	65.0	102	6342	43.7	18.8	105	6377	43.4	18.9	104	9236	41.6	27.3	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	4060	7.9	62.1	98	1353	9.3	20.7	115	1215	8.3	18.6	102	1491	6.7	22.8	83
ANOTHER WORLD	N 4620	3019	5.9	65.3	103	1002	6.9	21.7	121	887	6.0	19.2	106	1130	5.1	24.5	89
AS THE WORLD TURNS	C 5614	3465	6.7	61.7	97	1191	8.2	21.2	118	912	6.2	16.2	89	1362	6.1	24.3	89
CAPITOL	C 3396	2037	4.0	60.0	94	731	5.0	21.5	120	496	3.4	14.6	80	809	3.6	23.8	87
CBS MORN. NEWS 1	C 1446	835	1.6	57.7	91	254	1.8	17.6	98	195	1.3	13.5	74	386	1.7	26.7	97
CBS MORN. NEWS 2	C 1207	637	1.2	52.8	83	187	1.3	15.5	86	152	1.0	12.6	69	298	1.3	24.7	90
DAYS OF OUR LIVES	N 5877	4007	7.8	68.2	107	1173	8.1	20.0	111	1250	8.5	21.3	117	1584	7.1	27.0	98
FACTS OF LIFE - DAYTIME	N 2290	1365	2.7	59.6	94	447	3.1	19.5	109	409	2.8	17.9	98	508	2.3	22.2	81
FAMILY FEUD	A 3023	1813	3.5	60.0	94	513	3.5	17.0	95	624	4.2	20.6	114	676	3.0	22.4	82
GENERAL HOSPITAL	A 6097	3780	7.4	62.0	98	1173	8.1	19.2	107	1004	6.8	16.5	91	1603	7.2	26.3	96
GOOD MORNING, AMERICA-730	A 3515	2264	4.4	64.4	101	589	4.1	16.8	94	592	4.0	16.8	93	1083	4.9	30.8	112
GOOD MORNING, AMERICA-830	A 2818	1856	3.6	65.9	104	550	3.8	19.5	109	534	3.6	18.9	104	773	3.5	27.4	100
GUIDING LIGHT	C 5339	3396	6.6	63.6	100	1113	7.7	20.8	116	954	6.5	17.9	98	1329	6.0	24.9	91
ONE LIFE TO LIVE	A 4478	2708	5.3	60.5	95	873	6.0	19.5	109	774	5.3	17.3	95	1061	4.8	23.7	86
PRESS YOUR LUCK	C 2244	1431	2.8	63.8	100	474	3.3	21.1	118	428	2.9	19.1	105	529	2.4	23.6	86
PRICE IS RIGHT 1	C 4348	2717	5.3	62.5	98</												

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	TOTAL U.S. '000	B&M OVEN BAKED BEANS				CAMPBELL'S HOMESTYLE PORK & BEANS				CAMPBELL'S OLD FASHIONED BEANS				CAMPBELL'S PORK & BEANS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	13569	100.0	16.8	100	9627	100.0	11.9	100	4879	100.0	6.0	100	22096	100.0	27.3	100
18 - 24	9282	971	7.2	10.5	62	950	9.9	10.2	86	*492	10.1	5.3	88	2101	9.5	22.6	83
25 - 34	19072	3059	22.5	16.0	96	2415	25.1	12.7	107	1290	26.4	6.8	112	5043	22.8	26.4	97
35 - 44	14591	2996	22.1	20.5	123	1849	19.2	12.7	107	975	20.0	6.7	111	3944	17.8	27.0	99
45 - 54	11345	2082	15.3	18.4	110	1223	12.7	10.8	91	695	14.2	6.1	102	3749	17.0	33.0	121
55 - 64	11635	2301	17.0	19.8	118	1523	15.8	13.1	110	838	17.2	7.2	120	3455	15.6	29.7	109
65 OR OLDER	15061	2160	15.9	14.3	86	1666	17.3	11.1	93	589	12.1	3.9	65	3805	17.2	25.3	93
18 - 34	28354	4030	29.7	14.2	85	3365	35.0	11.9	100	1782	36.5	6.3	104	7144	32.3	25.2	92
18 - 49	48339	7865	58.0	16.3	97	5854	60.8	12.1	102	3165	64.9	6.5	109	12973	58.7	26.8	98
25 - 54	45008	8137	60.0	18.1	108	5487	57.0	12.2	103	2960	60.7	6.6	109	12736	57.6	28.3	104
35 - 49	19985	3835	28.3	19.2	115	2489	25.9	12.5	105	1383	28.3	6.9	115	5829	26.4	29.2	107
50 OR OLDER	32647	5705	42.0	17.5	104	3773	39.2	11.6	97	1714	35.1	5.3	87	9123	41.3	27.9	102
GRADUATED COLLEGE	11155	2343	17.3	21.0	125	1382	14.4	12.4	104	923	18.9	8.3	137	2679	12.1	24.0	88
ATTENDED COLLEGE	13682	2803	20.7	20.5	122	1602	16.6	11.7	98	759	15.6	5.5	92	3763	17.0	27.5	101
GRADUATED HIGH SCHOOL	33880	5698	42.0	16.8	100	4396	45.7	13.0	109	2169	44.5	6.4	106	10032	45.4	29.6	109
DID NOT GRADUATE HIGH SCHOOL	22270	2726	20.1	12.2	73	2247	23.3	10.1	85	1028	21.1	4.6	77	5622	25.4	25.2	93
EMPLOYED	40306	7525	55.5	18.7	111	4823	50.1	12.0	101	2704	55.4	6.7	111	10609	48.0	26.3	96
EMPLOYED FULL-TIME	32850	6135	45.2	18.7	111	4049	42.1	12.3	104	2306	47.3	7.0	117	8435	38.2	25.7	94
EMPLOYED PART-TIME	7456	1390	10.2	18.6	111	774	8.0	10.4	87	*398	8.2	5.3	89	2174	9.8	29.2	107
NOT EMPLOYED	40680	6045	44.6	14.9	89	4049	49.9	11.8	99	2175	44.6	5.3	89	11487	52.0	28.2	103
PROFESSIONAL/MANAGER	10392	2212	16.3	21.3	127	1328	13.8	12.8	108	809	16.6	7.8	129	2537	11.5	24.4	89
TECH/CLERICAL/SALES	17574	3531	26.0	20.1	120	2190	22.7	12.5	105	1126	23.1	6.4	106	4580	20.7	26.1	96
PRECISION/CRAFT	985	**240	1.8	24.4	145	**169	1.8	17.2	144	**108	2.2	11.0	182	**165	0.7	16.8	61
OTHER EMPLOYED	11354	1541	11.4	13.6	81	1136	11.8	10.0	84	662	13.6	5.8	97	3327	15.1	29.3	107
SINGLE	9863	1420	10.5	14.4	86	1090	11.3	11.1	93	525	10.8	5.3	88	1968	8.9	20.0	73
MARRIED	51375	9203	67.8	17.9	107	6401	66.5	12.5	105	3323	68.1	6.5	107	15479	70.1	30.1	110
DIVORCED/SEPARATED/WIDOWED	19748	2947	21.7	14.9	89	2136	22.2	10.8	91	1031	21.1	5.2	87	4650	21.0	23.5	86
PARENTS	32590	5408	39.9	16.6	99	4238	44.0	13.0	109	2211	45.3	6.8	113	9473	42.9	29.1	107
WHITE	70416	12564	92.6	17.8	106	8293	86.1	11.8	99	4129	84.6	5.9	97	19727	89.3	28.0	103
BLACK	8778	819	6.0	9.3	56	1237	12.8	14.1	119	633	13.0	7.2	120	2020	9.1	23.0	84
OTHER	1791	**187	1.4	10.4	62	**96	1.0	5.4	45	**118	2.4	6.6	109	**350	1.6	19.5	72
NORTHEAST-CENSUS	17786	4777	35.2	26.9	160	2772	28.8	15.6	131	1718	35.2	9.7	160	5644	25.5	31.7	116
NORTH CENTRAL	20741	3474	25.6	16.7	100	2256	23.4	10.9	92	1033	21.2	5.0	83	6329	28.6	30.5	112
SOUTH	27775	2190	16.1	7.9	47	3134	32.6	11.3	95	1310	26.8	4.7	78	7224	32.7	26.0	95
WEST	14683	3129	23.1	21.3	127	1465	15.2	10.0	84	819	16.8	5.6	93	2899	13.1	19.7	72
NORTHEAST-MKTG.	17961	4856	35.8	27.0	161	2592	26.9	14.4	121	1750	35.9	9.7	162	5469	24.8	30.4	112
EAST CENTRAL	11885	1443	10.6	12.1	72	1494	15.5	12.6	106	719	14.7	6.0	100	4331	19.6	36.4	134
WEST CENTRAL	14090	2546	18.8	18.1	108	1436	14.9	10.2	86	537	11.0	3.8	63	3898	17.6	27.7	101
SOUTH	24081	1831	13.5	7.6	45	2803	29.1	11.6	98	1110	22.8	4.6	77	5992	27.1	24.9	91
PACIFIC	12969	2894	21.3	22.3	133	1303	13.5	10.0	85	*764	15.7	5.9	98	2407	10.9	18.6	68
COUNTY SIZE A	32439	6637	48.9	20.5	122	4063	42.2	12.5	105	2428	49.8	7.5	124	8725	39.5	26.9	99
COUNTY SIZE B	24915	3831	28.2	15.4	92	2982	31.0	12.0	101	1276	26.2	5.1	85	7210	32.6	28.9	106
COUNTY SIZE C	12930	1945	14.3	15.0	90	1564	16.2	12.1	102	738	15.1	5.7	95	3291	14.9	25.5	93
COUNTY SIZE D	10703	1158	8.5	10.8	65	1019	10.6	9.5	80	*438	9.0	4.1	68	2871	13.0	26.8	98
METRO CENTRAL CITY	24518	3455	25.5	14.1	84	2901	30.1	11.8	100	1519	31.1	6.2	103	6104	27.6	24.9	91
METRO SUBURBAN	35919	7508	55.3	20.9	125	4481	46.5	12.5	105	2386	48.9	6.6	110	10587	47.9	29.5	108
NON METRO	20549	2607	19.2	12.7	76	2244	23.3	10.9	92	974	20.0	4.7	79	5406	24.5	26.3	96
TOP 5 ADI'S	18341	3912	28.8	21.3	127	2380	24.7	13.0	109	1577	32.3	8.6	143	4915	22.2	26.8	98
TOP 10 ADI'S	25378	5464	40.3	21.5	129	3036	31.5	12.0	101	2078	42.6	8.2	136	6655	30.1	26.2	96
TOP 20 ADI'S	36488	7583	55.9	20.8	124	4483	46.6	12.3	103	2637	54.0	7.2	120	9735	44.1	26.7	98
HSGLD INC. \$50,000 OR MORE	6612	1858	13.7	28.1	168	1159	12.0	17.5	147	*564	11.6	8.5	142	1982	9.0	30.0	110
\$40,000 OR MORE	12659	3330	24.5	26.3	157	1767	18.4	14.0	117	1068	21.9	8.4	140	3665	16.6	29.0	106
\$30,000 OR MORE	24698	5786	42.6	23.4	140	3116	32.4	12.6	106	1959	40.2	7.9	132	6985	31.6	28.3	104
\$25,000 OR MORE	32077	7010	51.7	21.9	130	4197	43.6	13.1	110	2459	50.4	7.7	127	9339	42.3	29.1	107
\$20,000 - \$24,999	9144	1682	12.4	18.4	110	991	10.3	10.8	91	660	13.5	7.2	120	2659	12.0	29.1	107
\$15,000 - \$19,999	8728	1404	10.3	16.1	96	869	9.0	10.0	84	*438	9.0	5.0	83	2494	11.3	28.6	105
\$10,000 - \$14,999	12562	1728	12.7	13.8	82	1388	14.4	11.0	93	583	11.9	4.6	77	3088	14.0	24.6	90
UNDER \$10,000	18475	1746	12.9	9.5	56	2182	22.7	11.8	99	739	15.1	4.0	66	4516	20.4	24.4	90
HOUSEHOLD OF 1 PERSON	11987	1583	11.7	13.2	79	1139	11.8	9.5	80	534	10.9	4.5	74	2421	11.0	20.2	74
2 PEOPLE	26577	4886	36.0	18.4	110	3136	32.6	11.8	99	1610	33.0	6.1	101	6766	30.6	25.5	93
3 OR 4 PEOPLE	30617	5051	37.2	16.5	98	3863	40.1	12.6	106	1777	36.4	5.8	96	9010	40.8	29.4	108
5 OR MORE PEOPLE	11804	2050	15.1	17.4	104	1489	15.5	12.6	106	959	19.7	8.1	135	3899	17.6	33.0	121
NO CHILD IN HSHLD	46165	7840	57.8	17.0	101	5151	53.5	11.2	94	2489	51.0	5.4	89	12030	54.4	26.1	96
CHILD(REN) UNDER 2 YRS	5325	679	5.0	12.8	76	*602	6.3	11.3	95	**284	5.8	5.3	89	1341	6.1	25.2	92
2 - 5 YEARS	14221	1824	13.4	12.8	77	1701	17.7	12.0	101	912	18.7	6.4	106	4042	18.3	28.4	104
6 - 11 YEARS	15117	2417	17.8	16.0	95	2065	21.5	13.7	115	868	17.8	5.7	95	4379	19.8	29.0	106
12 - 17 YEARS	16611	3187	23.5	19.2	115	2246	23.3	13.5	114	1284	26.3	7.7	128	4967	22.5	29.9	110
RESIDENCE OWNED	55884	10049	74.1	18.0	107	6811	70.7	12.2	103	3493	71.6	6.3	104	16551	74.9	29.6	109
VALUE: \$50,000 OR MORE	31744	7057	52.0	22.2	133	4128	42.9	13.0	109	2202	45.1	6.9	115	9094	41.2	28.6	105
VALUE: UNDER \$50,000	24140	2992	22.1	12.4	74	2683	27.9	11.1	93	1290	26.4	5.3	89	7457	33.7	30.9	113

BAKED BEANS (IN JARS OR CANS): BRANDS
(FEMALE HOMEMAKERS)

			TOTAL U.S. '000	B&M OVEN BAKED BEANS				CAMPBELL'S HOMESTYLE PORK & BEANS				CAMPBELL'S OLD FASHIONED BEANS				CAMPBELL'S PORK & BEANS			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS			80986	13569	100.0	16.8	100	9627	100.0	11.9	100	4879	100.0	6.0	100	22096	100.0	27.3	100
MAGAZINES	QUINTILE 1	15799	3425	25.2	21.7	129	2440	25.3	15.4	130	1200	24.6	7.6	126	4710	21.3	29.8	109	
	QUINTILE 2	17259	3373	24.9	19.5	117	2249	23.4	13.0	110	1169	24.0	6.8	112	4926	22.3	28.5	105	
	QUINTILE 3	13545	2219	16.4	16.4	98	1397	14.5	10.3	87	777	15.9	5.7	95	3679	16.7	27.2	100	
	QUINTILE 4	15133	2384	17.6	15.8	94	1519	15.8	10.0	84	703	14.4	4.6	77	4062	18.4	26.8	98	
	QUINTILE 5	19250	2169	16.0	11.3	67	2021	21.0	10.5	88	1030	21.1	5.4	89	4719	21.4	24.5	90	
NEWSPAPERS	QUINTILE 1	12413	2884	21.3	23.2	139	1702	17.7	13.7	115	955	19.6	7.7	128	3482	15.8	28.1	103	
	QUINTILE 2	24116	4048	29.8	16.8	100	2988	31.0	12.4	104	1632	33.4	6.8	112	6973	31.6	28.9	106	
	QUINTILE 3	11261	2076	15.3	18.4	110	1414	14.7	12.6	106	715	14.7	6.3	105	3315	15.0	29.4	108	
	QUINTILE 4	20255	3211	23.7	15.9	95	2292	23.8	11.3	95	1093	22.4	5.4	90	5450	24.7	26.9	99	
	QUINTILE 5	12940	1351	10.0	10.4	62	1231	12.8	9.5	80	485	9.9	3.7	62	2877	13.0	22.2	81	
OUTDOOR	QUINTILE 1	14852	2833	20.9	19.1	114	1690	17.6	11.4	96	1083	22.2	7.3	121	4400	19.9	29.6	109	
	QUINTILE 2	15725	2493	18.4	15.9	95	1863	19.4	11.8	100	690	14.1	4.4	73	4440	20.1	28.2	103	
	QUINTILE 3	16330	2859	21.1	17.5	104	2235	23.2	13.7	115	1048	21.5	6.4	107	4300	19.5	26.3	97	
	QUINTILE 4	16744	2755	20.3	16.5	98	1921	20.0	11.5	97	1208	24.8	7.2	120	4447	20.1	26.6	97	
	QUINTILE 5	17334	2630	19.4	15.2	91	1918	19.9	11.1	93	850	17.4	4.9	81	4509	20.4	26.0	95	
RADIO-DRIVE TIME	QUINTILE 1	15911	3194	23.5	20.1	120	2030	21.1	12.8	107	964	19.8	6.1	101	4554	20.6	28.6	105	
	QUINTILE 2	14837	2316	17.1	15.6	93	1659	17.2	11.2	94	940	19.3	6.3	105	4466	20.2	30.1	110	
	QUINTILE 3	15339	2666	19.6	17.4	104	1881	19.5	12.3	103	1005	20.6	6.6	109	4011	18.2	26.1	96	
	QUINTILE 4	16723	2866	21.1	17.1	102	1962	20.4	11.7	99	975	20.0	5.8	97	4379	19.8	26.2	96	
	QUINTILE 5	18176	2527	18.6	13.9	83	2096	21.8	11.5	97	995	20.4	5.5	91	4687	21.2	25.8	95	
RADIO-MID- DAY	TERCILE 1	21020	3734	27.5	17.8	106	2764	28.7	13.1	111	1353	27.7	6.4	107	6214	28.1	29.6	108	
	TERCILE 2	21610	3482	25.7	16.1	96	2504	26.0	11.6	97	1293	26.5	6.0	99	6174	27.9	28.6	105	
	TERCILE 3	38355	6354	46.8	16.6	99	4358	45.3	11.4	96	2234	45.8	5.8	97	9708	43.9	25.3	93	
RADIO-TOTAL	QUINTILE 1	15988	2950	21.7	18.5	110	1988	20.7	12.4	105	956	19.6	6.0	99	4513	20.4	28.2	103	
	QUINTILE 2	15626	2632	19.4	16.8	101	2008	20.9	12.9	108	954	19.6	6.1	101	4654	21.1	29.8	109	
	QUINTILE 3	16723	3077	22.7	18.4	110	1950	20.3	11.7	98	1256	25.7	7.5	125	4642	21.0	27.8	102	
	QUINTILE 4	16342	2699	19.9	16.5	99	1965	20.4	12.0	101	924	18.9	5.7	94	4298	19.5	26.3	96	
	QUINTILE 5	16306	2212	16.3	13.6	81	1716	17.8	10.5	89	789	16.2	4.8	80	3990	18.1	24.5	90	
TV-PRIME TIME	QUINTILE 1	15953	2733	20.1	17.1	102	1819	18.9	11.4	96	902	18.5	5.7	94	4785	21.7	30.0	110	
	QUINTILE 2	16137	3205	23.6	19.9	119	2575	26.7	16.0	134	1293	26.5	8.0	133	4915	22.2	30.5	112	
	QUINTILE 3	16420	2794	20.6	17.0	102	1878	19.5	11.4	96	815	16.7	5.0	82	4519	20.5	27.5	101	
	QUINTILE 4	16687	2434	17.9	14.6	87	1789	18.6	10.7	90	1004	20.6	6.0	100	4357	19.7	26.1	96	
	QUINTILE 5	15789	2403	17.7	15.2	91	1566	16.3	9.9	83	865	17.7	5.5	91	3520	15.9	22.3	82	
TV-DAYTIME	TERCILE 1	27736	3894	28.7	14.0	84	3452	35.9	12.4	105	1508	30.9	5.4	90	8106	36.7	29.2	107	
	TERCILE 2	26489	4698	34.6	17.7	106	3110	32.3	11.7	99	1701	34.9	6.4	107	7422	33.6	28.0	103	
	TERCILE 3	26761	4978	36.7	18.6	111	3065	31.8	11.5	96	1670	34.2	6.2	104	6569	29.7	24.5	90	
TV-TOTAL	QUINTILE 1	16345	2323	17.1	14.2	85	2032	21.1	12.4	105	894	18.3	5.5	91	4672	21.1	28.6	105	
	QUINTILE 2	16447	2903	21.4	17.7	105	2256	23.4	13.7	115	1025	21.0	6.2	103	5035	22.8	30.6	112	
	QUINTILE 3	15980	2895	21.3	18.1	108	1980	20.6	12.4	104	1109	22.7	6.9	115	4366	19.8	27.3	100	
	QUINTILE 4	15887	2826	20.8	17.8	106	1720	17.9	10.8	91	679	18.0	5.5	92	4038	18.3	25.4	93	
	QUINTILE 5	16326	2623	19.3	16.1	96	1639	17.0	10.0	84	971	19.9	5.9	99	3985	18.0	24.4	89	
MAGAZINES-NEWSPAPERS: DUAL			20721	4222	31.1	20.4	122	2893	30.1	14.0	117	1709	35.0	8.2	137	6252	28.3	30.2	111
MAGAZINE IMPERATIVE			19186	3596	26.5	18.7	112	2412	25.1	12.6	106	1093	22.4	5.7	95	5245	23.7	27.3	100
NEWSPAPER IMPERATIVE			21899	3731	27.5	17.0	102	2434	25.3	11.1	94	1273	26.1	5.8	96	6032	27.3	27.5	101
MAGAZINES-OUTDOOR: DUAL			15451	3005	22.1	19.4	116	2010	20.9	13.0	109	1075	22.0	7.0	115	4299	19.5	27.8	102
MAGAZINE IMPERATIVE			25953	5020	37.0	19.3	115	3462	36.0	13.3	112	1767	36.2	6.8	113	7384	33.4	28.5	104
OUTDOOR IMPERATIVE			24400	3663	27.0	15.0	90	2478	25.7	10.2	85	1130	23.2	4.6	77	6819	30.9	27.9	102
MAGAZINES-RADIO: DUAL			18049	3637	26.8	20.2	120	2451	25.5	13.6	114	1280	26.2	7.1	118	5143	23.3	28.5	104
MAGAZINE IMPERATIVE			23571	4539	33.5	19.3	115	3100	32.2	13.2	111	1596	32.7	6.8	112	6588	29.8	27.9	102
RADIO IMPERATIVE			23278	3479	25.6	14.9	89	2456	25.5	10.6	89	1297	26.6	5.6	92	6535	29.6	28.1	103
MAGAZINES-TELEVISION: DUAL			15459	3135	23.1	20.3	121	2390	24.8	15.5	130	1054	21.6	6.8	113	4869	22.0	31.5	115
MAGAZINE IMPERATIVE			25829	5057	37.3	19.6	117	3101	32.2	12.0	101	1742	35.7	6.7	112	6665	30.2	25.8	95
TELEVISION IMPERATIVE			26039	3328	24.5	12.8	76	2811	29.2	10.8	91	1276	26.2	4.9	81	7182	32.5	27.6	101
NEWSPAPERS-OUTDOOR: DUAL			16605	3396	25.0	20.5	122	1945	20.2	11.7	99	1117	22.9	6.7	112	4725	21.4	28.5	104
NEWSPAPER IMPERATIVE			26834	4981	36.7	18.6	111	3606	37.5	13.4	113	1926	39.5	7.2	119	7676	34.7	28.6	105
OUTDOOR IMPERATIVE			23346	3470	25.6	14.9	89	2755	28.6	11.8	99	1149	23.5	4.9	82	6461	29.2	27.7	101
NEWSPAPERS-RADIO: DUAL			17133	3712	27.4	21.7	129	2353	24.4	13.7	116	1255	25.7	7.3	122	5278	23.9	30.8	113
NEWSPAPER IMPERATIVE			25892	4480	33.0	17.3	103	3149	32.7	12.2	102	1716	35.2	6.6	110	7189	32.5	27.8	102
RADIO IMPERATIVE			23167	3378	24.9	14.6	87	2685	27.9	11.6	97	1220	25.0	5.3	87	6237	28.2	26.9	99
NEWSPAPERS-TELEVISION: DUAL			17159	3315	24.4	19.3	115	2434	25.3	14.2	119	1182	24.2	6.9	114	5455	24.7	31.8	117
NEWSPAPER IMPERATIVE			26214	5010	36.9	19.1	114	3065	31.8	11.7	98	1849	37.9	7.1	117	6839	31.0	26.1	96
TELEVISION IMPERATIVE			23412	3214	23.7	13.7	82	2761	28.7	11.8	99	1152	23.6	4.9	82	6407	29.0	27.4	100
OUTDOOR-RADIO: DUAL			15303	2761	20.3	18.0	108	1863	19.4	12.2	102	962	19.7	6.3	104	4509	20.4	29.5	108
OUTDOOR IMPERATIVE			24901	4255	31.4	17.1	102	2882											

	TOTAL U.S. '000	B&M OVEN BAKED BEANS				CAMPBELL'S HOMESTYLE PORK & BEANS				CAMPBELL'S OLD FASHIONED BEANS				CAMPBELL'S PORK & BEANS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	10984	13569	100.0	16.8	100	9627	100.0	11.9	100	4879	100.0	6.0	100	22096	100.0	27.3	100
ATLANTIC MONTHLY	415	**79	0.6	19.0	114	**77	0.8	18.6	156	**44	0.9	10.6	176	**74	0.3	17.8	65
BARRON'S	453	**82	0.6	18.1	108	**89	0.9	19.6	165	**56	1.1	12.4	205	**137	0.6	30.2	111
BETTER HOMES & GARDENS	16256	3114	22.9	19.2	114	2255	23.4	13.9	117	1175	24.1	7.2	120	4959	22.4	30.5	112
BON APPETIT	2535	604	4.5	23.8	142	389	4.0	15.3	129	**151	3.1	6.0	99	599	2.7	23.6	87
BUSINESS WEEK	1278	*243	1.8	19.0	113	*175	1.8	13.7	115	**84	1.7	6.6	109	292	1.3	22.8	84
CAR AND DRIVER	378	**73	0.5	19.3	115	**73	0.8	19.3	162	**74	1.5	19.6	325	**126	0.6	33.3	122
CBS MAGAZINE NETWORK (GROSS)	1498	437	3.2	29.2	174	*231	2.4	15.4	130	**95	1.9	6.3	105	438	2.0	29.2	107
CHANGING TIMES	1505	307	2.3	20.4	122	*145	1.5	9.6	81	**109	2.2	7.2	120	441	2.0	29.3	107
COLONIAL HOMES	1231	*161	1.2	13.1	78	*122	1.3	9.9	83	**74	1.5	6.0	100	416	1.9	33.8	124
CONDE NAST MAG. PKG. (GROSS)	14146	2659	19.6	18.8	112	1755	18.2	12.4	104	1102	22.6	7.8	129	3895	17.6	27.5	101
CONSUMERS DIGEST	1323	356	2.6	26.9	161	*127	1.3	9.6	81	**68	1.4	5.1	85	400	1.8	30.2	111
COSMOPOLITAN	7102	1426	10.5	20.1	120	907	9.4	12.8	107	469	9.6	6.6	110	1826	8.3	25.7	94
COUNTRY LIVING	2481	524	3.9	21.1	126	394	4.1	15.9	134	*184	3.8	7.4	123	670	3.0	27.0	99
CUISINE	1472	365	2.7	24.8	148	*216	2.2	14.7	123	**117	2.4	7.9	132	449	2.1	31.9	117
CYCLE WORLD	425	**144	1.1	33.9	202	**42	0.4	9.9	83	**36	0.7	8.5	141	**146	0.7	34.4	126
DCI:CREATIVE IDEAS FOR LIV	2510	450	3.3	17.9	107	377	3.9	15.0	126	**111	2.3	4.4	73	880	4.0	35.1	129
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	941	6.9	14.1	84	926	9.6	13.8	116	405	8.3	6.1	100	2102	9.5	31.4	115
DISCOVER	894	*244	1.8	27.3	163	*117	1.2	13.1	110	**72	1.5	8.1	134	*228	1.0	25.5	93
EBONY	3507	388	2.9	11.1	66	536	5.6	15.3	129	288	5.9	8.2	136	798	3.6	22.8	83
ESQUIRE	1083	*160	1.2	14.8	88	*203	2.1	18.7	123	**119	2.4	11.0	182	296	1.3	27.3	100
ESSENCE	1830	165	1.2	9.0	54	268	2.8	14.6	123	*151	3.1	8.3	137	397	1.8	21.7	80
FAMILY CIRCLE	15930	3404	25.1	21.4	128	2152	22.4	13.5	114	976	20.0	6.1	102	4719	21.4	29.6	109
THE FAMILY HANDYMAN	1126	320	2.4	28.4	170	*199	2.1	17.7	149	**84	1.7	7.5	124	370	1.7	32.9	120
FAMILY WEEKLY	11468	1607	11.8	14.0	84	1256	13.0	11.0	92	623	12.8	5.4	90	3369	15.2	29.4	108
FIELD & STREAM	2234	*08	3.0	18.3	109	320	3.3	14.3	120	*195	4.0	8.7	145	759	3.4	34.0	125
FOOD & WINE	579	*113	0.8	19.5	116	**104	1.1	18.0	151	**15	0.3	2.6	43	*183	0.8	31.6	116
FOREES	728	*166	1.2	22.8	136	**185	1.9	25.4	214	**88	1.8	12.1	201	*180	0.8	24.7	91
FORTUNE	906	*212	1.6	23.4	140	*225	2.3	24.8	209	**93	1.9	10.3	170	*254	1.1	28.0	103
GENTLEMEN'S QUARTERLY	791	**142	1.0	18.0	107	*76	0.8	9.6	81	**119	2.4	15.0	250	*298	1.3	37.7	138
GLAMOUR	5265	934	6.9	17.7	106	663	6.9	12.6	106	396	8.1	7.5	125	1448	6.6	27.5	101
GOLF DIGEST	536	*140	1.0	22.0	131	**142	1.5	22.3	188	**83	1.7	13.1	217	*260	1.2	40.9	150
GOLF DIGEST/TENNIS (GROSS)	1186	*179	1.3	15.1	90	*204	2.1	17.2	145	**124	2.5	10.5	174	414	1.9	34.9	128
GOLF MAGAZINE	441	*173	1.3	39.2	234	**81	0.8	18.4	155	**57	1.2	12.9	215	*242	1.1	54.9	201
GOLF MAGAZINE/SKI (GROSS)	922	*260	1.9	28.2	168	**133	1.4	14.4	121	**80	1.6	8.7	144	386	1.7	41.9	153
GOOD HOUSEKEEPING	16487	3247	23.9	19.7	118	2411	25.0	14.6	123	1073	22.0	6.5	108	4633	21.0	28.1	103
HARPER'S BAZAAR	2823	492	3.6	20.3	121	343	3.6	14.2	119	*186	3.8	7.7	127	605	2.7	25.0	92
HEALTH	1994	*266	2.0	13.3	80	328	3.4	16.4	138	*175	3.6	8.8	146	683	3.1	34.3	126
HEARST MAG CORP. BUY (GROSS)	44101	8762	84.6	19.9	119	6410	66.6	14.5	122	3077	63.1	7.0	116	12539	56.7	28.4	104
HEARST MAN POWER (GROSS)	1993	420	3.1	21.1	126	354	3.7	17.8	149	*134	2.7	6.7	112	658	3.0	33.0	121
HEARST WOMAN POWER (GROSS)	31274	6193	45.6	19.8	118	4403	45.7	14.1	118	2099	43.0	6.7	111	8756	39.6	28.0	103
HOUSE BEAUTIFUL	3523	768	5.7	21.2	127	601	6.2	16.6	140	296	6.1	8.2	136	1059	4.8	29.2	107
INC.	283	**108	0.8	38.2	228	**57	0.6	20.1	169	**30	0.6	10.6	176	**89	0.4	31.4	115
JET	2928	274	2.0	9.4	56	418	4.3	14.3	120	239	4.9	8.2	135	668	3.0	22.8	84
LADIES' HOME JOURNAL	11918	2529	18.6	21.2	127	1534	15.9	12.9	108	877	18.0	7.4	122	3345	15.1	28.1	103
LHJ FAMILY GRP COMBO(GROSS)	16764	3339	24.6	19.9	119	2288	23.8	13.6	115	1244	25.5	7.4	123	5006	22.7	29.9	109
LIFE	4254	849	6.3	20.0	119	590	6.1	13.9	117	257	5.3	6.0	100	1099	5.0	25.8	95
L.A. TIMES HOME MAGAZINE	1145	314	2.3	27.4	164	**132	1.4	11.5	97	**74	1.5	6.5	107	*261	1.2	22.8	84
MADEMOISELLE	2884	526	3.9	18.2	109	352	3.7	12.2	103	252	5.2	8.7	145	788	3.6	27.3	100
MC CALL'S	13460	2406	17.7	17.9	107	1890	19.6	14.0	118	917	18.8	6.8	113	3981	18.0	29.6	108
MC CALL'S/WRK MOTHER (GROSS)	14606	2721	20.1	18.6	111	2111	21.9	14.5	122	996	20.4	6.8	113	4321	19.6	29.6	108
MECHANIX ILLUSTRATED	772	**146	1.1	18.9	113	**134	1.4	17.4	146	**74	1.5	9.6	159	*265	1.2	34.3	126
METROPOLITAN HOME	967	*140	1.0	14.5	86	*168	1.7	17.4	146	**62	1.3	6.4	106	296	1.3	30.6	112
MONEY	1588	311	2.3	19.6	117	*238	2.5	15.0	126	*181	3.7	11.4	189	416	1.9	26.2	96
MOTHER EARTH NEWS	1002	*229	1.7	22.9	136	*173	1.8	17.3	145	**30	0.6	3.0	50	*228	1.0	22.8	83
MS.	825	226	1.7	27.4	163	*103	1.1	12.5	105	**41	0.8	5.0	82	*235	1.1	28.5	104
NATIONAL ENQUIRER	10336	1723	12.7	16.7	99	1500	15.6	14.5	122	590	12.1	5.7	95	3041	13.8	29.4	108
NATIONAL GEOGRAPHIC	9597	2195	16.2	22.9	137	1286	13.4	13.4	113	720	14.8	7.5	125	2489	11.3	25.9	95
NATIONAL SUNDAY MAGAZINE PKG	49558	9135	67.3	18.4	110	6212	64.5	12.5	105	3393	69.5	6.8	114	14463	65.5	29.2	107
NATURAL HISTORY	573	**135	1.0	23.6	141	**54	0.6	9.4	79	**47	1.0	8.2	136	**159	0.7	27.7	102
NEW WOMAN	1699	275	2.0	16.2	97	*217	2.3	12.8	107	*133	2.7	7.8	130	*455	2.1	26.8	98
NEW YORK INCLUDING CUE	443	*118	0.9	26.6	159	**91	0.9	20.5	173	**24	0.5	5.4	90	**81	0.4	18.3	67
THE NEW YORKER	1270	328	2.4	25.8	154	*225	2.3	17.7	149	*123	2.5	9.7	161	312	1.4	24.6	90
NEWSWEEK	6277	1348	9.9	21.5	128	869	9.0	13.8	116	427	8.8	6.8	113	1749	7.9	27.9	102
THE N.Y. TIMES DAILY EDITION	1205	342	2.5	28.4	169	*192	2.0	15.9	134	*119	2.4	9.9	164	*233	1.1	19.3	71
THE N.Y. TIMES MAGAZINE	2081	685	5.0	32.9	196	280	2.9	13.5	113	*217	4.4	10.4	173	*411	1.9	19.8	72
OMNI	788	*172	1.3	21.8	130	*156	1.6	19.8	167	**48	1.0	6.1	101	*223	1.0	28.3	104
ON CABLE	1158	*140	1.0	12.1	72	**104	1.1	9.0	76	**90	1.8	7.8	129	422	1.9	36.4	134
1001 HOME IDEAS	2852	543	4.0	19.0	114	427	4.4	15.0	126	*192	3.9	6.7	112	978	4.4	34.3	126
ORGANIC GARDENING	1658	307	2.3	18.5	111	*191	2.0	11.5	97	**86	1.8	5.2	86	506	2.3	30.5	112
OUTDOOR LIFE	896	*143	1.1	16.0	95	**108	1.1	12.1	101	**57	1.2	6.4	106	309	1.4	34.5	126
PARADE MAGAZINE	24275	4509	34.0	19.0	113	3160	32.8	13.0	110	1765	36.2	7.3	121	6871	31.1	28.3	104

BAKED BEANS (IN JARS OR CANS): BRANDS
(FEMALE HOMEMAkers)

	TOTAL U.S. '000	B&M OVEN BAKED BEANS				CAMPBELL'S HOMESTYLE PORK & BEANS				CAMPBELL'S OLD FASHIONED BEANS				CAMPBELL'S PORK & BEANS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	80986	13569	100.0	16.8	100	9627	100.0	11.9	100	4879	100.0	6.0	100	22096	100.0	27.3	100
PARENTS	3845	726	5.4	18.9	113	557	5.8	14.5	122	299	6.1	7.8	129	1182	5.3	30.7	113
PENTHOUSE	831	**114	0.8	13.7	82	**101	1.0	12.2	102	**38	0.8	4.6	76	*162	0.7	19.5	71
PEOPLE	11645	2703	19.9	23.2	139	1548	16.1	13.3	112	790	16.2	6.8	113	3251	14.7	27.9	102
PLAYBOY	2006	310	2.3	15.5	92	292	3.0	14.6	122	**88	1.8	4.4	73	567	2.6	28.3	104
POPULAR HOT RODDING	297	**26	0.2	8.8	52	**31	0.3	10.4	88	**11	0.2	3.7	61	**83	0.4	27.9	102
POPULAR MECHANICS	1018	*200	1.5	19.6	117	**201	2.1	19.7	166	**75	1.5	7.4	122	*331	1.5	32.5	119
POPULAR SCIENCE	878	*189	1.4	21.5	128	*205	2.1	23.3	196	**85	1.7	9.7	161	*274	1.2	31.2	114
PREVENTION	3913	746	5.5	19.1	114	622	6.5	15.9	134	358	7.3	9.1	152	1120	5.1	28.6	105
PSYCHOLOGY TODAY	1710	411	3.0	24.0	143	225	2.3	13.2	111	**99	2.0	5.8	96	486	2.2	28.4	104
READER'S DIGEST	22204	4398	32.4	19.8	118	2892	30.0	13.0	110	1495	30.6	6.7	112	6714	30.4	30.2	111
REDBOOK	7684	1519	11.2	19.8	118	1086	11.3	14.1	119	556	11.4	7.2	120	2296	10.4	29.9	110
ROAD & TRACK	410	**96	0.7	23.4	140	**117	1.2	28.5	240	**32	0.7	7.8	130	*175	0.8	42.7	156
ROLLING STONE	969	252	1.9	26.0	155	*174	1.8	18.0	151	**68	1.4	7.0	116	*240	1.1	24.8	91
RUNNER'S WORLD	298	**44	0.3	14.8	88	**59	0.6	19.8	167	**14	0.3	4.7	78	**95	0.4	31.9	117
SATURDAY EVENING POST	1169	*177	1.3	15.1	90	*137	1.4	11.7	99	**22	0.5	1.9	31	311	1.4	26.6	98
SCIENCE 84	587	*125	0.9	21.3	127	**146	1.5	24.9	209	**36	0.7	6.1	102	*121	0.5	20.6	76
SCIENCE DIGEST	482	**117	0.9	24.3	145	**69	0.7	14.3	120	**29	0.6	6.0	100	*215	1.0	44.6	163
SCIENTIFIC AMERICAN	594	**125	0.9	21.0	126	**115	1.2	19.4	163	**19	0.4	3.2	53	*123	0.6	20.7	76
SELF	2089	360	2.7	17.2	103	306	3.2	14.6	123	*169	3.5	8.1	134	571	2.6	27.3	100
SEVENTEEN	2411	407	3.0	16.9	101	*190	2.0	7.9	66	**110	2.3	4.6	76	675	3.1	28.0	103
SKI	480	**87	0.6	18.1	108	**53	0.6	11.0	93	**22	0.5	4.6	76	*144	0.7	30.0	110
SMITHSONIAN	2760	655	4.8	23.7	142	292	3.0	10.6	89	*183	3.8	6.6	110	718	3.2	26.0	95
SOAP OPERA DIGEST	3013	454	3.3	15.1	90	456	4.7	15.1	127	*223	4.6	7.4	123	950	4.3	31.5	116
SOUTHERN LIVING	4184	490	3.6	11.7	70	549	5.7	13.1	110	294	6.0	7.0	117	1222	5.5	29.2	107
SPORT	559	**75	0.6	13.4	80	**77	0.8	13.8	116	**26	0.5	4.7	77	*205	0.9	36.7	134
THE SPORTING NEWS	436	**96	0.7	22.0	131	**18	0.2	4.1	35	**22	0.5	5.0	84	**159	0.7	36.5	134
SPORTS AFIELD	493	**104	0.8	21.1	126	**85	0.9	17.2	145	**30	0.6	6.1	101	*112	0.5	22.7	83
SPORTS ILLUSTRATED	2758	498	3.7	18.1	108	447	4.6	16.2	136	*206	4.2	7.5	124	911	4.1	33.0	121
STAR	7456	1246	9.2	16.7	100	1165	12.1	15.6	131	508	10.4	6.8	113	2405	10.9	32.3	118
SUNDAY	24936	5396	39.8	21.6	129	3220	33.4	12.9	109	1913	39.2	7.7	127	7441	33.7	29.8	109
SUNSET	2124	673	5.0	31.7	189	*181	1.9	8.5	72	**116	2.4	5.5	91	442	2.0	20.8	76
TV GUIDE	21661	4111	30.3	19.0	113	2798	29.1	12.9	109	1529	31.3	7.1	117	6302	28.5	29.1	107
TENNIS	550	**39	0.3	7.1	42	**63	0.7	11.5	96	**40	0.8	7.3	121	*153	0.7	27.8	102
TIME	8880	2162	15.9	24.3	145	1210	12.6	13.6	115	673	13.8	7.6	126	2455	11.1	27.6	101
TOWN & COUNTRY	917	*154	1.1	16.8	100	*150	1.6	16.4	138	**85	1.7	9.3	154	301	1.4	32.8	120
TRAVEL & LEISURE	972	*245	1.8	25.2	150	*153	1.6	15.7	132	**47	1.0	4.8	80	305	1.4	31.4	115
TRUE STORY	3356	490	3.6	14.6	87	399	4.1	11.9	100	*176	3.6	5.2	87	1087	4.9	32.4	119
U.S. NEWS & WORLD REPORT	3410	797	5.9	23.4	139	501	5.2	14.7	124	263	5.4	7.7	128	951	4.3	27.9	102
USA TODAY	1759	365	2.7	20.8	124	*290	3.0	16.5	139	*95	1.9	5.4	90	473	2.1	26.9	99
US	1873	355	2.6	19.0	113	*272	2.8	14.5	122	*161	3.3	8.6	143	622	2.8	33.2	122
VOGUE	3909	839	6.2	21.5	128	433	4.5	11.1	93	285	5.8	7.3	121	1087	4.9	27.8	102
MALL STREET JOURNAL	1886	492	3.6	26.1	156	*290	3.0	15.4	129	*181	3.7	9.6	159	518	2.3	27.5	101
WEIGHT WATCHERS	2120	370	2.7	17.5	104	269	2.8	12.7	107	*180	3.7	8.5	141	706	3.2	33.3	122
WOMAN'S DAY	14172	3105	22.9	21.9	131	2065	21.5	14.6	123	910	18.7	6.4	107	4193	19.0	29.6	108
WORKING MOTHER	1146	*314	2.3	27.4	164	*221	2.3	19.3	162	**79	1.6	6.9	114	339	1.5	29.6	108
WORKING WOMAN	1322	*215	1.6	16.3	97	*282	2.9	21.3	179	*125	2.6	9.5	157	330	1.5	25.0	91
WORLD TENNIS	*163	**28	0.2	17.2	103	**38	0.4	23.3	196	*2	0.0	1.2	20	**33	0.1	20.2	74
ZIFF-DAVIS MAG NETWK (GROSS)	2532	513	3.8	20.3	121	403	4.2	15.9	134	*195	4.0	7.7	128	735	3.3	29.0	106
BLAIR INSERTS	43657	8578	63.2	19.6	117	5745	59.7	13.2	111	3317	68.0	7.6	126	12347	55.9	28.3	104
DAILY NEWSPAPERS																	
READ ANY	51633	9522	70.2	18.4	110	6430	66.8	12.5	105	3411	69.9	6.6	110	14609	66.1	28.3	104
READ ONE	43463	7547	55.6	17.4	104	5472	56.8	12.6	106	2780	57.0	6.4	106	12238	55.4	28.2	103
READ TWO OR MORE	8170	1975	14.6	24.2	144	957	9.9	11.7	99	631	12.9	7.7	128	2371	10.7	29.0	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	9658	71.2	18.3	109	6678	69.4	12.7	107	3632	74.4	6.9	114	15123	68.4	28.7	105
READ ONE	46126	8090	59.6	17.5	105	5696	59.2	12.3	104	3103	63.6	6.7	112	13147	59.5	28.5	104
READ TWO OR MORE	6552	1568	11.6	23.9	143	981	10.2	15.0	126	529	10.8	8.1	134	1976	8.9	30.2	111
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	29.91				27.63				28.18				28.79			
30 DAY REACH	71455	11991	88.4	16.8	100	8591	89.2	12.0	101	4383	89.8	6.1	102	19445	88.0	27.2	100
50 SHMG - 30 DAY AV FREQ	14.56	15.82				14.48				14.60				15.07			
30 DAY REACH	67742	11370	83.8	16.8	100	8215	85.3	12.1	102	4241	86.9	6.3	104	18631	84.3	27.5	101
25 SHMG - 30 DAY AV FREQ	7.94	8.43				7.86				7.97				8.13			
30 DAY REACH	62117	10671	78.6	17.2	103	7551	78.4	12.2	102	3881	79.5	6.2	104	17264	78.1	27.8	102
CABLE TV: HOME WIRED	32077	6201	45.7	19.3	115	3966	41.2	12.4	104	1936	39.7	6.0	100	9792	44.3	30.5	112
HOME NOT WIRED	48909	7369	54.3	15.1	90	5660	58.8	11.6	97	2943	60.3	6.0	100	12304	55.7	25.2	92
HAVE PAY CABLE	15935	3200	23.6	20.1	120	2265	23.5	14.2	120	1049	21.5	6.6	109	4983	22.6	31.3	115

	TOTAL U.S. '000	B&M OVEN BAKED BEANS				CAMPBELL'S HOMESTYLE PORK & BEANS				CAMPBELL'S OLD FASHIONED BEANS				CAMPBELL'S PORK & BEANS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	13569	100.0	16.8	100	9627	100.0	11.9	100	4879	100.0	6.0	100	22096	100.0	27.3	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	8107	59.7	18.5	110	5259	54.6	12.0	101	2806	57.5	6.4	106	12522	56.7	28.5	104	
10:00 AM - 3:00 PM	30659	5207	38.4	17.0	101	3808	39.6	12.4	104	2006	41.1	6.5	109	8967	40.6	29.2	107	
3:00 PM - 7:00 PM	31045	5615	41.4	18.1	108	3792	39.4	12.2	103	1902	39.0	6.1	102	8614	39.0	27.7	102	
7:00 PM - MIDNIGHT	15767	2633	19.4	16.7	100	1905	19.8	12.1	102	889	18.2	5.6	94	4382	19.8	27.8	102	
MIDNIGHT - 6:00 AM	9120	1769	13.0	19.4	116	1084	11.3	11.9	100	643	13.2	7.1	117	2597	11.8	28.5	104	
6:00 AM - MIDNIGHT	58527	10299	75.9	17.6	105	6971	72.4	11.9	100	3742	76.7	6.4	106	16579	75.0	28.3	104	
ENTIRE DAY	59311	10468	77.1	17.6	105	7099	73.7	12.0	101	3804	78.0	6.4	106	16784	76.0	28.3	104	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	3299	24.3	20.4	122	1993	20.7	12.3	104	996	20.4	6.2	102	4757	21.5	29.4	108	
ALL NEWS	2256	679	5.0	30.1	180	324	3.4	14.4	121	*288	5.9	12.8	212	591	2.7	26.2	96	
AOR/PROGRESSIVE	3874	893	6.6	23.1	138	555	5.8	14.3	121	321	6.6	8.3	138	974	4.4	25.1	92	
BEAUTIFUL MUSIC	5660	1036	7.6	18.3	109	550	5.7	9.7	82	325	6.7	5.7	95	1555	7.0	27.5	101	
BLACK	2204	*189	1.4	8.6	51	321	3.3	14.6	123	*197	4.0	8.9	148	604	2.7	27.4	100	
CLASSICAL	1418	*237	1.7	16.7	100	*238	2.5	16.8	141	*772	1.5	5.1	84	279	1.3	19.7	72	
CHR/ROCK	9538	1564	11.5	16.4	98	1175	12.2	12.3	104	600	12.3	6.3	104	2543	11.5	26.7	98	
COUNTRY	12648	1818	13.4	14.4	86	1471	15.3	11.6	98	673	13.8	5.3	88	3564	16.1	28.2	103	
GOLDEN OLDIES	1191	*188	1.4	15.8	94	*168	1.7	14.1	119	*137	2.8	11.5	191	*303	1.4	25.4	93	
MOR/NOSTALGIA	4757	1037	7.6	21.8	130	686	7.1	14.4	121	*236	4.8	5.0	82	1335	6.0	28.1	103	
NEWS/TALK	3863	721	5.3	18.7	111	409	4.2	10.6	89	266	5.5	6.9	114	1161	5.3	30.1	110	
RELIGIOUS	3084	322	2.4	10.4	62	316	3.3	10.2	86	*203	4.2	6.6	109	907	4.1	29.4	108	
SOFT ROCK	521	*68	0.5	13.1	78	*96	1.0	18.4	155	*34	0.7	6.5	108	*213	1.0	40.9	150	
URBAN CONTEMPORARY	1585	287	2.1	18.1	108	*158	1.6	10.0	84	*91	1.9	5.7	95	397	1.8	25.0	92	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	591	4.4	18.1	108	467	4.9	14.3	120	*195	4.0	6.0	99	1053	4.8	32.3	118	
ABC DIRECTION	2316	411	3.0	17.7	106	369	3.8	15.9	134	*210	4.3	9.1	151	681	3.1	29.4	108	
ABC ENTERTAINMENT	4834	833	6.1	17.2	103	449	4.7	9.3	78	*251	5.1	5.2	86	1618	7.3	33.5	123	
ABC FM	2202	235	1.7	10.7	64	312	3.2	14.2	119	*118	2.4	5.4	89	539	2.4	24.5	90	
ABC INFORMATION	5425	920	6.8	17.0	101	668	6.9	12.3	104	339	6.9	6.2	104	1645	7.4	30.3	111	
ABC ROCK	1677	359	2.6	21.4	128	*276	2.9	16.5	138	*148	3.0	8.8	146	524	2.4	31.2	115	
CBS	4430	1032	7.6	23.3	139	503	5.2	11.4	96	286	5.9	6.5	107	1151	5.2	26.0	95	
MUTUAL	4992	904	6.7	18.1	108	765	7.9	15.3	129	345	7.1	6.9	115	1499	6.8	30.0	110	
NBC	4679	1108	8.2	23.7	141	635	6.6	13.6	114	383	7.8	8.2	136	1437	6.5	30.7	113	
RADIORADIO	1994	372	2.7	18.7	111	*213	2.2	10.7	90	*169	3.5	8.5	141	483	2.2	24.2	89	
RKO ONE	2298	407	3.0	17.7	106	220	2.3	9.6	81	*77	1.6	3.4	56	514	2.3	22.4	82	
RKO TWO	3311	438	3.2	13.2	79	363	3.8	11.0	92	*216	4.4	6.5	108	976	4.4	29.5	108	
THE SOURCE	2114	401	3.0	19.0	113	226	2.3	10.7	90	*200	4.1	9.5	157	550	2.5	26.0	95	
NON-WIRED : BLAIR	8654	1601	11.8	18.5	110	1060	11.0	12.2	103	496	10.2	5.7	95	2253	10.2	26.0	95	
INTERNET	12025	2134	15.7	17.7	106	1446	15.0	12.0	101	895	18.3	7.4	124	3215	14.6	26.7	98	
KATZ RADIO GROUP	15359	3077	22.7	20.0	120	1799	18.7	11.7	99	1070	21.9	7.0	116	4407	19.9	28.7	105	
SUPERNET	10628	1582	11.7	14.9	89	1301	13.5	12.2	103	713	14.6	6.7	111	3018	13.7	28.4	104	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	1390	10.2	16.1	96	1143	11.9	13.2	111	559	11.5	6.5	107	2329	10.5	26.9	99	
MKDAY 9:00 AM - 1:00 PM	12163	1689	12.4	13.9	83	1496	15.5	12.3	103	643	13.2	5.3	88	3490	15.8	28.7	105	
MKDAY 1:00 PM - 4:30 PM	16150	2248	16.6	13.9	83	2046	21.3	12.7	107	863	17.7	5.3	89	4772	21.6	29.5	108	
MKDAY 4:30 PM - 7:30 PM	22463	3563	26.3	15.9	95	2759	28.7	12.3	103	1301	26.7	5.8	96	6151	27.8	27.4	100	
MKDAY 7:30 PM - 8:00 PM	31795	5140	37.9	16.2	96	3983	41.4	12.5	105	1908	39.1	6.0	100	9023	40.8	28.4	104	
MKDAY 11:00 PM - 11:30 PM	23977	4081	30.1	17.0	102	2979	30.9	12.4	105	1456	29.8	6.1	101	7065	32.0	29.5	108	
MKDAY 11:30 PM - 1:00 AM	7703	1297	9.6	16.8	100	1131	11.7	14.7	124	447	9.2	5.8	96	2251	10.2	29.2	107	
M-SAT 8-11 PM+SUN 7-11 PM	33800	5883	43.4	17.4	104	4244	44.1	12.6	106	2125	43.6	6.3	104	9837	44.5	29.1	107	
MKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	1026	7.6	15.7	94	959	10.0	14.7	123	482	9.9	7.4	122	1721	7.8	26.3	96
ANOTHER WORLD	N	4620	536	4.0	11.6	69	535	5.6	11.6	97	238	4.9	5.2	86	1479	6.7	32.0	117
AS THE WORLD TURNS	C	5614	623	4.6	11.1	66	635	6.6	11.3	95	259	5.3	4.6	77	1620	7.3	28.9	106
CAPITOL	C	3396	407	3.0	12.0	72	394	4.1	11.6	98	*120	2.5	3.5	59	968	4.4	28.5	104
CBS MORN. NEWS 1	C	1446	190	1.4	13.1	78	142	1.5	9.8	83	*61	1.3	4.2	70	330	1.5	22.8	84
CBS MORN. NEWS 2	C	1207	185	1.4	15.3	91	133	1.4	11.0	93	*65	1.3	5.4	89	249	1.1	20.6	76
DAYS OF OUR LIVES	N	5877	857	6.3	14.6	87	712	7.4	12.1	102	368	7.5	6.3	104	1971	8.9	33.5	123
FACTS OF LIFE - DAYTIME	N	2290	261	1.9	11.4	68	292	3.0	12.8	107	109	2.2	4.8	79	629	2.8	27.5	101
FAMILY FEUD	A	3023	295	2.2	9.8	58	360	3.7	11.9	100	154	3.2	5.1	85	779	3.5	25.8	94
GENERAL HOSPITAL	A	6097	926	6.8	15.2	91	941	9.8	15.4	130	311	6.4	5.1	85	1744	7.9	28.6	105
GOOD MORNING, AMERICA-730	A	3515	615	4.5	17.5	104	556	5.8	15.8	133	212	4.3	6.0	100	959	4.3	27.3	100
GOOD MORNING, AMERICA-830	A	2818	511	3.8	18.1	108	390	4.1	13.8	116	119	2.4	4.2	70	812	3.7	28.8	106
GUIDING LIGHT	C	5339	717	5.3	13.4	80	606	6.3	11.4	95	263	5.4	4.9	82	1626	7.4	30.5	112
ONE LIFE TO LIVE	A	4478	647	4.8	14.4	86	601	6.2	13.4	113	228	4.7	5.1	85	1247	5.6	27.8	102
PRESS YOUR LUCK	C	2244	220	1.6	9.8	59	207	2.2	9.2	78	131	2.7	5.8	97	685	3.1	30.5	112
PRICE IS RIGHT 1	C	4348	501	3.7	11.5	69	517	5.4	11.9</									

BAKED BEAMS (IN JARS OR CANS): BRANDS
(FEMALE HOMEMAKERS)

		B&M OVEN BAKED BEANS				CAMPBELL'S HOMESTYLE PORK & BEANS				CAMPBELL'S OLD FASHIONED BEANS				CAMPBELL'S PORK & BEANS				
		TOTAL U.S. '000	'000	% DOWN	% ACROSS INDX	A	B	% ACROSS	D	A	B	% ACROSS	D	A	B	% ACROSS	D	
TOTAL FEMALE HOMEMAKERS		80986	13569	100.0	16.8	100	9627	100.0	11.9	100	4879	100.0	6.0	100	22096	100.0	27.3	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3900	28.7	15.0	89	3270	34.0	12.5	106	1507	30.9	5.8	96	7336	33.2	28.1	103
NETWORK AFFILIATES - LATE		20261	3349	24.7	16.5	99	2526	26.2	12.5	105	1172	24.0	5.8	96	5895	26.7	29.1	107
INDEPENDENTS - LATE		2076	548	4.0	26.4	158	244	2.5	11.8	99	174	3.6	8.4	139	603	2.7	29.0	106
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1464	10.8	14.0	84	1190	12.4	11.4	96	746	15.3	7.1	118	3462	15.7	33.1	121
ABC MONDAY NIGHT MOVIE	A	6412	1058	7.8	16.5	98	976	10.1	15.2	128	372	7.6	5.8	96	1799	8.1	28.1	103
ABC SUNDAY NIGHT MOVIE	A	12407	2266	16.7	18.3	109	1493	15.5	12.0	101	619	12.7	5.0	83	3456	15.6	27.9	102
ABC WORLD NEWS TONIGHT	A	6176	781	5.8	12.6	75	823	8.5	13.3	112	225	4.6	3.6	60	1828	8.3	29.6	108
AFTERMASH	C	5863	1040	7.7	17.7	106	972	10.1	16.6	139	*364	7.5	6.2	103	1653	7.5	28.2	103
ALICE	C	9594	1738	12.8	18.1	108	1237	12.8	12.9	108	473	9.7	4.9	82	2716	12.3	28.3	104
AMERICAN PARADE	C	6622	1267	9.3	19.1	114	836	8.7	12.6	106	429	8.8	6.5	108	1887	8.5	28.5	104
BENSON	A	10886	1892	13.9	17.4	104	1357	14.1	12.5	105	607	12.4	5.6	93	3075	13.9	28.2	104
BLUE THUNDER	A	5036	861	6.3	17.1	102	612	6.4	12.2	102	*253	5.2	5.0	83	1444	6.5	28.7	105
CAGNEY & LACEY	C	9965	1597	11.8	16.0	96	1210	12.6	12.1	102	621	12.7	6.2	103	3238	14.7	32.5	119
CBS EVENING NEWS-DEAN	C	3491	776	5.7	22.2	133	358	3.7	10.3	86	*164	3.4	4.7	78	865	3.9	24.8	91
CBS EVENING NEWS-RATHER	C	7123	1402	10.3	19.7	117	861	8.9	12.1	102	447	9.2	6.3	104	1866	8.4	26.2	96
CBS SAT. NEWS-SCHIEFFER	C	3621	790	5.8	21.8	130	360	3.7	9.9	84	206	4.2	5.7	94	856	3.9	23.6	87
CBS SATURDAY NIGHT MOVIE	C	5436	891	6.6	16.4	98	616	6.4	11.3	95	285	5.8	5.2	87	1584	7.2	29.1	107
CBS WEDNESDAY NIGHT MOVIE	C	6100	841	6.2	13.8	82	731	7.6	12.0	101	285	5.8	4.7	78	1778	8.0	29.1	107
CHEERS	N	8889	1600	11.8	18.0	107	1295	13.5	14.6	123	714	14.6	8.0	133	2512	11.4	28.3	104
DALLAS	C	22109	3357	24.7	15.2	91	2864	29.7	13.0	109	1399	28.7	6.3	105	6336	28.7	28.7	105
DIFF'RENT STROKES	N	6940	953	7.0	13.7	82	870	9.0	12.5	105	480	9.8	6.9	115	2001	9.1	28.8	106
DOUBLE TROUBLE	N	7223	1173	8.6	16.2	97	883	9.2	12.2	103	412	8.4	5.7	95	2186	9.9	30.3	111
DUCK FACTORY	N	5595	947	7.0	16.9	101	832	8.6	14.9	125	393	8.1	7.0	117	1562	7.1	27.9	102
DUKES OF HAZZARD	C	5768	743	5.5	12.9	77	733	7.6	12.7	107	261	5.3	4.5	75	1570	7.1	27.2	100
DYNASTY	A	20053	2987	22.0	14.9	89	2486	25.8	12.4	104	1291	26.5	6.4	107	5709	25.8	28.5	104
FACTS OF LIFE	N	8087	1307	9.6	16.2	96	941	9.8	11.6	98	550	11.3	6.8	113	2548	11.5	31.5	115
FALCON CREST	C	20046	3030	22.3	15.1	90	2621	27.2	13.1	110	1217	24.9	6.1	101	6003	27.2	29.9	110
FALL GUY	A	9084	1507	11.1	16.6	99	1164	12.1	12.8	108	538	11.0	5.9	98	2556	11.6	28.1	103
FAMILY TIES	N	7964	1274	9.4	16.0	95	1156	12.0	14.5	122	593	12.2	7.4	124	2321	10.5	29.1	107
FANTASY ISLAND	A	7687	1249	9.2	16.2	97	932	9.7	12.1	102	390	8.0	5.1	84	2175	9.8	28.3	104
FOULUPS,BLEEPS & BLUNDERS	A	8861	1448	10.7	16.3	98	1100	11.4	12.4	104	463	9.5	5.2	87	2335	10.6	26.4	97
FOUR SEASONS	C	5095	882	6.5	17.3	103	782	8.1	15.3	129	*322	6.6	6.3	105	1371	6.2	26.9	99
GIMME A BREAK	N	8838	1232	9.1	13.9	83	1290	13.4	14.6	123	661	13.5	7.5	124	2655	12.0	30.0	110
HART TO HART	A	8978	1317	9.7	14.7	88	1143	11.9	12.7	107	471	9.7	5.2	87	2447	11.1	27.3	100
HILL STREET BLUES	N	8590	1492	11.0	17.4	104	1095	11.4	12.7	107	585	12.0	6.8	113	2494	11.3	29.0	106
HOTEL	A	14085	2401	17.7	17.0	102	1794	18.6	12.7	107	926	19.0	6.6	109	3935	17.8	27.9	102
JEFFERSONS	C	9360	1628	12.0	17.4	104	1253	13.0	13.4	113	533	10.9	5.7	95	2616	11.8	27.9	102
JENNIFER SLEPT HERE	N	5841	952	7.0	16.3	97	718	7.5	12.3	103	440	9.0	7.5	125	1755	7.9	30.0	110
KATE & ALLIE	C	9206	1769	13.0	19.2	115	1195	12.4	13.0	109	565	11.6	6.1	102	2643	12.0	28.7	105
KNIGHT RIDER	N	7076	1184	8.7	16.7	100	928	9.6	13.1	110	538	11.0	7.6	126	2194	9.9	31.0	114
LOVE BOAT	A	12219	1997	14.7	16.3	98	1438	14.9	11.8	99	761	15.6	6.2	103	3539	16.0	29.0	106
MAGNUM PI	C	11199	1827	13.5	16.3	97	1403	14.6	12.5	105	713	14.6	6.4	106	3233	14.6	28.9	106
MAMA'S FAMILY	N	6057	967	7.1	16.0	95	761	7.9	12.6	106	421	8.6	7.0	115	1827	8.3	30.2	111
MASTER, THE	N	3598	536	4.0	14.9	89	496	5.2	13.8	116	278	5.7	7.7	128	1157	5.2	32.2	118
MATT HOUSTON	A	6344	1127	8.3	17.8	106	888	9.2	14.0	118	407	8.3	6.4	106	1935	8.8	30.5	112
NBC MONDAY NIGHT MOVIE	N	11994	1970	14.5	16.4	98	1410	14.6	11.8	99	824	16.9	6.9	114	3567	16.1	29.7	109
NBC NIGHTLY NEWS	N	5132	651	4.8	12.7	76	681	7.1	13.3	112	343	7.0	6.7	111	1481	6.7	28.9	106
NBC NIGHTLY NEWS-SAT	N	3375	412	3.0	12.2	73	435	4.5	12.9	108	*213	4.4	6.3	105	1000	4.5	29.6	109
NBC NIGHTLY NEWS-SUN	N	3130	504	3.7	16.1	96	341	3.5	10.9	92	*236	4.8	7.5	125	996	4.5	31.8	117
NBC SUNDAY NIGHT MOVIE	N	8284	1438	10.6	17.4	104	1173	12.2	14.2	119	935	19.2	11.3	187	2450	11.1	29.6	108
NEWMART	C	9240	1588	11.7	17.2	103	1253	13.0	13.6	114	619	12.7	6.7	111	2992	13.5	32.4	119
ONE DAY AT A TIME	C	7288	1272	9.4	17.5	104	870	9.0	11.9	100	493	10.1	6.8	112	2093	9.5	28.7	105
PEOPLE ARE FUNNY	N	4855	856	6.3	17.6	105	606	6.3	12.5	105	*271	5.6	5.6	93	1459	6.6	30.1	110
REAL PEOPLE	N	8869	1429	10.5	16.1	96	930	9.7	10.5	88	480	9.8	5.4	90	2758	12.5	31.1	114
REMINGTON STEELE	N	7743	1296	9.6	16.7	100	773	8.0	10.0	84	518	10.6	6.7	111	2270	10.3	29.3	107
RIPLEY'S BELIEVE IT - NOT	A	5345	1015	7.5	19.0	113	683	7.1	12.8	107	320	6.6	6.0	99	1567	7.1	29.3	107
RIP TIDE	N	6988	1171	8.6	16.8	100	824	8.6	11.8	99	436	8.9	6.2	104	2146	9.7	30.7	113
SCARECROW & MRS. KING	C	10002	1574	11.6	15.7	94	1195	12.4	11.9	101	507	10.4	5.1	84	2857	12.9	28.6	105
SIMON & SIMON	C	10638	1533	11.3	14.4	86	1388	14.4	13.0	110	594	12.2	5.6	93	3204	14.5	30.1	110
60 MINUTES	C	13293	2276	16.8	17.1	102	1797	18.7	13.5	114	806	16.5	6.1	101	3789	17.1	28.5	104
ST. ELSEWHERE	N	7017	1246	9.2	17.8	106	970	10.1	13.8	116	438	9.0	6.2	1				

	TOTAL U.S. '000	HEINZ A '000	PORK'N B % DOWN	BEANS C % ACROSS	D % INDX	VAN CAMP A '000	PORK & BEANS B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	4039	100.0	5.0	100	16616	100.0	20.5	100								
18 - 24	9282	*470	11.6	5.1	102	2077	12.2	21.8	106								
25 - 34	19072	1055	26.1	5.5	111	4607	27.7	24.2	118								
35 - 44	14591	697	17.3	4.8	96	2912	17.5	20.0	97								
45 - 54	11345	*474	11.7	4.2	84	2143	12.9	18.9	92								
55 - 64	11635	691	17.1	5.9	119	2333	14.0	20.1	98								
65 OR OLDER	15061	653	16.2	4.3	87	2600	15.6	17.3	84								
18 - 34	28354	1525	37.8	5.4	108	5629	39.9	23.4	114								
18 - 49	48339	2434	60.3	5.0	101	10642	64.0	22.0	107								
25 - 54	45008	2226	55.1	4.9	99	9657	58.1	21.5	105								
35 - 49	19985	909	22.5	4.5	91	4013	24.2	20.1	98								
50 OR OLDER	32647	1606	39.8	4.9	99	5975	36.0	18.3	89								
GRADUATED COLLEGE	11155	580	14.4	5.2	104	2020	12.2	18.1	88								
ATTENDED COLLEGE	13682	635	15.7	4.6	93	2747	16.5	20.1	98								
GRADUATED HIGH SCHOOL	33880	1963	48.6	5.8	116	7809	47.0	23.0	112								
DID NOT GRADUATE HIGH SCHOOL	22270	862	21.3	3.9	78	4041	24.3	18.1	88								
EMPLOYED	40305	2041	50.5	5.1	102	8022	48.3	19.9	97								
EMPLOYED FULL-TIME	32850	1792	44.4	5.5	109	6585	39.6	20.0	98								
EMPLOYED PART-TIME	7456	**249	6.2	3.3	67	1437	8.6	19.3	94								
NOT EMPLOYED	40680	1998	49.5	4.9	98	8594	51.7	21.1	103								
PROFESSIONAL/MANAGER	10392	*607	15.0	5.8	117	1694	10.2	16.3	79								
TECH/CLERICAL/SALES	17574	875	21.7	5.0	100	3619	22.3	21.0	103								
PRECISION/CRAFT	985	**70	1.7	7.1	142	**196	1.2	19.9	97								
OTHER EMPLOYED	11354	*489	12.1	4.3	86	2433	14.6	21.4	104								
SINGLE	9863	556	13.8	5.6	113	1686	10.1	17.1	83								
MARRIED	51375	2695	66.7	5.2	105	11454	68.9	22.3	109								
DIVORCED/SEPARATED/WIDOWED	19748	788	19.5	4.0	80	3476	20.9	17.6	86								
PARENTS	32590	1589	39.3	4.9	98	7248	43.6	22.2	108								
WHITE	70416	3380	83.7	4.8	96	14218	85.6	20.2	98								
BLACK	8778	496	12.3	5.7	113	3055	12.4	23.4	114								
OTHER	1791	**163	4.0	9.1	182	**344	2.1	19.2	94								
NORTHEAST-CENSUS	17786	1767	43.7	9.9	199	610	3.7	3.4	17								
NORTH CENTRAL	20741	702	17.4	3.4	68	5967	35.9	28.8	140								
SOUTH	27775	974	24.1	3.5	70	6544	39.4	23.6	115								
WEST	14683	*597	14.8	4.1	82	3496	21.0	23.8	116								
NORTHEAST-MKTG.	17961	1549	38.4	8.6	173	517	3.1	2.9	14								
EAST CENTRAL	11885	737	18.2	6.2	124	2604	15.7	22.0	107								
WEST CENTRAL	14090	*432	10.7	3.1	61	4254	25.6	30.2	147								
SOUTH	24081	770	19.1	3.2	64	6180	37.2	25.7	125								
PACIFIC	12969	*551	13.6	4.2	85	3056	18.4	23.6	115								
COUNTY SIZE A	32439	2074	51.3	6.4	128	5169	31.1	15.9	78								
COUNTY SIZE B	24915	1091	27.0	4.4	88	5363	32.3	21.5	105								
COUNTY SIZE C	12930	*653	16.2	5.1	101	2879	17.3	22.3	109								
COUNTY SIZE D	10703	*222	5.5	2.1	42	3206	19.3	30.0	146								
METRO CENTRAL CITY	24518	1315	32.6	5.4	108	4638	27.9	18.9	92								
METRO SUBURBAN	35919	1855	45.9	5.2	104	6882	41.4	19.2	93								
NON METRO	20549	870	21.5	4.2	85	5097	30.7	24.8	121								
TOP 5 ADI'S	18341	1449	35.9	7.9	158	2158	13.0	11.8	57								
TOP 10 ADI'S	25378	1710	42.3	6.7	135	3375	20.3	13.3	65								
TOP 20 ADI'S	26488	2242	55.5	6.1	123	5854	35.2	16.0	78								
HSHL INC. \$50,000 OR MORE	6612	*535	13.2	8.1	162	1149	6.9	17.4	85								
\$40,000 OR MORE	12659	815	20.2	6.4	129	2320	14.0	18.3	89								
\$30,000 OR MORE	24888	1474	36.5	6.0	120	4757	28.6	19.3	94								
\$25,000 OR MORE	32077	2000	49.5	6.2	125	6419	38.6	20.0	98								
\$20,000 - \$24,999	9144	*462	11.4	5.1	101	1987	12.0	21.7	106								
\$15,000 - \$19,999	8728	*423	10.5	4.8	97	1973	11.9	22.6	110								
\$10,000 - \$14,999	12562	559	13.8	4.4	89	2962	17.8	23.6	115								
UNDER \$10,000	18475	596	14.8	3.2	65	3276	19.7	17.7	86								
HOUSEHOLD OF 1 PERSON	11987	508	12.6	4.2	85	1778	10.7	14.8	72								
2 PEOPLE	26577	1406	34.8	5.3	106	5255	31.6	19.8	96								
3 OR 4 PEOPLE	30617	1488	36.8	4.9	97	6895	41.5	22.5	110								
5 OR MORE PEOPLE	11804	*637	15.8	5.4	108	2689	16.2	22.8	111								
NO CHILD IN HSHLD	46165	2359	58.4	5.1	102	8908	53.6	19.3	94								
CHILD(REN) UNDER 2 YRS	5325	**206	5.1	3.9	78	1435	8.6	26.9	131								
2 - 5 YEARS	14221	665	16.5	4.7	94	3577	21.5	25.2	123								
6 - 11 YEARS	15117	751	18.6	5.0	100	3272	19.7	21.6	105								
12 - 17 YEARS	16611	883	21.9	5.3	107	3276	20.3	20.3	99								
RESIDENCE OWNED	55854	2669	66.1	4.8	96	11983	72.1	21.4	105								
VALUE: \$50,000 OR MORE	31744	1772	43.9	5.6	112	6090	36.7	19.2	94								
VALUE: UNDER \$50,000	24140	897	22.2	3.7	75	5893	35.5	24.4	119								

BAKED BEANS (IN JARS OR CANS): BRANDS
(FEMALE HOMEMAkers)

		TOTAL U.S. '000	HEINZ A '000	PORK'N B % DOWN	BEANS C % ACROSS	D % INDX	VAN CAMP A '000	PORK & BEANS B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAkers		80986	4039	100.0	5.0	100	16616	100.0	20.5	100								
MAGAZINES	QUINTILE 1	15799	1082	26.8	6.8	137	3447	20.7	21.8	106								
	QUINTILE 2	17259	981	24.3	5.7	114	3517	21.2	20.4	99								
	QUINTILE 3	13545	572	14.2	4.2	85	2575	15.5	19.0	93								
	QUINTILE 4	15133	642	15.9	4.2	85	3467	20.9	22.9	112								
	QUINTILE 5	19250	763	18.9	4.0	79	3611	21.7	18.8	91								
NEWSPAPERS	QUINTILE 1	12413	824	20.4	6.6	133	1997	12.0	16.1	78								
	QUINTILE 2	24116	1389	34.4	5.8	115	4988	30.0	20.7	101								
	QUINTILE 3	11261	*458	11.3	4.1	82	2185	13.1	19.4	95								
	QUINTILE 4	20255	962	23.8	4.7	95	4940	29.7	24.4	119								
	QUINTILE 5	12940	*407	10.1	3.1	63	2507	15.1	19.4	94								
OUTDOOR	QUINTILE 1	14852	986	24.4	6.6	133	3024	18.2	20.4	99								
	QUINTILE 2	15725	687	17.0	4.4	88	3211	19.3	20.4	100								
	QUINTILE 3	16330	920	22.8	5.8	113	3284	19.8	20.1	98								
	QUINTILE 4	16744	768	19.0	4.8	92	3394	20.4	20.3	99								
	QUINTILE 5	17334	678	16.8	3.8	78	3703	22.3	21.4	104								
RADIO-DRIVE TIME	QUINTILE 1	15911	778	19.3	4.8	98	3615	21.8	22.7	111								
	QUINTILE 2	14837	794	19.7	5.4	107	2993	18.0	20.2	98								
	QUINTILE 3	15339	760	18.8	5.0	99	3072	18.5	20.0	98								
	QUINTILE 4	16723	866	21.4	5.2	104	3477	20.9	20.8	101								
	QUINTILE 5	18176	842	20.8	4.6	93	3459	20.8	19.0	93								
RADIO-MID- DAY	QUINTILE 1	21020	1208	29.9	5.7	115	4620	27.8	22.0	107								
	QUINTILE 2	21610	1129	28.0	5.2	105	4940	29.7	22.9	111								
	QUINTILE 3	38355	1702	42.1	4.4	89	7057	42.5	18.4	90								
	QUINTILE 4	15988	768	19.0	4.8	96	3628	21.8	22.7	111								
	QUINTILE 5	15626	1012	25.1	6.5	130	3272	19.7	20.9	102								
RADIO-TOTAL	QUINTILE 1	16723	803	19.9	4.8	96	3504	21.1	21.0	102								
	QUINTILE 2	16342	772	19.1	4.7	95	3411	20.5	20.9	102								
	QUINTILE 3	16306	684	16.9	4.2	84	2802	16.9	17.2	84								
	QUINTILE 4	15953	875	21.7	5.5	110	3356	20.2	21.0	103								
	QUINTILE 5	16137	1081	26.8	6.7	134	3124	18.8	19.4	94								
TV-PRIME TIME	QUINTILE 1	16420	765	18.9	4.7	93	3441	20.7	21.0	102								
	QUINTILE 2	16687	638	15.8	3.8	77	3518	21.2	21.1	103								
	QUINTILE 3	15789	681	16.9	4.3	86	3178	19.1	20.1	98								
	QUINTILE 4	27736	1486	36.8	5.4	107	6381	38.4	23.0	112								
	QUINTILE 5	26489	1225	30.3	4.6	93	5335	32.1	20.1	98								
TV-DAYTIME	QUINTILE 1	26761	1328	32.9	5.0	100	4901	29.5	18.3	89								
	QUINTILE 2	16345	978	24.2	6.0	120	3688	22.2	22.6	110								
	QUINTILE 3	16447	929	23.0	5.6	113	3375	20.3	20.5	100								
	QUINTILE 4	15980	718	17.8	4.5	90	3306	19.9	20.7	101								
	QUINTILE 5	15887	834	20.6	5.2	105	3075	18.5	19.4	94								
TV-TOTAL	QUINTILE 1	16326	*581	14.4	3.6	71	3173	19.1	19.4	95								
	QUINTILE 2	20721	1350	33.4	6.5	131	3886	23.4	18.8	91								
	QUINTILE 3	19186	938	23.2	4.9	98	4455	26.8	23.2	113								
	QUINTILE 4	21899	1108	27.4	5.1	101	4278	25.7	19.5	95								
	QUINTILE 5	15451	843	20.9	5.5	109	3459	20.8	22.4	109								
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	25953	1479	36.6	5.7	114	5073	30.5	19.5	95								
	NEWSPAPER IMPERATIVE	24400	1243	30.8	5.1	102	4831	29.1	19.8	97								
	QUINTILE 1	18049	1079	26.7	6.0	120	4006	24.1	22.2	108								
	QUINTILE 2	23571	1240	30.7	5.3	105	4539	27.3	19.3	94								
	QUINTILE 3	23278	1024	25.4	4.4	88	5056	30.4	21.7	106								
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	15459	1029	25.5	6.7	133	3294	19.8	21.3	104								
	NEWSPAPER IMPERATIVE	25829	1299	32.2	5.0	101	5185	31.2	20.1	98								
	TELEVISION IMPERATIVE	26039	1214	30.1	4.7	93	5421	32.6	20.8	101								
	QUINTILE 1	16605	950	23.5	5.7	115	3285	19.8	19.8	96								
	QUINTILE 2	26834	1529	37.9	5.7	114	5081	30.6	18.9	92								
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	23346	1177	29.1	5.0	101	5014	30.2	21.5	105								
	OUTDOOR IMPERATIVE	17133	1077	26.7	6.3	126	3585	21.6	20.9	102								
	QUINTILE 1	25892	1319	32.7	5.1	102	4624	27.8	17.9	87								
	QUINTILE 2	23167	1112	27.5	4.8	96	5401	32.5	23.3	114								
	QUINTILE 3	17159	1141	28.2	6.6	133	3464	20.8	20.2	98								
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	26214	1286	31.8	4.9	98	4786	28.8	18.3	89								
	TELEVISION IMPERATIVE	23412	1067	26.4	4.6	91	5328	32.1	22.8	111								
	QUINTILE 1	15303	926	22.9	6.1	121	3312	19.9	21.6	105								
	QUINTILE 2	24901	1275	31.6	5.1	103	4868	29.3	19.5	95								
	QUINTILE 3	26492	1307	32.4	4.9	99	5796	34.9	21.9	107								
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	14794	938	23.2	6.3	127	3094	18.6	20.9	102								
	RADIO IMPERATIVE	25437	1263	31.3	5.0	100	5087	30.6	20.0	97								
	QUINTILE 1	27877	1420	35.2	5.1	102	6035	36.3	21.6	106								
	QUINTILE 2	15996	848	21.0	5.3	106	3482	21.0	21.8	106								
	QUINTILE 3	25478	1322	32.7	5.2	104	5218	31.4	20.5	100								
RADIO-TELEVISION: DUAL	RADIO IMPERATIVE	26573	1429	35.4	5.4	108	5524	33.2	20.8	101								
	TELEVISION IMPERATIVE																	
	QUINTILE 1																	
	QUINTILE 2																	
	QUINTILE 3																	

	TOTAL U.S. '000	HEINZ PORK 'N BEANS				VAN CAMP PORK & BEANS				A	B	C	D	A	B	C	D
		A	B	C	D	A	B	C	D								
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	4039	100.0	5.0	100	16616	100.0	20.5	100								
ATLANTIC MONTHLY	415	**7	0.2	1.7	34	**34	0.2	8.2	40								
BARRON'S	453	**26	0.6	5.7	115	**15	0.1	3.3	16								
BETTER HOMES & GARDENS	16256	919	22.8	5.7	113	3605	21.7	22.2	108								
BON APPETIT	2535	**155	3.8	6.1	123	332	2.0	13.1	64								
BUSINESS WEEK	1278	**106	2.6	8.3	166	*257	1.5	20.1	98								
CAR AND DRIVER	378	**72	1.8	19.0	382	**121	0.7	32.0	156								
CBS MAGAZINE NETWORK (GROSS)	1498	**93	2.3	6.2	124	*295	1.8	19.7	96								
CHANGING TIMES	1505	**92	2.3	6.1	123	*285	1.7	18.9	92								
COLONIAL HOMES	1231	**62	1.5	5.0	101	*302	1.8	24.5	120								
CONDE NAST MAG. PKG. (GROSS)	14146	1031	25.5	7.3	146	2804	16.9	19.8	97								
CONSUMERS DIGEST	1323	**60	1.5	4.5	91	290	1.7	21.9	107								
COSMOPOLITAN	7102	606	15.0	8.5	171	1357	8.2	19.1	93								
COUNTRY LIVING	2481	*170	4.2	6.9	137	651	3.9	26.2	128								
CUISINE	1472	**115	2.8	7.8	157	*202	1.2	13.7	67								
CYCLE WORLD	425	**21	0.5	4.9	99	**149	0.9	35.1	171								
DCI:CREATIVE IDEAS FOR LIV	2510	*173	4.3	6.9	138	698	4.2	27.8	136								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	478	11.8	7.1	143	1740	10.5	26.0	127								
DISCOVER	894	**40	1.0	4.5	90	*222	1.3	24.8	121								
EBONY	3507	216	5.3	6.2	123	934	5.6	26.6	130								
ESQUIRE	1083	**77	1.9	7.1	143	*231	1.4	21.3	104								
ESSENCE	1830	*99	2.5	5.4	108	479	2.9	26.2	128								
FAMILY CIRCLE	15930	791	19.6	5.0	100	3587	21.6	22.5	110								
THE FAMILY HANDYMAN	1126	**62	1.5	5.5	110	290	1.7	25.8	126								
FAMILY WEEKLY	11468	540	13.4	4.7	94	2611	15.7	22.8	111								
FIELD & STREAM	2234	**127	3.1	5.7	114	602	3.6	26.9	131								
FOOD & WINE	579	**44	1.1	7.6	152	**121	0.7	20.9	102								
FORBES	728	**52	1.3	7.1	143	**115	0.7	15.8	77								
FORTUNE	906	**117	2.9	12.9	259	**158	1.0	17.4	85								
GENTLEMEN'S QUARTERLY	791	**78	1.9	9.9	198	*166	1.0	21.0	102								
GLAMOUR	5265	424	10.5	8.1	161	1033	6.2	19.6	96								
GOLF DIGEST	636	**52	1.3	8.2	164	*149	0.9	23.4	114								
GOLF DIGEST/TENNIS (GROSS)	1186	**142	3.5	12.0	240	*247	1.5	20.8	102								
GOLF MAGAZINE	441	**71	1.8	16.1	323	**115	0.7	26.1	127								
GOLF MAGAZINE/SKI (GROSS)	922	**130	3.2	14.1	283	*197	1.2	21.4	104								
GOOD HOUSEKEEPING	16487	941	23.3	5.7	114	3851	23.2	23.4	114								
HARPER'S BAZAAR	2423	**131	3.2	5.4	108	394	2.4	16.3	79								
HEALTH	1994	*146	3.6	7.3	147	431	2.6	21.6	105								
HEARST MAG CORP. BUY (GROSS)	44101	2896	71.7	6.6	132	9563	57.6	21.7	106								
HEARST MAN POWER (GROSS)	1993	**129	3.2	6.5	130	350	2.1	17.6	86								
HEARST WOMAN POWER (GROSS)	31274	1985	49.1	6.3	127	6875	41.4	22.0	107								
HOUSE BEAUTIFUL	3623	313	7.7	8.6	173	825	5.0	22.8	111								
INC.	283	**2	0.0	0.7	14	**54	0.3	19.1	93								
JET	2928	*175	4.3	6.0	120	842	5.1	28.8	140								
LADIES' HOME JOURNAL	11918	598	14.8	5.0	101	2718	16.4	22.8	111								
LHJ FAMILY GRP COMBO(GROSS)	16764	865	21.4	5.2	103	3841	23.1	22.9	112								
LIFE	4254	357	8.8	8.4	168	829	5.0	19.5	95								
L.A. TIMES HOME MAGAZINE	1145	**85	2.1	7.4	149	*206	1.2	18.0	88								
MADMOISELLE	2884	*200	5.0	6.9	139	652	3.9	22.6	110								
MC CALL'S	13460	776	19.2	5.8	116	3090	18.6	23.0	112								
MC CALL'S/HRK MOTHER (GROSS)	14606	883	21.9	6.0	121	3355	20.2	23.0	112								
MECHANIX ILLUSTRATED	772	**66	1.6	8.5	171	*139	0.8	18.0	88								
METROPOLITAN HOME	967	**92	2.3	9.5	191	*186	1.1	19.2	94								
MONEY	1588	**92	2.3	5.8	116	*212	1.3	13.4	65								
MOTHER EARTH NEWS	1002	**55	1.4	5.5	110	*159	1.0	15.9	77								
MS.	825	**34	0.8	4.1	83	*146	0.9	17.7	86								
NATIONAL ENQUIRER	10336	482	11.9	4.7	94	2350	14.1	22.7	111								
NATIONAL GEOGRAPHIC	9597	516	12.8	5.4	108	1866	11.2	19.4	95								
NATIONAL SUNDAY MAGAZINE PKG	49558	2765	68.5	5.6	112	9855	59.3	19.9	97								
NATURAL HISTORY	573	**70	1.7	12.2	245	**92	0.6	16.1	78								
NEW WOMAN	1699	*164	4.1	9.7	194	274	1.6	16.1	79								
NEW YORK INCLUDING CUE	443	**56	1.4	12.6	253	**24	0.1	5.4	26								
THE NEW YORKER	1270	**118	2.9	9.3	186	*128	0.8	10.1	49								
NEWSWEEK	6277	434	10.7	6.9	139	1145	6.9	18.2	89								
THE N.Y. TIMES DAILY EDITION	1205	**131	3.2	10.9	218	**43	0.3	3.6	17								
THE N.Y. TIMES MAGAZINE	2081	*228	5.6	11.0	220	**132	0.8	6.3	31								
OMNI	788	**52	1.3	6.6	132	*143	0.9	18.1	88								
ON CABLE	1158	**58	1.4	5.0	100	406	2.4	35.1	171								
1001 HOME IDEAS	2852	*122	3.0	4.3	86	692	4.2	24.3	118								
ORGANIC GARDENING	1658	**114	2.8	6.9	138	409	2.5	24.7	120								
OUTDOOR LIFE	896	**39	1.0	4.4	87	288	1.7	32.1	157								
PARADE MAGAZINE	24275	1589	39.3	6.5	131	4275	25.7	17.6	86								

BAKED BEANS (IN JARS OR CANS): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	HEINZ A '000	PORK'N B % DOWN	BEANS C % ACROSS	D % INDX	VAN CAMP A '000	PORK & BEANS B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	4039	100.0	5.0	100	16616	100.0	20.5	100								
PARENTS	3845	**149	3.7	3.9	78	1155	7.0	30.0	146								
PENTHOUSE	831	**47	1.2	5.7	113	**119	0.7	14.3	70								
PEOPLE	11645	685	17.0	5.9	118	2458	14.8	21.1	103								
PLAYBOY	2006	**94	2.3	4.7	94	345	2.1	17.2	84								
POPULAR HOT RODDING	297	**9	0.2	3.0	61	**78	0.5	26.3	128								
POPULAR MECHANICS	1018	**60	1.5	5.9	118	**101	0.6	9.9	48								
POPULAR SCIENCE	878	**97	2.4	11.0	222	**108	0.6	12.3	60								
PREVENTION	3913	*197	4.9	5.0	101	732	4.4	18.7	91								
PSYCHOLOGY TODAY	1710	*174	4.3	10.2	204	327	2.0	19.1	93								
READER'S DIGEST	22204	1166	28.9	5.3	105	4993	30.0	22.5	110								
REDBOOK	7684	439	10.9	5.7	115	1666	10.0	21.7	106								
ROAD & TRACK	410	**40	1.0	9.8	196	**87	0.5	21.2	103								
ROLLING STONE	969	**99	2.5	10.2	205	*190	1.1	19.6	96								
RUNNER'S WORLD	298	**21	0.5	7.0	141	**69	0.4	23.2	113								
SATURDAY EVENING POST	1169	**49	1.2	4.2	84	274	1.6	23.4	114								
SCIENCE 84	587	**47	1.2	8.0	161	*140	0.8	23.9	116								
SCIENCE DIGEST	482	**48	1.2	10.0	200	*126	0.8	26.1	127								
SCIENTIFIC AMERICAN	594	**71	1.8	12.0	240	**91	0.5	15.3	75								
SELF	2089	**141	3.5	6.7	135	438	2.6	21.0	102								
SEVENTEEN	2411	*171	4.2	7.1	142	505	3.0	20.9	102								
SKI	480	**58	1.4	12.1	242	**82	0.5	17.1	83								
SMITHSONIAN	2760	*129	3.2	4.7	94	374	2.3	13.6	66								
SOAP OPERA DIGEST	3013	*163	4.0	5.4	108	652	3.9	21.6	105								
SOUTHERN LIVING	4184	305	7.6	7.3	146	1042	6.3	24.9	121								
SOUTH	559	**30	0.7	5.4	108	**134	0.8	24.0	117								
THE SPORTING NEWS	436	**32	0.8	7.3	147	**91	0.5	20.9	102								
SPORTS AFIELD	493	**21	0.5	4.3	85	*123	0.7	24.9	122								
SPORTS ILLUSTRATED	2758	*258	6.4	9.4	188	644	3.9	23.4	114								
STAR	7456	466	11.5	6.3	125	1459	8.8	19.6	95								
SUNDAY	24936	1677	41.5	6.7	135	4599	27.7	18.4	90								
SUNSET	2124	**80	2.0	3.8	76	591	3.6	27.8	136								
TV GUIDE	21661	1150	28.5	5.3	106	4434	26.7	20.5	100								
TENNIS	550	**89	2.2	16.2	324	**98	0.6	17.8	87								
TIME	8880	634	15.7	7.1	143	1547	9.3	17.4	85								
TOWN & COUNTRY	917	**82	2.0	8.9	179	*130	0.8	14.2	69								
TRAVEL & LEISURE	972	**76	1.9	7.8	157	*205	1.2	21.1	103								
TRUE STORY	3356	*181	4.5	5.4	108	853	5.1	25.4	124								
U.S. NEWS & WORLD REPORT	3410	*286	7.1	8.4	168	803	4.8	23.5	115								
USA TODAY	1759	**135	3.3	7.7	154	315	1.9	17.9	87								
US	1873	**115	2.8	6.1	123	463	2.8	24.7	120								
VOGUE	3909	267	6.6	6.8	137	681	4.1	17.4	85								
WALL STREET JOURNAL	1886	**124	3.1	6.6	132	352	2.1	18.7	91								
WEIGHT WATCHERS	2120	*142	3.5	6.7	134	560	3.4	26.4	129								
WOMAN'S DAY	14172	898	22.2	6.3	127	3175	19.1	22.4	109								
WORKING MOTHER	1146	**108	2.7	9.4	189	265	1.6	23.1	113								
WORKING WOMAN	1322	**62	1.5	4.7	94	281	1.7	21.3	104								
WORLD TENNIS	*163	**21	0.5	12.9	258	**15	0.1	9.2	45								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*183	4.5	7.2	145	643	3.9	25.4	124								
BLAIR INSERTS	43657	2547	63.1	5.8	117	8216	49.4	18.8	92								
DAILY NEWSPAPERS																	
READ ANY	51633	2837	70.2	5.5	110	10494	63.2	20.3	99								
READ ONE	43463	2419	59.9	5.6	112	9046	54.4	20.8	101								
READ TWO OR MORE	8170	418	10.3	5.1	103	1449	8.7	17.7	86								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2931	72.6	5.6	112	10257	61.7	19.5	95								
READ ONE	46126	2405	59.5	5.2	105	9202	55.4	19.9	97								
READ TWO OR MORE	6552	526	13.0	8.0	161	1055	6.3	16.1	78								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	31.05				27.39											
30 DAY REACH	71455	3665	90.7	5.1	103	14403	86.7	20.2	98								
50 SHWG - 30 DAY AV FREQ	14.56	16.27				14.51											
30 DAY REACH	67742	3512	87.0	5.2	104	13617	82.0	20.1	98								
25 SHWG - 30 DAY AV FREQ	7.94	8.75				7.79											
30 DAY REACH	62117	3277	81.1	5.3	106	12658	76.2	20.4	99								
CABLE TV: HOME WIRED	32077	1586	39.3	4.9	99	6707	40.4	20.9	102								
HOME NOT WIRED	48909	2454	60.8	5.0	101	9910	59.6	20.3	99								
HAVE PAY CABLE	15935	819	20.3	5.1	103	3189	19.2	20.0	98								

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BAKED BEANS (IN JARS OR CANS): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL	HEINZ				PORK'N BEANS				VAN CAMP				PORK & BEANS				A				B				C				D			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
		'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX				
TOTAL FEMALE HOMEMAKERS		80986	4039	100.0	5.0	100	16616	100.0	20.5	100																								
WKDAY LOCAL EVENING TV NEWS																																		
NETWORK AFFILIATES - EARLY		26063	1385	34.3	5.3	107	5186	31.2	19.9	97																								
NETWORK AFFILIATES - LATE		20261	1065	26.4	5.3	105	4363	26.3	21.5	105																								
INDEPENDENTS - LATE		2076	238	5.9	11.5	230	310	1.9	14.9	73																								
TV EVENING NTWK 6 PM - 2 AM																																		
A TEAM		N 10453	582	14.4	5.6	112	2154	13.0	20.6	100																								
ABC MONDAY NIGHT MOVIE		A 6412	316	7.8	4.9	99	1295	7.8	20.2	98																								
ABC SUNDAY NIGHT MOVIE		A 12407	718	17.8	5.8	116	2528	15.2	20.4	99																								
ABC WORLD NEWS TONIGHT		A 6176	310	7.7	5.0	101	1154	6.9	18.7	91																								
AFTERMASH		C 5863	*378	9.4	6.4	129	1485	8.9	25.3	123																								
ALICE		C 9594	473	11.7	4.9	99	2023	12.2	21.1	103																								
AMERICAN PARADE		C 6622	304	7.5	4.6	92	1343	8.1	20.3	99																								
BENSON		A 10886	682	16.9	6.3	126	2088	12.6	19.2	93																								
BLUE THUNDER		A 5036	295	7.3	5.9	117	1239	7.5	24.6	120																								
CAGNEY & LACEY		C 9965	506	12.5	5.1	102	2368	14.3	23.8	116																								
CBS EVENING NEWS-DEAN		C 3491	*220	5.4	6.3	126	622	3.7	17.8	87																								
CBS EVENING NEWS-RATHER		C 7123	318	7.9	4.5	90	1572	9.5	22.1	108																								
CBS SAT. NEWS-SCHIEFFER		C 3621	167	4.1	4.6	92	664	4.0	18.3	89																								
CBS SATURDAY NIGHT MOVIE		C 5436	229	5.7	4.2	84	1196	7.2	22.0	107																								
CBS WEDNESDAY NIGHT MOVIE		C 6100	253	6.3	4.1	83	1368	8.2	22.4	109																								
CHEERS		N 8889	538	13.3	6.1	121	1754	10.6	19.7	96																								
DALLAS		C 22109	1234	30.6	5.6	112	4980	30.0	22.5	110																								
DIFF'RENT STROKES		N 6940	355	8.8	5.1	103	1423	8.6	20.5	100																								
DOUBLE TROUBLE		N 7223	361	8.9	5.0	100	1546	9.3	21.4	104																								
DUCK FACTORY		N 5595	333	8.2	6.0	119	1107	6.7	19.8	96																								
DUKES OF HAZZARD		C 5768	239	5.9	4.1	83	1385	8.3	24.0	117																								
DYNASTY		A 20053	874	21.6	4.4	87	3888	23.4	19.4	94																								
FACTS OF LIFE		N 8087	429	10.6	5.3	106	1937	11.7	24.0	117																								
FALCON CREST		C 20046	1009	25.0	5.0	101	4658	28.0	23.2	113																								
FALL GUY		A 9084	455	11.3	5.0	100	1850	11.1	20.4	99																								
FAMILY TIES		N 7964	505	12.5	6.3	127	1743	10.5	21.9	107																								
FANTASY ISLAND		A 7687	366	9.1	4.8	95	1513	9.1	19.7	96																								
FOULUPS,BLEEPs & BLUNDERS		A 8861	428	10.6	4.8	97	1905	11.5	21.5	105																								
FOUR SEASONS		C 5095	*342	8.5	6.7	135	1174	7.1	23.0	112																								
GIMME A BREAK		N 8838	527	13.0	6.0	120	1801	10.8	20.4	99																								
HART TO HART		A 8978	362	9.0	4.0	81	1977	11.9	22.0	107																								
HILL STREET BLUES		N 8590	509	12.6	5.9	119	1793	10.8	20.9	102																								
HOTEL		A 14085	721	17.9	5.1	103	2784	16.8	19.8	96																								
JEFFERSONS		C 9360	577	14.3	6.2	124	1986	12.0	21.2	103																								
JENNIFER SLEPT HERE		N 5841	302	7.5	5.2	104	1240	7.5	21.2	103																								
KATE & ALLIE		C 9206	520	12.9	5.6	113	2043	12.3	22.2	108																								
KNIGHT RIDER		N 7076	340	8.4	4.8	96	1775	10.7	25.1	122																								
LOVE BOAT		A 12219	692	17.1	5.7	114	2539	15.3	20.8	101																								
MAGNUM PI		C 11199	580	14.4	5.2	104	2647	15.9	23.6	115																								
MAMA'S FAMILY		N 6057	269	6.7	4.4	89	1267	7.6	20.9	102																								
MASTER, THE		N 3598	*186	4.6	5.2	104	862	5.2	24.0	117																								
MATT HOUSTON		A 6344	368	9.1	5.8	116	1313	7.9	20.7	101																								
NBC MONDAY NIGHT MOVIE		N 11994	480	11.9	4.0	80	2481	14.9	20.7	101																								
NBC NIGHTLY NEWS		N 5132	238	5.9	4.6	93	988	5.9	19.3	94																								
NBC NIGHTLY NEWS-SAT		N 3375	*164	4.1	4.9	97	642	3.9	19.0	93																								
NBC NIGHTLY NEWS-SUN		N 3130	*174	4.3	5.6	111	602	3.6	19.2	94																								
NBC SUNDAY NIGHT MOVIE		N 8284	421	10.4	5.1	102	1899	11.4	22.9	112																								
NEWHART		C 9240	557	13.8	6.0	121	2152	13.0	23.3	114																								
ONE DAY AT A TIME		C 7288	416	10.3	5.7	114	1606	9.7	22.0	107																								
PEOPLE ARE FUNNY		N 4855	*176	4.4	3.6	73	1050	6.3	21.6	105																								
REAL PEOPLE		N 8869	375	9.3	4.2	85	2139	12.9	24.1	118																								
REMINGTON STEELE		N 7743	430	10.6	5.6	111	1558	9.4	20.1	98																								
RIPLEY'S BELIEVE IT - NOT		A 5345	298	7.4	5.6	112	1246	7.5	23.3	114																								
RIPTIDE		N 6988	427	10.6	6.1	123	1645	9.9	23.5	115																								
SCARECROW & MRS. KING		C 10002	453	11.2	4.5	91	2306	13.9	23.1	112																								
SIMON & SIMON		C 10638	558	13.8	5.2	105	2396	14.4	22.5	110																								
60 MINUTES		C 13293	717	17.8	5.4	108	2540	15.3	19.1	93																								
ST. ELSEWHERE		N 7017	380	9.4	5.4	109	1346	8.1	19.2	93																								
THREE'S COMPANY		A 10917	592	14.7	5.4	109	2379	14.3	21.8	106																								
T.J. HOOKER		A 9204	474	11.7	5.1	103	1828	11.0	19.9	97																								

BREAKFAST CEREALS (COLD)

BASE = FEMALE HOMEOWNERS (80986)

QUESTIONNAIRE PAGE H-1

	'000	%	UNWEIGHTED						
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?									
YES	70127	86.6	8021						
NO	10859	13.4	1414						
	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
IF YES									
1B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BOO BERRY	2431	3.0			1294	1.6	1137	1.4	271
BUC-WHEAT	1894	2.3	15	*	985	1.2	894	1.1	229
CHEERIOS HONEY NUT	8945	11.0	41	.1	5924	7.3	2981	3.7	936
CHEERIOS	25477	31.5	351	.4	18771	23.2	6355	7.8	2722
COOKIE CRISP	3100	3.8	44	.1	2032	2.5	1025	1.3	344
BRAN CHEX	4963	6.1	57	.1	2849	3.5	2058	2.5	548
CORN CHEX	9052	11.2	29	*	5223	6.4	3800	4.7	997
RICE CHEX	10250	12.7	111	.1	5906	7.3	4233	5.2	1127
WHEAT CHEX	7635	9.4	34	*	4407	5.4	3195	3.9	806
WHEAT & RAISIN CHEX	3054	3.8	11	*	1879	2.3	1164	1.4	347
COCOA PUFFS	5947	7.3	13	*	3536	4.4	2398	3.0	586
COUNT CHOCULA	2789	3.4	20	*	1581	2.0	1189	1.5	285
CRISPY WHEATS 'N RAISINS	5795	7.2	105	.1	3583	4.4	2107	2.6	626
FRANKEN BERRY	2475	3.1	16	*	1557	1.9	903	1.1	267
GOLDEN GRAHAMS	6329	7.8	92	.1	3774	4.7	2463	3.0	678
GRANOLA (PILLSBURY)	1954	2.4	105	.1	911	1.1	937	1.2	212
HEARTLAND	816	1.0	19	*	410	.5	387	.5	95
HONEY BRAN (RALSTON)	1295	1.6	2	*	737	.9	556	.7	159
KELLOGG'S ALL BRAN	7747	9.6	203	.3	5464	6.7	2021	2.6	885
KELLOGG'S APPLE FROSTED MINI-WHEATS	2179	2.7			1251	1.5	928	1.1	230
KELLOGG'S APPLE JACKS	6600	8.1	68	.1	3839	4.7	2694	3.3	712
KELLOGG'S BANANA FROSTED FLAKES	1026	1.3			587	.7	439	.5	131
KELLOGG'S BRAN BUDS	2197	2.7	42	.1	1418	1.8	738	.9	247
KELLOGG'S COCOA KRISPIES	4341	5.4	6	*	2349	2.9	1986	2.5	437
KELLOGG'S CORN FLAKES	25330	31.3	1245	1.5	18450	22.8	5636	7.0	2801
KELLOGG'S CRACKLIN' BRAN	1987	2.5	27	*	1060	1.3	901	1.1	225
KELLOGG'S FROOT LOOPS	11539	14.2	44	.1	7099	8.8	4396	5.4	1186
KELLOGG'S SUGAR FROSTED FLAKES	13499	16.7	541	.7	8687	10.7	4272	5.3	1460
KELLOGG'S FROSTED MINI-WHEATS	5531	6.8	102	.1	3553	4.4	1876	2.3	581
KELLOGG'S FROSTED RICE KRISPIES	5762	7.1	127	.2	3826	4.7	1809	2.2	601
KELLOGG'S HONEY & NUT CORN FLAKES	2332	2.9	23	*	1189	1.5	1120	1.4	243
KELLOGG'S MOST	1453	1.8			692	.9	761	.9	155
KELLOGG'S NUTRI-GRAIN	2278	2.8	66	.1	1436	1.8	776	1.0	246
KELLOGG'S PRODUCT 19	4535	5.6	106	.1	2764	3.4	1666	2.1	546
KELLOGG'S RAISIN BRAN	18635	23.0	413	.5	13443	16.6	4779	5.9	1988

BREAKFAST CEREALS (COLD) (CONTINUED)

QUESTIONNAIRE PAGE H-1

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
18. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
KELLOGG'S RAISIN, RICE & RYE	2102	2.6			1219	1.5	883	1.1	226
KELLOGG'S RICE KRISPIES	20502	25.3	235	.3	13457	16.6	6810	8.4	2190
KELLOGG'S SPECIAL K	10526	13.0	157	.2	6901	8.5	3467	4.3	1236
KELLOGG'S SUGAR CORN POPS	5066	6.3			2893	3.6	2173	2.7	555
KELLOGG'S SUGAR SMACKS	6076	7.5	35	*	3831	4.7	2209	2.7	663
KELLOGG'S 40% BRAN FLAKES	6448	8.0	136	.2	4240	5.2	2072	2.6	721
OTHER KELLOGG'S	2860	3.5	182	.2	1572	1.9	1107	1.4	292
KIX	4236	5.2	6	*	2387	2.9	1843	2.3	462
KRETSCHMER WHEAT GERM	1748	2.2			1084	1.3	664	.8	212
LUCKY CHARMS	7172	8.9	4	*	4151	5.1	3017	3.7	741
NABISCO 100% BRAN	1993	2.5	5	*	1292	1.6	696	.9	225
NABISCO SPOON SIZE SHREDDED WHEAT	11253	13.9	117	.1	7172	8.9	3964	4.9	1242
NABISCO SHREDDED WHEAT (REGULAR SIZE)	8948	11.0	124	.2	5645	7.0	3179	3.9	1014
NABISCO TEAM FLAKES	1507	1.9	2	*	809	1.0	696	.9	153
NATURE VALLEY	1408	1.7			1103	.7	805	1.0	142
POST ALPHA-BITS	3407	4.2			1719	2.1	1688	2.1	367
C.W. POST FAMILY STYLE	942	1.2			520	.6	422	.5	90
POST FORTIFIED OAT FLAKES	1094	1.4			615	.8	479	.6	117
POST GRAPENUT FLAKES	3379	4.2	20	*	2043	2.5	1317	1.6	397
POST GRAPE NUTS	9460	11.7	106	.1	6198	7.7	3156	3.9	1055
POST COCOA PEBBLES	2569	3.2			1553	1.9	1016	1.3	270
POST FRUIT & FIBRE	3670	4.5	16	*	2551	3.1	1103	1.4	402
POST FRUITY PEBBLES	2846	3.5	4	*	1778	2.2	1069	1.3	320
POST HONEYCOMBS	4481	5.5	30	*	2675	3.3	1776	2.2	474
POST RAISIN BRAN	13121	16.2	240	.3	8887	11.0	3993	4.9	1421
POST RAISIN GRAPE NUTS	1839	2.3	10	*	1298	1.6	531	.7	211
POST STRAWBERRY HONEY COMBS	1109	1.4	14	*	602	.7	492	.6	116
POST SUPER SUGAR CRISP	4105	5.1	38	*	2407	3.0	1661	2.1	448
POST TOASTIES	4724	5.8	97	.1	3432	4.2	1195	1.5	522
POST WISHING STARS	361	.4			123	.2	238	.3	37
POST 40% BRAN FLAKES	4585	5.7	115	.1	3192	3.9	1278	1.6	549
OTHER POST CEREALS	3041	3.8	12	*	1993	2.5	1036	1.3	337
QUAKER CAP'N CRUNCH	8033	9.9	37	*	4477	5.5	3520	4.3	860
QUAKER CINNAMON LIFE	3240	4.0	9	*	1438	1.8	1792	2.2	316
QUAKER CORN BRAN	2143	2.6			1184	1.5	959	1.2	230
QUAKER CRUNCH BERRIES	2101	2.6			1227	1.5	875	1.1	236
QUAKER HALFSIES	2252	2.8			1113	1.4	1139	1.4	260
QUAKER LIFE	5010	6.2	58	.1	2851	3.5	2102	2.6	570
QUAKER PEANUT BUTTER CRUNCH	2430	3.0	7	*	1452	1.8	972	1.2	272
QUAKER PUFFED RICE	5487	6.8	27	*	3606	4.5	1855	2.3	589
QUAKER PUFFED WHEAT	4351	5.4	12	*	3019	3.7	1320	1.6	496
QUAKER 100% NATURAL	2907	3.6	65	.1	2137	2.6	705	.9	326
STRAWBERRY SHORTCAKE	3619	4.5	7	*	2247	2.8	1365	1.7	393
TOTAL	6577	8.1	193	.2	4331	5.3	2053	2.5	749
TRIX	5100	6.3	32	*	2903	3.6	2165	2.7	550
MAFFELOS (RALSTON)	1151	1.4			690	.9	461	.6	127
WHEATIES	10519	13.0	49	.1	7241	8.9	3230	4.0	1124
OTHER BRANDS	7893	9.7	800	1.0	4289	5.3	2804	3.5	896
DO NOT KNOW	137	.2							26

'000	%	UNWEIGHTED
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1C. ABOUT HOW MANY INDIVIDUAL PORTIONS OF COLD CEREAL WERE EATEN BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?

15 OR MORE	H	8230	10.2	841
10 - 14	H	8409	10.4	852
8 - 9	M	6198	7.7	678
6 - 7	M	11837	14.6	1397
5	M	7747	9.6	885
4	L	7286	9.0	801
3	L	6596	8.1	809
1 - 2	L	8396	10.4	904
NONE	L	5429	6.7	694

BREAKFAST CEREALS (COLD) (CONTINUED)

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-1

BREAKFAST CEREALS (COLD) - TYPES USED

	ALL		FIDE		UNWEIGHTED
	'000	%	'000	%	
REGULAR (ADD SUGAR TO TASTE)	64247	79.3	23012	28.4	7365
BUC-WHEATS					
CHEERIOS					
BRAN CHEX					
CORN CHEX					
HONEY BRAN (RALSTON)					
RICE CHEX					
WHEAT CHEX					
WHEAT & RAISIN CHEX					
KELLOGG'S ALL BRAN					
KELLOGG'S BRAN BUDS					
KELLOGG'S CORN FLAKES					
KELLOGG'S MOST					
KELLOGG'S PRODUCT 19					
KELLOGG'S RAISIN BRAN					
KELLOGG'S RAISIN, RICE & RYE					
KELLOGG'S RICE KRISPIES					
KELLOGG'S SPECIAL K					
KELLOGG'S 40% BRAN FLAKES					
KIX					
NABISCO 100% BRAN					
NABISCO SPOON SIZE SHREDDED WHEAT					
NABISCO SHREDDED WHEAT (REGULAR SIZE)					
NABISCO TEAM FLAKES					
POST FORTIFIED OAT FLAKES					
POST FRUIT AND FIBRE					
POST GRAPENUT FLAKES					
POST GRAPE NUTS					
POST RAISIN BRAN					
POST RAISIN GRAPE NUTS					
POST TOASTIES					
POST 40% BRAN FLAKES					
QUAKER CORN BRAN					
QUAKER LIFE					
QUAKER PUFFED RICE					
QUAKER PUFFED WHEAT					
TOTAL					
WHEATIES					
PRE-SWEETENED (NO ADDED SUGAR REQUIRED)	42701	52.7	4080	5.0	4675
NOO BERRY					
CHEERIOS HONEY NUT					
COOKIE CRISP					
COCOA PUFFS					
COUNT CHOCULA					
CRISPY WHEATS 'N RAISINS					
FRANKEN BERRY					
GOLDEN GRAMAMS					
KELLOGG'S APPLE FROSTED MINI-WHEATS					
KELLOGG'S APPLE JACKS					
KELLOGG'S BANANA FROSTED FLAKES					
KELLOGG'S COCOA KRISPIES					
KELLOGG'S CRACKLIN' BRAN					
KELLOGG'S FROOT LOOPS					
KELLOGG'S FROSTED MINI-WHEATS					
KELLOGG'S FROSTED RICE KRISPIES					
KELLOGG'S HONEY & NUT CORN FLAKES					
KELLOGG'S SUGAR CORN POPS					
KELLOGG'S SUGAR FROSTED FLAKES					
KELLOGG'S SUGAR SMACKS					
LUCKY CHARMS					
POST ALPHA-BITS					
POST COCOA PEBBLES					
POST FRUITY PEBBLES					
POST HONEYCOMBS					
POST STRAWBERRY HONEY COMBS					
POST SUPER SUGAR CRISP					
POST WISHING STARS					
QUAKER CAP'N CRUNCH					
QUAKER CINNAMON LIFE					
QUAKER CRUNCH BERRIES					
QUAKER HALFSIES					
QUAKER PEANUT BUTTER CRUNCH					
STRAWBERRY SHORTCAKE					
MAFFELOS (RALSTON)					
TRIX					
NATURAL (CONTAINS NO PRESERVATIVES)	8677	10.7	399	.5	985
C.W. POST FAMILY STYLE					
GRANOLA (PILLSBURY)					
HEARTLAND					
KELLOGG'S NUTRI-GRAIN					
KRETCHMER WHEAT GERM					
NATURE VALLEY					
QUAKER 100% NATURAL					

DO NOT KNOW

1144 1.4

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PORTIONS OF COLD BREAKFAST CEREAL: USAGE IN LAST 7 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TEN OR MORE				MEDIUM USERS FIVE - NINE				LIGHT USERS FOUR OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	70127	100.0	86.6	100	16638	100.0	20.5	100	25782	100.0	31.8	100	27707	100.0	34.2	100
18 - 24	9282	7768	11.1	83.7	97	1306	7.8	14.1	68	3067	11.9	33.0	104	3394	12.2	36.6	107
25 - 34	19072	17001	24.2	89.1	103	4956	29.8	26.0	126	6072	23.6	31.8	100	5973	21.6	31.3	92
35 - 44	14591	13199	18.8	90.5	104	4404	26.5	30.2	147	4742	18.4	32.5	102	4053	14.6	27.8	81
45 - 54	11345	9982	14.2	88.0	102	2385	14.3	21.0	102	3489	13.5	30.8	97	4108	14.8	36.2	106
55 - 64	11635	9973	14.2	85.7	99	1989	12.0	17.1	83	3778	14.7	32.5	102	4206	15.2	36.1	106
65 OR OLDER	15061	12204	17.4	81.0	94	1597	9.6	10.6	52	4634	18.0	30.8	97	5973	21.6	39.7	116
18 - 34	28354	24769	35.3	87.4	101	6263	37.6	22.1	108	9139	35.4	32.2	101	9367	33.8	33.0	97
18 - 49	48339	42756	61.0	88.5	102	12023	72.3	24.9	121	15489	60.1	32.0	101	15244	55.0	31.5	92
25 - 54	45008	40182	57.3	89.3	103	11745	70.6	26.1	127	14304	55.5	31.8	100	14133	51.0	31.4	92
35 - 49	19985	17987	25.6	90.0	104	5760	34.6	28.8	140	6349	24.6	31.8	100	5877	21.2	29.4	86
50 OR OLDER	32647	27371	39.0	83.8	97	4615	27.7	14.1	69	10293	39.9	31.5	99	12463	45.0	38.2	112
GRADUATED COLLEGE	11155	9407	13.4	84.3	97	2428	14.6	21.8	106	3230	12.5	29.0	91	3749	13.5	33.6	98
ATTENDED COLLEGE	13682	11831	16.9	86.5	100	3117	18.7	22.8	111	4433	17.2	32.4	102	4281	15.5	31.3	91
GRADUATED HIGH SCHOOL	33880	30048	42.9	88.7	102	7608	45.7	22.5	109	11169	43.3	33.0	104	11291	40.8	33.3	97
DID NOT GRADUATE HIGH SCHOOL	22270	18821	26.8	84.5	98	3485	20.9	15.6	76	6950	27.0	31.2	98	8386	30.3	37.7	110
EMPLOYED	40306	34904	49.8	86.6	100	8433	50.7	20.9	102	12576	48.8	31.2	98	13895	50.1	34.5	101
EMPLOYED FULL-TIME	32850	28265	40.3	86.0	99	6422	38.6	19.5	95	10264	39.8	31.2	98	11579	41.8	35.2	103
EMPLOYED PART-TIME	7456	6639	9.5	89.0	103	2012	12.1	27.0	131	2311	9.0	31.0	97	2316	8.4	31.1	91
NOT EMPLOYED	40680	35223	50.2	86.6	100	8205	49.3	20.2	98	12306	51.2	32.5	102	13812	49.9	34.0	99
PROFESSIONAL/MANAGER	10392	8780	12.5	84.5	98	2026	12.2	19.5	95	3335	12.9	32.1	101	3419	12.3	32.9	96
TECH/CLERICAL/SALES	17574	15143	21.6	86.2	100	3813	22.9	21.7	106	5360	20.8	30.5	96	5970	21.5	34.0	99
PRECISION/CRAFT	985	867	1.2	88.0	102	**278	1.7	28.2	137	*304	1.2	30.9	97	*285	1.0	28.9	85
OTHER EMPLOYED	11354	10114	14.4	89.1	103	2316	13.9	20.4	99	3577	13.9	31.5	99	4222	15.2	37.2	109
SINGLE	7832	7832	11.2	79.4	92	1093	6.6	11.1	54	2747	10.7	27.9	87	3992	14.4	40.5	118
MARRIED	51375	46317	66.0	90.2	104	12983	78.0	25.3	123	17203	66.7	33.5	105	16132	58.2	31.4	92
DIVORCED/SEPARATED/WIDOWED	19746	15978	22.8	80.9	93	2563	15.4	13.0	63	5832	22.6	29.5	93	7583	27.4	38.4	112
PARENTS	32590	30367	43.3	93.2	108	10868	65.3	33.3	162	11095	43.0	34.0	107	8404	30.3	25.8	75
WHITE	70416	61054	87.1	86.7	100	14860	89.3	21.1	103	22654	87.9	32.2	101	23540	85.0	33.4	98
BLACK	8778	7601	10.8	86.6	100	1512	9.1	17.2	84	2544	9.9	29.0	91	3546	12.8	40.4	118
OTHER	1791	1472	2.1	82.2	95	**267	1.6	14.9	73	*584	2.3	32.6	102	*621	2.2	34.7	101
NORTHEAST-CENSUS	17786	15227	21.7	85.6	99	4084	24.5	23.0	112	5572	21.6	31.3	98	5572	20.1	31.3	92
NORTH CENTRAL	20741	18819	26.8	90.7	105	5090	30.6	24.5	119	6422	24.9	31.0	97	7307	26.4	35.2	103
SOUTH	27775	24023	34.3	86.5	100	4650	27.9	16.7	81	8875	34.4	32.0	100	10498	37.9	37.8	110
WEST	14683	12058	17.2	82.1	95	2814	16.9	19.2	93	4914	19.1	33.5	105	4330	15.6	29.5	86
NORTHEAST-MKTG.	17961	15389	21.9	85.7	99	3841	23.1	21.4	104	5610	21.8	31.2	98	5938	21.4	33.1	97
EAST CENTRAL	11885	10731	15.3	90.3	104	2734	16.4	23.0	112	3818	14.8	32.1	101	4179	15.1	35.2	103
WEST CENTRAL	14090	12650	18.0	89.8	104	3588	21.6	25.5	124	4298	16.7	30.5	96	4764	17.2	33.8	99
SOUTH	24081	20824	29.7	86.5	100	4083	24.5	17.0	83	7710	29.9	32.0	101	9030	32.6	37.5	110
PACIFIC	12969	10534	15.0	81.2	94	2392	14.4	18.4	90	4346	16.9	33.5	105	3795	13.7	29.3	86
COUNTY SIZE A	32439	27500	39.2	84.8	98	6356	38.2	19.6	95	10430	40.5	32.2	101	10713	38.7	33.0	97
COUNTY SIZE B	24915	21574	30.8	86.6	100	5369	32.3	21.5	105	7676	29.8	30.8	97	8299	30.8	34.2	100
COUNTY SIZE C	12930	11416	16.3	88.3	102	2808	16.9	21.7	106	4174	16.2	32.3	101	4434	16.0	34.3	100
COUNTY SIZE D	10703	9637	13.7	90.0	104	2105	12.7	19.7	96	3502	13.6	32.7	103	4031	14.5	37.7	110
METRO CENTRAL CITY	24518	20282	28.9	82.7	96	4479	26.9	18.3	89	7770	30.1	31.7	100	8032	29.0	32.8	96
METRO SUBURBAN	35919	31591	45.0	88.0	102	7895	47.5	22.0	107	11375	44.1	31.7	99	12320	44.5	34.3	100
NON METRO	20549	18255	26.0	88.8	103	4264	25.6	20.8	101	6636	25.7	32.3	101	7355	26.5	35.8	105
TOP 5 ADI'S	18341	15159	21.6	82.7	95	3715	22.3	20.3	99	5693	22.1	31.0	98	5751	20.8	31.4	92
TOP 10 ADI'S	25378	21488	30.6	84.7	98	4974	29.9	19.6	95	8078	31.3	31.8	100	8435	30.4	33.2	97
TOP 20 ADI'S	36488	30933	44.1	84.8	98	7173	43.1	19.7	96	11752	45.6	32.2	101	12008	43.3	32.9	96
HSOLD INC. \$50,000 OR MORE	6612	5873	8.4	88.8	103	1635	9.8	24.7	120	2135	8.3	32.3	101	2103	7.6	31.8	93
\$40,000 OR MORE	12659	11235	16.0	88.8	102	3247	19.5	25.6	125	4022	15.6	31.8	100	3966	14.3	31.3	92
\$30,000 OR MORE	24698	21981	31.3	89.0	103	6261	37.6	25.4	123	7827	30.4	31.7	100	7893	28.5	32.0	93
\$25,000 OR MORE	32077	28564	40.7	89.0	103	8052	48.4	25.1	122	10508	40.8	32.8	103	10004	36.1	31.2	91
\$20,000 - \$24,999	9144	7849	11.2	85.8	99	1938	11.6	21.2	103	2764	10.7	30.2	95	3147	11.4	34.4	101
\$15,000 - \$19,999	8728	7592	10.8	87.0	100	1729	10.4	19.8	96	2823	10.9	32.3	102	3040	11.0	34.8	102
\$10,000 - \$14,999	12562	10755	15.3	85.6	99	2330	14.0	18.5	90	4120	16.0	32.8	103	4305	15.5	34.3	100
UNDER \$10,000	18475	15367	21.9	83.2	96	2589	15.6	14.0	68	5568	21.6	30.1	95	7210	26.0	39.0	114
HOUSEHOLD OF 1 PERSON	11987	8816	12.6	73.5	85	496	3.0	4.1	20	3076	11.9	25.7	81	5244	18.9	43.7	128
2 PEOPLE	26577	22169	31.6	83.4	96	2782	16.7	10.5	51	8526	33.1	32.1	101	10860	39.2	40.9	119
3 OR 4 PEOPLE	30617	28123	40.1	91.9	106	8309	49.9	27.1	132	10635	41.2	34.7	109	9179	33.1	30.0	88
5 OR MORE PEOPLE	11804	11019	15.7	93.3	108	5051	30.4	42.8	208	3545	13.7	30.0	94	2424	8.7	20.5	60
NO CHILD IN HSOLD	46165	37662	53.7	81.6	94	5109	30.7	11.1	54	14094	54.7	30.5	96	18459	66.6	40.0	117
CHILD(REN) UNDER 2 YRS	5325	4895	7.0	91.9	106	1433	8.6	26.9	131	1801	7.0	33.8	106	1661	6.0	31.2	91
2 - 5 YEARS	14221	13201	18.8	92.8	107	4833	29.0	34.0	165	4798	18.6	33.7	106	3570	12.9	25.1	73
6 - 11 YEARS	15117	14114	20.1	93.4	108	5871	35.3	38.8	189	4951	19.2	32.8	103	3292	11.9	21.8	64
12 - 17 YEARS	16611	15506	22.1	93.3	108	6017	36.2	36.2	176	5413	21.0	32.6	102	4076	14.7	24.5	72
RESIDENCE OWNED	55884	49499	70.6	88.6	102	12315	74.0	22.0	107	18074	70.1	32.3	102	19109	69.0	34.2	100
VALUE: \$50,000 OR MORE	31744	28156	40.2	88.7	102	7601	45.7	23.9	117	10223	39.7	32.2	101	10331	37.3	32.5	95
VALUE: UNDER \$50,000	24140	21343	30.4	88.4	102	4714	28.3	19.5	95	7850	30.4	32.5	102	8778	31.7	36.4	106

PORTIONS OF COLD BREAKFAST CEREAL: USAGE IN LAST 7 DAYS
(FEMALE HOMEOWNERS)

			TOTAL U.S. '000	ALL USERS				HEAVY USERS TEN OR MORE				MEDIUM USERS FIVE - NINE				LIGHT USERS FOUR OR LESS			
				A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS			80986	70127	100.0	86.6	100	16638	100.0	20.5	100	25782	100.0	31.8	100	27707	100.0	34.2	100
MAGAZINES	QUINTILE 1	15799	14202	20.3	89.9	104	3649	21.9	23.1	112	5304	20.6	33.6	105	5249	18.9	33.2	97	
	QUINTILE 2	17259	15099	21.5	87.5	101	3819	23.0	22.1	108	5612	21.8	32.5	102	5668	20.5	32.8	96	
	QUINTILE 3	13545	11782	16.8	87.0	100	2883	17.3	21.3	104	4284	16.6	31.6	99	4615	16.7	34.1	100	
	QUINTILE 4	15133	13058	18.6	86.3	100	3214	19.3	21.2	103	4983	19.3	32.9	103	4861	17.5	32.1	94	
	QUINTILE 5	19250	15985	22.8	83.0	96	3073	18.5	16.0	78	5599	21.7	29.1	91	7313	26.4	38.0	111	
NEWSPAPERS	QUINTILE 1	12413	10906	15.6	87.9	101	2930	17.6	23.6	115	3780	14.7	30.5	96	4196	15.1	33.8	99	
	QUINTILE 2	24116	21254	30.3	88.1	102	5284	31.8	21.9	107	7935	30.8	32.9	103	8036	29.0	33.3	99	
	QUINTILE 3	11261	9767	13.9	86.7	100	2368	14.2	21.0	102	3619	14.0	32.1	101	3780	13.6	33.6	99	
	QUINTILE 4	20255	17310	24.7	85.5	99	3948	23.7	19.5	95	6629	25.7	32.7	103	6733	24.3	33.2	97	
	QUINTILE 5	12940	10890	15.5	84.2	97	2108	12.7	16.3	79	3819	14.8	29.5	93	4963	17.9	38.4	112	
OUTDOOR	QUINTILE 1	14852	12832	18.3	86.4	100	2907	17.5	19.6	95	5092	19.8	34.3	108	4834	17.4	32.5	95	
	QUINTILE 2	15725	13600	19.4	86.5	100	3433	20.6	21.8	106	4829	18.7	30.7	96	5338	19.3	33.9	99	
	QUINTILE 3	16330	14215	20.3	87.0	101	3524	21.2	21.6	105	5311	20.6	32.5	102	5381	19.4	33.0	96	
	QUINTILE 4	16744	14795	21.1	88.4	102	3428	20.6	20.5	100	5564	21.6	33.2	104	5802	20.9	34.7	101	
	QUINTILE 5	17334	14684	20.9	84.7	98	3347	20.1	19.3	94	4986	19.3	28.8	90	6352	22.9	36.6	107	
RADIO-DRIVE TIME	QUINTILE 1	15911	13922	19.9	87.5	101	3402	20.4	21.4	104	5471	21.2	34.4	108	5049	18.2	31.7	93	
	QUINTILE 2	14837	12938	18.4	87.2	101	3274	19.7	22.1	107	4549	17.6	30.7	96	5115	18.5	34.5	101	
	QUINTILE 3	15339	13253	18.9	86.4	100	3296	19.8	21.5	105	4849	18.8	31.6	99	5109	18.4	33.3	97	
	QUINTILE 4	16723	14522	20.7	86.8	100	3558	21.4	21.3	104	5176	20.1	31.0	97	5788	20.9	34.6	101	
	QUINTILE 5	18176	15493	22.1	85.2	98	3109	18.7	17.1	83	5737	22.3	31.6	99	6647	24.0	36.6	107	
RADIO-MID- DAY	TERCILE 1	21020	18405	26.2	87.6	101	4719	28.4	22.5	109	6527	25.3	31.1	98	7160	25.8	34.1	100	
	TERCILE 2	21610	18865	26.9	87.3	101	4590	27.6	21.2	103	6981	27.1	32.3	101	7295	26.3	33.8	99	
	TERCILE 3	38355	32857	46.9	85.7	99	7330	44.1	19.1	93	12275	47.6	32.0	101	13252	47.8	34.6	101	
RADIO-TOTAL	QUINTILE 1	15988	13971	19.9	87.4	101	3464	20.8	21.7	105	5208	20.2	32.6	102	5298	19.1	33.1	97	
	QUINTILE 2	15626	13644	19.5	87.3	101	3493	21.0	22.4	109	5172	20.1	33.1	104	4979	18.0	31.9	93	
	QUINTILE 3	16723	14514	20.7	86.8	100	3759	22.6	22.5	109	4916	19.1	29.4	92	5839	21.1	34.9	102	
	QUINTILE 4	16342	14190	20.2	86.8	100	3107	18.7	19.0	93	5315	20.6	32.5	102	5768	20.8	35.3	103	
	QUINTILE 5	16306	13809	19.7	84.7	98	2815	16.9	17.3	84	5171	20.1	31.7	100	5822	21.0	35.7	104	
TV-PRIME TIME	QUINTILE 1	15953	13844	19.7	86.8	100	2821	17.0	17.7	86	5509	21.4	34.5	108	5515	19.9	34.6	101	
	QUINTILE 2	16137	14046	20.0	87.0	101	3691	22.2	22.9	111	4750	18.4	29.4	92	5605	20.2	34.7	102	
	QUINTILE 3	16420	14406	20.5	87.7	101	3619	21.8	22.0	107	5152	20.0	31.4	99	5636	20.3	34.3	100	
	QUINTILE 4	16687	14504	20.7	86.9	100	3312	19.9	19.8	97	5277	20.5	31.6	99	5914	21.3	35.4	104	
	QUINTILE 5	15789	13327	19.0	84.4	97	3196	19.2	20.2	99	5095	19.8	32.3	101	5037	18.2	31.9	93	
TV-DAYTIME	TERCILE 1	27736	24095	34.4	86.9	100	5886	35.4	21.2	103	8827	34.2	31.8	100	9382	33.9	33.8	99	
	TERCILE 2	26489	23188	33.1	87.5	101	5467	32.9	20.6	100	8704	33.8	32.9	103	9017	32.5	34.0	99	
	TERCILE 3	26761	22844	32.6	85.4	99	5285	31.8	19.7	96	8251	32.0	30.8	97	9308	33.6	34.8	102	
TV-TOTAL	QUINTILE 1	16345	14110	20.1	86.3	100	3230	19.4	19.8	96	5080	19.7	31.1	98	5800	20.9	35.5	104	
	QUINTILE 2	16447	14441	20.6	87.8	101	3418	20.5	20.8	101	5367	20.8	32.6	103	5656	20.4	34.4	101	
	QUINTILE 3	15980	13791	19.7	86.3	100	3396	20.4	21.3	103	5000	19.4	31.3	98	5395	19.5	33.8	99	
	QUINTILE 4	15887	13829	19.7	87.0	101	3289	19.8	20.7	101	5089	19.7	32.0	101	5451	19.7	34.3	100	
	QUINTILE 5	16326	13955	19.9	85.5	99	3305	19.9	20.2	99	5245	20.3	32.1	101	5405	19.5	33.1	97	
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	18584	26.5	89.7	104	4709	28.3	22.7	111	7088	27.5	34.2	107	6787	24.5	32.8	96	
		19186	16661	23.8	86.8	100	4079	24.5	21.3	103	6121	23.7	31.9	100	6461	23.3	33.7	98	
		21899	18866	26.9	86.2	99	4713	28.3	21.5	105	6632	25.7	30.3	95	7520	27.1	34.3	100	
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	13617	19.4	88.1	102	3482	20.9	22.5	110	5275	20.5	34.1	107	4860	17.5	31.5	92	
		25953	22966	32.7	88.5	102	5781	34.7	22.3	108	8176	31.7	31.5	99	9009	32.5	34.7	101	
		24400	20731	29.6	85.0	98	4832	29.0	19.8	96	7569	29.4	31.0	97	8330	30.1	34.1	100	
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	15955	22.8	88.4	102	4045	24.3	22.4	109	6061	23.5	33.6	105	5849	21.1	32.4	95	
		23571	20876	29.8	88.6	102	5183	31.2	22.0	107	7578	29.4	32.1	101	8115	29.3	34.4	101	
		23278	20028	28.6	86.0	99	4862	29.2	20.9	102	7216	28.0	31.0	97	7950	28.7	34.2	100	
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	13731	19.6	88.8	103	3439	20.7	22.2	108	5226	20.3	33.8	106	5066	18.3	32.8	96	
		25829	22586	32.2	87.4	101	5802	34.9	22.5	109	8307	32.2	32.2	101	8478	30.6	32.8	96	
		26039	22184	31.6	85.2	98	4912	29.5	18.9	92	7703	29.9	29.6	93	9569	34.5	36.7	107	
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	14327	20.4	86.3	100	3749	22.5	22.6	110	5170	20.1	31.1	98	5408	19.5	32.6	95	
		26834	23747	33.9	88.5	102	5852	35.2	21.8	106	8822	34.2	32.9	103	9073	32.7	33.8	99	
		23346	20094	28.7	86.1	99	4449	26.7	19.1	93	7722	30.0	33.1	104	7923	28.6	33.9	99	
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	15080	21.5	88.0	102	4012	24.1	23.4	114	5625	21.8	32.8	103	5443	19.6	31.8	93	
		25892	22672	32.3	87.6	101	5474	32.9	21.1	103	8276	32.1	32.0	100	8922	32.2	34.5	101	
		23167	19974	28.5	86.2	100	4770	28.7	20.6	100	7236	28.1	31.2	98	7968	28.8	34.4	101	
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	15157	21.6	88.3	102	3739	22.5	21.8	106	5744	22.3	33.5	105	5674	20.5	33.1	97	
		26214	22891	32.6	87.3	101	5938	35.7	22.7	110	8164	31.7	31.1	98	8788	31.7	33.5	98	
		23412	20022	28.6	85.5	99	4381	26.3	18.7	91	7237	28.1	30.9						

PORTIONS OF COLD BREAKFAST CEREAL: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TEN OR MORE				MEDIUM USERS FIVE - NINE				LIGHT USERS FOUR OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	20986	70127	100.0	86.6	100	16638	100.0	20.5	100	25782	100.0	31.8	100	27707	100.0	34.2	100
ATLANTIC MONTHLY	415	354	0.5	85.8	99	**53	0.3	12.8	62	*152	0.6	36.6	115	*152	0.5	36.6	107
BARRON'S	453	406	0.6	89.6	104	**111	0.7	24.5	119	**168	0.7	37.1	116	*127	0.5	28.0	82
BETTER HOMES & GARDENS	16256	14690	20.9	90.4	104	3975	23.9	24.5	119	5578	21.6	34.3	108	5137	18.5	31.6	92
BON APPETIT	2535	2186	3.1	86.2	100	549	3.3	21.7	105	832	3.2	32.8	103	805	2.9	31.8	93
BUSINESS WEEK	1278	1094	1.6	85.6	99	*299	1.8	23.4	114	297	1.2	23.2	73	498	1.8	39.0	114
CAR AND DRIVER	378	*272	0.4	72.0	83	**94	0.6	24.9	121	**84	0.3	22.2	70	**94	0.3	24.9	73
CBS MAGAZINE NETWORK (GROSS)	1498	1245	1.8	83.1	96	311	1.9	20.8	101	491	1.9	32.8	103	443	1.6	29.6	86
CHANGING TIMES	1505	1213	1.7	80.6	93	305	1.8	20.3	99	443	1.7	29.4	92	465	1.7	30.9	90
COLONIAL HOMES	1231	1064	1.5	86.4	100	327	2.0	26.6	129	385	1.5	31.3	98	352	1.3	28.6	84
CONDE NAST MAG. PKG. (GROSS)	14146	12332	17.6	87.2	101	2875	17.3	20.3	99	4462	17.3	31.5	99	4996	18.0	35.3	103
CONSUMERS DIGEST	1323	1185	1.7	89.6	103	358	2.2	27.1	132	466	1.8	35.2	111	361	1.3	27.3	80
COSMOPOLITAN	7102	5913	8.4	83.3	96	1446	8.7	20.4	99	2080	8.1	29.3	92	2388	8.6	33.6	98
COUNTRY LIVING	2481	2204	3.1	88.8	103	718	4.3	28.9	141	770	3.0	31.0	97	716	2.6	28.9	84
CUISINE	1472	1242	1.8	84.4	97	342	2.1	23.2	113	468	1.8	31.8	100	433	1.6	29.4	86
CYCLE WORLD	425	371	0.5	87.3	101	**133	0.8	31.3	152	**103	0.4	24.2	76	**135	0.5	31.8	93
DCI:CREATIVE IDEAS FOR LIV	2510	2275	3.2	90.6	105	751	4.5	29.9	146	813	3.2	32.4	102	710	2.6	28.3	83
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5878	8.4	87.8	101	1528	9.2	22.8	111	2320	9.0	34.7	109	2030	7.3	30.3	89
DISCOVER	894	757	1.1	84.7	98	*185	1.1	20.7	101	292	1.1	32.7	103	280	1.0	31.3	92
EBONY	3507	3090	4.4	88.1	102	673	4.0	19.2	93	1056	4.1	30.1	95	1361	4.9	38.8	113
ESQUIRE	1083	930	1.3	85.9	99	*271	1.6	25.0	122	311	1.2	28.7	90	348	1.3	32.1	94
ESSENCE	1830	1698	2.4	92.8	107	346	2.1	18.9	92	537	2.1	29.3	92	815	2.9	44.5	130
FAMILY CIRCLE	15930	14315	20.4	89.9	104	3894	23.4	24.4	119	5435	21.1	34.1	107	4986	18.0	31.3	91
THE FAMILY HANDYMAN	1126	1044	1.5	92.7	107	387	2.3	34.4	167	329	1.3	29.2	92	328	1.2	29.1	85
FAMILY WEEKLY	11468	10157	14.5	88.6	102	2669	16.0	23.3	113	3850	14.9	33.6	105	3638	13.1	31.7	93
FIELD & STREAM	2234	1996	2.8	89.3	103	593	3.6	26.5	129	736	2.9	32.9	103	667	2.4	29.9	87
FOOD & WINE	579	516	0.7	89.1	103	*98	0.6	16.9	82	*164	0.6	28.3	89	254	0.9	43.9	128
FORBES	728	643	0.9	88.3	102	*171	1.0	23.5	114	*228	0.9	31.3	98	244	0.9	33.5	98
FORTUNE	906	767	1.1	84.7	98	*181	1.1	20.0	97	289	1.1	31.9	100	296	1.1	32.7	95
GENTLEMEN'S QUARTERLY	791	650	0.9	82.2	95	*166	1.0	21.0	102	*213	0.8	26.9	85	271	1.0	34.3	100
GLAMOUR	5265	4738	6.8	90.0	104	1128	6.8	21.4	104	1784	6.9	33.9	106	1826	6.6	34.7	101
GOLF DIGEST	636	554	0.8	87.1	101	**117	0.7	18.4	90	*268	1.0	42.1	132	*169	0.6	26.6	78
GOLF DIGEST/TENNIS (GROSS)	1186	969	1.4	81.7	94	*241	1.4	20.3	99	389	1.5	32.8	103	339	1.2	28.6	84
GOLF MAGAZINE	441	381	0.5	86.4	100	**111	0.7	25.2	123	**145	0.6	32.9	103	*125	0.5	28.3	83
GOLF MAGAZINE/SKI (GROSS)	922	804	1.1	87.2	101	*196	1.2	21.3	103	311	1.2	33.7	106	298	1.1	32.3	94
GOOD HOUSEKEEPING	16487	14873	21.2	90.2	104	3996	24.0	24.2	118	5471	21.2	33.2	104	5407	19.5	32.8	96
HARPER'S BAZAAR	2423	2001	2.9	82.6	95	505	3.0	20.8	101	744	2.9	30.7	96	752	2.7	31.0	91
HEALTH	1994	1789	2.6	89.7	104	394	2.4	19.8	96	697	2.7	35.0	110	698	2.5	35.0	102
HEARST MAG CORP. BUY (GROSS)	44101	39001	55.6	88.4	102	10185	61.2	23.1	112	14358	55.7	32.6	102	14459	52.2	32.8	96
HEARST MAN POWER (GROSS)	1993	1854	2.6	93.0	107	524	3.1	26.3	128	726	2.8	36.4	114	604	2.2	30.3	89
HEARST WOMAN POWER (GROSS)	31274	27774	39.6	88.8	103	7239	43.5	23.1	113	10132	39.3	32.4	102	10403	37.5	33.3	97
HOUSE BEAUTIFUL	3623	3169	4.5	87.5	101	705	4.2	19.5	95	1256	4.9	34.7	109	1208	4.4	33.3	97
INC.	283	278	0.4	98.2	113	**81	0.5	28.6	139	**109	0.4	38.5	121	**89	0.3	31.4	92
JET	2928	2565	3.7	87.6	101	515	3.1	17.6	86	881	3.4	30.1	95	1168	4.2	39.9	117
LADIES' HOME JOURNAL	11918	10801	15.4	90.6	105	2493	15.0	20.9	102	4235	16.4	35.5	112	4074	14.7	34.2	100
LHJ FAMILY GRP COMBO(GROSS)	16764	15218	21.7	90.8	105	3654	22.0	21.8	106	5803	22.5	34.6	109	5761	20.8	34.4	100
LIFE	4254	3740	5.3	87.9	102	1010	6.1	23.7	116	1939	5.2	31.5	99	1391	5.0	32.7	96
L.A. TIMES HOME MAGAZINE	1145	786	1.1	68.6	79	*219	1.3	19.1	93	293	1.1	25.6	80	274	1.0	23.9	70
MADAMOISELLE	2884	2598	3.7	90.1	104	574	3.4	19.9	97	1039	4.0	36.0	113	985	3.6	34.2	100
MC CALL'S	13460	12009	17.1	89.2	103	3048	18.3	22.6	110	4718	18.3	35.1	110	4243	15.3	31.5	92
MC CALL'S/WRK MOTHER (GROSS)	14606	13113	18.7	89.8	104	3381	20.3	23.1	113	5120	19.9	35.1	110	4612	16.6	31.6	92
MECHANIX ILLUSTRATED	772	737	1.1	95.5	110	*168	1.0	21.8	106	304	1.2	39.4	124	*265	1.0	34.3	100
METROPOLITAN HOME	967	807	1.2	83.5	96	*143	0.9	14.8	72	278	1.1	28.7	90	387	1.4	40.0	117
MONEY	1588	1331	1.9	83.8	97	337	2.0	21.2	103	507	2.0	31.9	100	487	1.8	30.7	90
MOTHER EARTH NEWS	1002	866	1.2	86.4	100	*206	1.2	20.6	100	375	1.5	37.4	118	286	1.0	28.5	83
MS.	825	683	1.0	82.8	96	*187	1.1	22.7	110	*217	0.8	26.3	83	279	1.0	33.8	99
NATIONAL ENQUIRER	10336	9262	13.2	89.6	103	2099	12.6	20.3	99	3270	12.7	31.6	99	3893	14.1	37.7	110
NATIONAL GEOGRAPHIC	9597	8301	11.8	86.5	100	2027	12.2	21.1	103	3283	12.7	34.2	107	2992	10.8	31.2	91
NATIONAL SUNDAY MAGAZINE PKG	49558	43517	62.1	87.8	101	10828	65.1	21.8	106	16012	62.1	32.3	101	16677	60.2	33.7	98
NATURAL HISTORY	573	483	0.7	84.3	97	*161	1.0	28.1	137	*170	0.7	29.7	93	*152	0.5	26.5	78
NEW WOMAN	1699	1410	2.0	83.0	96	248	1.5	14.6	71	473	1.8	27.8	87	690	2.5	40.6	119
NEW YORK INCLUDING CUE	443	366	0.5	82.6	95	**67	0.4	15.1	74	*134	0.5	30.2	95	*165	0.6	37.2	109
THE NEW YORKER	1270	1056	1.5	83.1	96	*305	1.8	24.0	117	315	1.2	24.8	78	437	1.6	34.4	101
NEWSWEEK	6277	5534	7.9	88.2	102	1516	9.1	24.2	118	2160	8.4	34.4	108	1858	6.7	29.6	87
THE N.Y. TIMES DAILY EDITION	1205	969	1.4	80.4	93	*184	1.1	15.3	74	416	1.6	34.5	108	368	1.3	30.5	89
THE N.Y. TIMES MAGAZINE	2081	1603	2.3	77.0	89	374	2.2	18.0	87	657	2.5	31.6	99	573	2.1	27.5	80
OWMI	788	671	1.0	85.2	98	*186	1.1	23.6	115	269	1.0	34.1	107	*216	0.8	27.4	80
ON CABLE	1158	1070	1.5	92.4	107	*344	2.1	29.7	145	357	1.4	30.8	97	370	1.3	32.0	93
1001 HOME IDEAS	2852	2628	3.7	92.1	106	768	4.6	26.9	131	871	3.4	30.5	96	989	3.6	34.7	101
ORGANIC GARDENING	1858	1733	2.2	92.5	107	390	2.3	23.5	114	701	2.7	42.3	133	442	1.6	26.7	78
OUTDOOR LIFE	896	843	1.2	94.1	109	*269	1.6	30.0	146	338	1.3	37.7	118	*236	0.9	26.3	77
PARADE MAGAZINE	24275	21236	30.3	87.5	101	5059	30.4	20.8	101	7898	30.6	32.5	102	8280	29.9	34.1	100

PORTIONS OF COLD BREAKFAST CEREAL: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TEN OR MORE				MEDIUM USERS FIVE - NINE				LIGHT USERS FOUR OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	50956	70127	100.0	86.6	100	16638	100.0	20.5	100	25782	100.0	31.8	100	27707	100.0	34.2	100
PARENTS	3844	3593	5.1	93.4	108	1174	7.1	30.5	149	1386	5.4	36.0	113	1033	3.7	26.9	79
PENTHOUSE	831	711	1.0	85.6	99	*222	1.3	26.7	130	*206	0.8	24.8	78	*283	1.0	34.1	100
PEOPLE	11645	10257	14.6	88.1	102	2448	14.7	21.0	102	3751	14.5	32.2	101	4059	14.6	34.9	102
PLAYBOY	2006	1652	2.4	82.4	95	475	2.9	23.7	115	511	2.0	25.5	80	666	2.4	33.2	97
POPULAR HOT RODDING	297	260	0.4	87.5	101	**95	0.6	32.0	156	**107	0.4	36.0	113	**59	0.2	19.9	58
POPULAR MECHANICS	1018	987	1.4	97.0	112	*273	1.6	26.8	131	361	1.4	35.5	111	353	1.3	34.7	101
POPULAR SCIENCE	878	744	1.1	84.7	98	*269	1.6	30.6	149	*219	0.8	24.9	78	*256	0.9	29.2	85
PREVENTION	3913	3469	4.9	88.7	102	949	5.7	24.3	118	1251	4.9	32.0	100	1268	4.6	32.4	95
PSYCHOLOGY TODAY	1710	1511	2.2	88.4	102	377	2.3	22.0	107	572	2.2	33.5	105	562	2.0	32.9	96
READER'S DIGEST	22204	19809	28.2	89.2	103	5277	31.7	23.8	116	7406	28.7	33.4	105	7127	25.7	32.1	94
REDDUX	7684	6988	10.0	90.9	105	1798	10.8	23.4	114	2582	10.0	33.6	106	2609	9.4	34.0	99
ROAD & TRACK	410	324	0.5	79.0	91	**71	0.4	17.3	84	**133	0.5	32.4	102	**120	0.4	29.3	86
ROLLING STONE	595	835	1.2	86.2	100	*155	0.9	16.0	78	308	1.2	31.8	100	372	1.3	38.4	112
RUNNER'S WORLD	298	270	0.4	90.6	105	**53	0.3	17.8	87	**110	0.4	36.9	116	**106	0.4	35.6	104
SATURDAY EVENING POST	1169	1048	1.5	89.6	104	*249	1.5	21.3	104	449	1.7	38.4	121	350	1.3	29.9	88
SCIENCE 84	587	534	0.8	91.0	105	*172	1.0	29.3	143	*170	0.7	29.0	91	*191	0.7	32.5	95
SCIENCE DIGEST	482	425	0.6	88.2	102	*131	0.8	27.2	132	*169	0.7	35.1	110	*125	0.5	25.9	76
SCIENTIFIC AMERICAN	594	509	0.7	85.7	99	**139	0.8	23.4	114	*222	0.9	37.4	117	*148	0.5	24.9	73
SELF	2089	1767	2.5	84.6	98	409	2.5	19.6	95	568	2.2	27.2	85	790	2.9	37.8	111
SEVENTEEN	2411	2132	3.0	88.4	102	552	3.3	22.9	111	762	3.0	31.6	99	818	3.0	33.9	99
SKI	420	424	0.6	88.3	102	**85	0.5	17.7	86	*166	0.6	34.6	109	*173	0.6	36.0	105
SMITHSONIAN	2760	2356	3.4	85.4	99	536	3.2	19.4	95	1114	4.3	40.4	127	706	2.5	25.6	75
SOAP OPERA DIGEST	3013	2791	4.0	92.6	107	647	3.9	21.5	105	1195	4.6	39.7	125	949	3.4	31.5	92
SOUTHERN LIVING	4184	3603	5.1	86.1	99	777	4.7	18.6	90	1506	5.8	36.0	113	1320	4.8	31.5	92
SOUTH	559	476	0.7	85.2	98	*189	1.1	33.8	165	*120	0.5	21.5	67	*167	0.6	29.9	87
THE SPORTING NEWS	436	399	0.6	91.5	106	**183	1.1	42.0	204	**156	0.6	35.8	112	**61	0.2	14.0	41
SPORTS AFIELD	493	441	0.6	89.5	103	*120	0.7	24.3	118	*196	0.8	39.8	125	*125	0.5	25.4	74
SPORTS ILLUSTRATED	2758	2268	3.2	82.2	95	698	4.2	25.3	123	802	3.1	29.1	91	769	2.8	27.9	81
STAR	7456	6674	9.5	89.5	103	1498	9.0	20.1	98	2515	9.8	33.7	106	2661	9.6	35.7	104
SUNDAY	24936	21891	31.2	87.8	101	5274	31.7	21.2	103	8047	31.2	32.3	101	8570	30.9	34.4	100
SUNSET	2124	1875	2.7	88.3	102	395	2.4	18.6	91	878	3.4	41.3	130	601	2.2	28.3	83
TV GUIDE	21661	19125	27.3	88.3	102	4384	26.3	20.2	99	7374	28.6	34.0	107	7367	26.6	34.0	99
TENNIS	550	415	0.6	75.5	87	**124	0.7	22.5	110	**121	0.5	22.0	69	*169	0.6	30.7	90
TIME	8880	7727	11.0	87.0	100	2057	12.4	23.2	113	2903	11.3	32.7	103	2767	10.0	31.2	91
TOWN & COUNTRY	917	785	1.1	85.6	99	*114	0.7	12.4	61	281	1.1	30.6	96	390	1.4	42.5	124
TRAVEL & LEISURE	972	826	1.2	85.0	98	*212	1.3	21.8	106	260	1.0	26.7	84	354	1.3	36.4	106
TRUE STORY	3356	3122	4.5	93.0	107	879	5.3	26.2	127	1249	4.8	37.2	117	993	3.6	29.6	86
U.S. NEWS & WORLD REPORT	3410	2972	4.2	87.2	101	733	4.4	21.5	105	1124	4.4	33.0	104	1115	4.0	32.7	96
USA TODAY	1759	1572	2.2	89.4	103	354	2.1	20.1	98	493	1.9	28.0	88	725	2.6	41.2	120
US	1873	1657	2.4	88.5	102	361	2.2	19.3	94	535	2.1	28.6	90	761	2.7	40.6	119
VOGUE	3909	3230	4.6	82.6	95	764	4.6	19.5	95	1071	4.2	27.4	86	1395	5.0	35.7	104
WALL STREET JOURNAL	1886	1527	2.2	81.0	94	361	2.2	19.1	93	552	2.1	29.3	92	614	2.2	32.6	95
WEIGHT WATCHERS	2120	1929	2.8	91.0	105	596	3.6	28.1	137	653	2.5	30.8	97	681	2.5	32.1	94
WOMAN'S DAY	14172	12862	18.3	90.8	105	3635	21.8	25.6	125	4756	18.4	33.6	105	4472	16.1	31.6	92
WORKING MOTHER	1146	1104	1.6	96.3	111	333	2.0	29.1	141	402	1.6	35.1	110	369	1.3	32.2	94
WORKING WOMAN	1322	1215	1.7	91.9	106	268	1.6	20.3	99	441	1.7	33.4	105	507	1.8	38.4	112
WORLD TENNIS	*163	*139	0.2	85.3	98	**44	0.3	27.0	131	**26	0.1	16.0	50	**70	0.3	42.9	126
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2124	3.0	83.9	97	582	3.5	23.0	112	783	3.0	30.9	97	758	2.7	29.9	88
BLAIR INSERTS	43657	38070	54.3	87.2	101	9238	55.5	21.2	103	14183	55.0	32.5	102	14649	52.9	33.6	98
DAILY NEWSPAPERS																	
READ ANY	51633	45107	64.3	87.4	101	11173	67.2	21.6	105	16888	65.5	32.7	103	17046	61.5	33.0	96
READ ONE	43463	37904	54.1	87.2	101	9377	56.4	21.6	105	14472	56.1	33.3	105	14055	50.7	32.3	95
READ TWO OR MORE	8170	7203	10.3	88.2	102	1796	10.8	22.0	107	2416	9.4	29.6	93	2991	10.8	36.6	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	46161	65.8	87.6	101	11442	68.8	21.7	106	17004	66.0	32.3	101	17714	63.9	33.6	98
READ ONE	46126	40452	57.7	87.7	101	9866	59.3	21.4	104	14995	58.2	32.5	102	15591	56.3	33.8	99
READ TWO OR MORE	6552	5709	8.1	87.1	101	1577	9.5	24.1	117	2009	7.8	30.7	96	2123	7.7	32.4	95
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.55				26.83				28.14				27.41			
30 DAY REACH	71455	61929	88.3	86.7	100	14695	88.3	20.6	100	23109	89.6	32.3	102	24125	87.1	33.8	99
50 SHWG - 30 DAY AV FREQ	14.56	14.51				14.09				14.79				14.51			
30 DAY REACH	67742	58900	84.0	86.9	100	14040	84.4	20.7	101	22036	85.5	32.5	102	22824	82.4	33.7	98
25 SHWG - 30 DAY AV FREQ	7.94	7.90				7.58				8.04				7.96			
30 DAY REACH	62117	54092	77.1	87.1	101	13007	78.2	20.9	102	20312	78.8	32.7	103	20772	75.0	33.4	98
CABLE TV: HOME WIRED	32077	28480	40.6	88.8	103	7264	43.7	22.6	110	10052	39.0	31.3	98	11165	40.3	34.8	102
HOME NOT WIRED	48909	41647	59.4	85.2	98	9375	56.3	19.2	93	15730	61.0	32.2	101	16542	59.7	33.8	99
HAVE PAY CABLE	15935	14015	20.0	88.0	102	3925	23.6	24.6	120	4755	18.4	29.8	94	5336	19.3	33.5	98

PORTIONS OF COLD BREAKFAST CEREAL: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TEN OR MORE				MEDIUM USERS FIVE - NINE				LIGHT USERS FOUR OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	70127	100.0	86.6	100	16638	100.0	20.5	100	25782	100.0	31.8	100	27707	100.0	34.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	38113	54.3	86.8	100	9342	56.1	21.3	104	14120	54.8	32.1	101	14651	52.9	33.4	98
10:00 AM - 3:00 PM	30659	26777	38.2	87.3	101	6729	40.4	21.9	107	9654	37.4	31.5	99	10394	37.5	33.9	99
3:00 PM - 7:00 PM	31045	26943	38.4	86.8	100	6776	40.7	21.8	106	10043	39.0	32.3	102	10124	36.5	32.6	95
7:00 PM - MIDNIGHT	15767	13508	19.3	85.7	99	3441	20.7	21.8	106	4972	19.3	31.5	99	5096	18.4	32.3	94
MIDNIGHT - 6:00 AM	9120	8052	11.5	88.3	102	1842	11.1	20.2	98	2941	11.4	32.2	101	3270	11.8	35.9	105
6:00 AM - MIDNIGHT	58527	51047	72.8	87.2	101	12607	75.8	21.5	105	18775	72.8	32.1	101	19665	71.0	33.6	98
ENTIRE DAY	59311	51735	73.8	87.2	101	12775	76.8	21.5	105	18994	73.7	32.0	101	19965	72.1	33.7	98
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14199	20.2	87.8	101	3929	23.6	24.3	118	5052	19.6	31.2	98	5218	18.8	32.3	94
ALL NEWS	2256	1861	2.7	82.5	95	336	2.0	14.9	72	817	3.2	36.2	114	708	2.6	31.4	92
AOR/PROGRESSIVE	3874	3259	4.6	84.1	97	865	5.2	22.3	109	1259	4.9	32.5	102	1134	4.1	29.3	86
BEAUTIFUL MUSIC	5660	4859	6.9	85.8	99	1048	6.3	18.5	90	1879	7.3	33.2	104	1932	7.0	34.1	100
BLACK	2204	1929	2.8	87.5	101	412	2.5	18.7	91	664	2.6	30.1	95	854	3.1	38.7	113
CLASSICAL	1418	1171	1.7	82.6	95	*219	1.3	15.4	75	422	1.6	29.8	93	530	1.9	37.4	109
CHR/ROCK	9538	8439	12.0	88.5	102	2305	13.9	24.2	118	2891	11.2	30.3	95	3243	11.7	34.0	99
COUNTRY	12648	11068	15.8	87.5	101	2557	15.4	20.2	98	4222	16.4	33.4	105	4289	15.5	33.9	99
GOLDEN OLDIES	1191	916	1.3	76.9	89	*200	1.2	16.8	82	402	1.6	33.8	106	314	1.1	26.4	77
MOR/NOTALGIA	4757	4260	6.1	89.6	103	926	5.6	19.5	95	1654	6.4	34.8	109	1681	6.1	35.3	103
NEWS/TALK	3863	3235	4.6	83.7	97	807	4.9	20.9	102	1288	5.0	33.3	105	1140	4.1	29.5	86
RELIGIOUS	3084	2558	3.6	82.9	96	769	4.6	24.9	121	770	3.0	25.0	78	1019	3.7	33.0	97
SOFT ROCK	521	435	0.6	83.5	96	**97	0.6	18.6	91	*140	0.5	26.9	84	*198	0.7	38.0	111
URBAN CONTEMPORARY	1585	1335	1.9	84.2	97	354	2.1	22.3	109	461	1.8	29.1	91	520	1.9	32.8	96
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2920	4.2	89.5	103	956	5.7	29.3	143	889	3.4	27.3	86	1076	3.9	33.0	96
ABC DIRECTION	2316	1945	2.8	84.0	97	513	3.1	22.2	108	796	3.1	34.4	108	637	2.3	27.5	80
ABC ENTERTAINMENT	4834	4165	5.9	86.2	100	930	5.6	19.2	94	1629	6.3	33.7	106	1606	5.8	33.2	97
ABC FM	2202	1894	2.7	86.0	99	577	3.5	26.2	128	741	2.9	33.7	106	576	2.1	26.2	76
ABC INFORMATION	5425	4730	6.7	87.2	101	1243	7.5	22.9	112	1767	6.9	32.6	102	1720	6.2	31.7	93
ABC ROCK	1677	1442	2.1	86.0	99	416	2.5	24.8	121	466	1.8	27.8	87	560	2.0	33.4	98
CBS	4430	3791	5.4	85.6	99	881	5.3	19.9	97	1434	5.6	32.4	102	1476	5.3	33.3	97
MUTUAL	4992	4415	6.3	88.4	102	1172	7.0	23.5	114	1730	6.7	34.7	109	1513	5.5	30.3	89
NBC	4679	4134	5.9	88.4	102	1169	7.0	25.0	122	1369	5.3	29.3	92	1597	5.8	34.1	100
RADIORADIO	1994	1707	2.4	85.6	99	398	2.4	20.0	97	620	2.4	31.1	98	690	2.5	34.6	101
RKO ONE	2298	1989	2.8	86.6	100	538	3.2	23.4	114	705	2.7	30.7	96	746	2.7	32.5	95
RKO TWO	3311	2751	3.9	83.1	96	652	3.9	19.7	96	963	3.7	29.1	91	1135	4.1	34.3	100
THE SOURCE	2114	1791	2.6	84.7	98	426	2.6	20.2	98	763	3.0	36.1	113	603	2.2	28.5	83
NON-WIRED : BLAIR	8654	7734	11.0	89.4	103	2155	13.0	24.9	121	2738	10.6	31.6	99	2842	10.3	32.8	96
INTERNET	12025	10366	14.8	86.2	100	2872	17.3	23.9	116	3638	14.1	30.3	95	3857	13.9	32.1	94
KATZ RADIO GROUP	15359	13169	18.8	85.7	99	3086	18.5	20.1	98	5139	19.9	33.5	105	4945	17.8	32.2	94
SUPERNET	10628	9212	13.1	86.7	100	2289	13.8	21.5	105	3396	13.2	32.0	100	3527	12.7	33.2	97
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	7425	10.6	85.7	99	1628	9.8	18.8	92	2724	10.6	31.5	99	3072	11.1	35.5	104
MKDAY 9:00 AM - 1:00 PM	12163	10552	15.0	86.8	100	2525	15.2	20.8	101	3808	14.8	31.3	98	4218	15.2	34.7	101
MKDAY 1:00 PM - 4:30 PM	16150	14063	20.1	87.1	101	3466	20.8	21.5	104	5003	19.4	31.0	97	5594	20.2	34.6	101
MKDAY 4:30 PM - 7:30 PM	22463	19354	27.6	86.2	100	4280	25.7	19.1	93	7155	27.8	31.9	100	7920	28.6	35.3	103
MKDAY 7:30 PM - 8:00 PM	31795	27505	39.2	86.5	100	5920	35.6	18.6	91	10268	39.8	32.3	101	11317	40.8	35.6	104
MKDAY 11:00 PM - 11:30 PM	23977	20949	29.9	87.4	101	4989	30.0	20.8	101	7639	29.6	31.9	100	8321	30.0	34.7	101
MKDAY 11:30 PM - 1:00 AM	7703	6765	9.6	87.8	101	1762	10.6	22.9	111	2385	9.3	31.0	97	2618	9.4	34.0	99
M-SAT 8-11 PM+SUN 7-11 PM	33800	29409	41.9	87.0	100	6848	41.2	20.3	99	10850	42.1	32.1	101	11711	42.3	34.6	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5680	8.1	86.9	100	1336	8.0	20.4	99	2104	8.2	32.2	101	2240	8.1	34.3	100
ANOTHER WORLD	N 4620	3919	5.6	84.8	98	938	5.6	20.3	99	1403	5.4	30.4	95	1579	5.7	34.2	100
AS THE WORLD TURNS	C 5614	4871	6.9	86.8	100	1222	7.3	21.8	106	1725	6.7	30.7	97	1924	6.9	34.3	100
CAPITOL	C 3396	2866	4.1	84.4	97	799	4.8	23.5	115	971	3.8	28.6	90	1096	4.0	32.3	94
CBS MORN. NEWS 1	C 1446	1194	1.7	82.6	95	260	1.6	18.0	88	347	1.3	24.0	75	588	2.1	40.7	119
CBS MORN. NEWS 2	C 1207	972	1.4	80.5	93	200	1.2	16.6	81	297	1.2	24.6	77	476	1.7	39.4	115
DAYS OF OUR LIVES	N 5877	5163	7.4	87.9	101	1140	6.9	19.4	94	1864	7.2	31.7	100	2159	7.8	36.7	107
FACTS OF LIFE - DAYTIME	N 2290	2029	2.9	88.6	102	488	2.9	21.3	104	697	2.7	30.4	96	844	3.0	36.9	108
FAMILY FEUD	A 3023	2548	3.6	84.3	97	514	3.1	17.0	83	958	3.7	31.7	100	1077	3.9	35.6	104
GENERAL HOSPITAL	A 6097	5294	7.5	86.8	100	1475	8.9	24.2	118	1751	6.8	28.7	90	2068	7.5	33.9	99
GOOD MORNING, AMERICA-730	A 3515	2981	4.3	84.8	98	692	4.2	19.7	96	1010	3.9	28.7	90	1278	4.6	36.4	106
GOOD MORNING, AMERICA-830	A 2818	2500	3.6	88.7	102	671	4.0	23.8	116	813	3.2	28.9	91	1016	3.7	36.1	105
GUIDING LIGHT	C 5339	4671	6.7	87.5	101	1095	6.6	20.5	100	1650	6.4	30.9	97	1926	7.0	36.1	105
ONE LIFE TO LIVE	A 4478	3938	5.6	87.9	102	1030	6.2	23.0	112	1358	5.3	30.3	95	1550	5.6	34.6	101
PRESS YOUR LUCK	C 2244	2018	2.9	89.9	104	620	3.7	27.6	134	680	2.6	30.3	95	717	2.6	32.0	93
PRICE IS RIGHT 1	C 4348	3723	5.3	85.6.6													

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BREAKFAST CEREALS (COLD) -- TYPE
(FEMALE HOMEMAkers)

	TOTAL U.S. '000	PRE-SWEETENED (NO ADDED SUGAR REQUIRED)				REGULAR (ADD SUGAR TO TASTE)				NATURAL (CONTAINS NO PRESERVATIVES)				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEMAkers	80986	42701	100.0	52.7	100	64247	100.0	79.3	100	8677	100.0	10.7	100				
18 - 24	9282	5485	12.8	59.1	112	6916	10.8	74.5	94	678	7.8	7.3	68				
25 - 34	19072	12495	29.3	65.5	124	15437	24.0	80.9	102	2314	26.7	12.1	113				
35 - 44	14591	9669	22.6	66.3	126	11871	18.5	81.4	103	1700	19.6	11.7	109				
45 - 54	11345	5858	13.7	51.6	98	9354	14.6	82.5	104	1215	14.0	10.7	100				
55 - 64	11635	4402	10.3	37.8	72	9353	14.6	80.4	101	1347	15.5	11.6	108				
65 OR OLDER	15061	4793	11.2	31.8	60	11316	17.6	75.1	95	1422	16.4	9.4	88				
18 - 34	28354	17980	42.1	63.4	120	22353	34.8	78.8	99	2992	34.5	10.6	98				
18 - 49	48339	30730	72.0	63.6	121	38745	60.3	80.2	101	5326	61.4	11.0	103				
25 - 54	45008	28021	65.6	62.3	118	36662	57.1	81.5	103	5229	60.3	11.6	108				
35 - 49	19985	12751	29.9	63.8	121	16392	25.5	82.0	103	2334	26.9	11.7	109				
50 OR OLDER	32647	11971	28.0	36.7	70	29502	39.7	78.1	98	3351	38.6	10.3	96				
GRADUATED COLLEGE	11155	5134	12.0	46.0	87	8771	13.7	78.6	99	2069	23.8	18.5	173				
ATTENDED COLLEGE	13682	7282	17.1	53.2	101	10904	17.0	79.7	100	1563	18.0	11.4	107				
GRADUATED HIGH SCHOOL	33880	19830	46.4	58.5	111	27531	42.9	81.3	102	3478	40.1	10.3	96				
DID NOT GRADUATE HIGH SCHOOL	22270	10455	24.5	46.9	89	17042	26.5	76.5	96	1566	18.0	7.0	66				
EMPLOYED	40706	22469	52.6	55.7	106	31566	49.1	78.3	99	4784	55.1	11.9	111				
EMPLOYED FULL-TIME	32850	18168	42.5	55.3	105	25366	39.5	77.2	97	4045	46.6	12.3	115				
EMPLOYED PART-TIME	7456	4301	10.1	57.7	109	6200	9.7	83.2	105	740	8.5	9.9	93				
NOT EMPLOYED	40680	20232	47.4	49.7	94	32681	50.9	80.3	101	3893	44.9	9.6	89				
PROFESSIONAL/MANAGER	10392	5142	12.0	49.5	94	8038	12.5	77.3	98	1883	21.7	18.1	169				
TECH/CLERICAL/SALES	17574	9945	23.3	56.6	107	13747	21.4	78.2	99	1775	20.5	10.1	94				
PRECISION/CRAFT	985	578	1.4	58.7	111	813	1.3	82.5	104	**199	2.3	20.2	189				
OTHER EMPLOYED	11354	6804	15.9	59.9	114	8088	14.0	79.0	100	927	10.7	8.2	76				
SINGLE	9863	4708	11.0	47.7	91	6831	10.6	69.3	87	1011	11.7	10.3	96				
MARRIED	51375	29332	68.7	57.1	108	43004	66.9	83.7	106	5701	65.7	11.1	104				
DIVORCED/SEPARATED/WIDOWED	19748	8662	20.3	43.9	83	14413	22.4	73.0	92	1965	22.6	10.0	93				
PARENTS	32590	24032	56.3	73.7	140	27660	43.1	84.9	107	3535	40.7	10.8	101				
WHITE	70416	36281	85.0	51.5	98	56498	87.9	80.2	101	7881	90.8	11.2	104				
BLACK	8778	5436	12.7	61.9	117	6487	10.1	73.9	93	695	8.0	7.9	74				
OTHER	1791	*984	2.3	54.9	104	1261	2.0	70.4	89	**102	1.2	5.7	53				
NORTHEAST-CENSUS	17786	8653	20.3	48.7	92	14259	22.2	80.2	101	2124	24.5	11.9	111				
NORTH CENTRAL	20741	12044	28.2	58.1	110	17808	27.7	85.9	108	1995	23.0	9.6	90				
SOUTH	27775	15178	35.5	54.6	104	21080	32.8	75.9	96	2514	29.0	9.1	84				
WEST	14683	6826	16.0	46.5	88	11100	17.3	75.6	95	2044	23.6	13.9	130				
NORTHEAST-MKTG.	17961	8848	20.7	49.3	93	14284	22.2	79.5	100	2263	26.1	12.6	118				
EAST CENTRAL	11885	6727	15.8	56.6	107	9959	15.5	84.0	106	877	10.1	7.4	69				
WEST CENTRAL	14090	8046	18.8	57.1	108	12031	18.7	85.4	108	1595	18.4	11.3	106				
SOUTH	24081	13209	30.9	54.9	104	18272	28.4	75.9	96	2146	24.7	8.9	83				
PACIFIC	12969	5872	13.8	45.3	86	9672	15.1	74.6	94	1797	20.7	13.9	129				
COUNTY SIZE A	32439	16451	38.5	50.7	96	24645	38.4	76.0	96	3879	44.7	12.0	112				
COUNTY SIZE B	24915	13635	31.9	54.7	104	20002	31.1	80.3	101	2387	27.5	9.6	89				
COUNTY SIZE C	12930	6763	15.8	52.3	99	10670	16.6	82.5	104	1532	17.7	11.8	111				
COUNTY SIZE D	10703	5852	13.7	54.7	104	8930	13.9	83.4	105	879	10.1	8.2	77				
METRO CENTRAL CITY	24518	12428	29.1	50.7	96	18625	29.0	76.0	96	2782	32.1	11.3	106				
METRO SUBURBAN	35919	19200	45.0	53.5	101	28745	44.7	80.0	101	4022	46.4	11.2	105				
NON METRO	20549	11073	25.9	53.9	102	16877	26.3	82.1	104	1873	21.6	9.1	85				
TOP 5 ADI'S	18341	8850	20.7	48.3	92	13942	21.7	76.0	96	2434	28.1	13.3	124				
TOP 10 ADI'S	25378	12804	30.0	50.5	96	19325	30.1	76.1	96	3231	37.2	12.7	119				
TOP 20 ADI'S	36488	18320	42.9	50.2	95	27774	43.2	76.1	96	4571	52.7	12.5	117				
HSGLD INC. \$50,000 OR MORE	6612	3377	7.9	51.1	97	5482	8.5	82.9	105	1070	12.3	16.2	151				
\$40,000 OR MORE	12659	6995	16.4	55.3	105	10446	16.3	82.5	104	1984	22.9	15.7	146				
\$30,000 OR MORE	24698	13983	32.7	56.6	107	20405	31.8	82.6	104	3602	41.5	14.6	136				
\$25,000 OR MORE	32077	18215	42.7	56.8	108	26492	41.2	82.6	104	4412	50.8	13.8	128				
\$20,000 - \$24,999	9144	4975	11.7	54.4	103	7223	11.2	79.0	100	877	10.1	9.6	90				
\$15,000 - \$19,999	8728	4499	10.5	51.5	98	6753	10.5	77.4	98	1155	13.3	13.2	124				
\$10,000 - \$14,999	12562	6775	15.9	53.9	102	9720	15.1	77.4	98	1011	11.7	8.0	75				
UNDER \$10,000	18475	8238	19.3	44.6	85	14060	21.9	76.1	96	1223	14.1	6.6	62				
HOUSEHOLD OF 1 PERSON	11987	3220	7.5	26.9	51	8150	12.7	68.0	86	1116	12.9	9.3	87				
2 PEOPLE	26577	10412	24.4	39.2	74	20519	31.9	77.2	97	3087	35.6	11.6	108				
3 OR 4 PEOPLE	30617	20139	47.2	65.8	125	25529	39.7	83.4	105	2885	33.2	9.4	88				
5 OR MORE PEOPLE	11804	8930	20.9	75.7	143	10048	15.6	85.1	107	1590	18.3	13.5	126				
NO CHILD IN HSHLD	46165	16954	39.7	36.7	70	34791	54.2	75.4	95	4940	56.9	10.7	100				
CHILD(REN) UNDER 2 YRS	5325	3720	8.7	69.9	132	4572	7.1	85.9	108	*386	4.4	7.2	68				
2 - 5 YEARS	14221	10454	24.5	73.5	139	11916	18.5	83.8	106	1518	17.5	10.7	100				
6 - 11 YEARS	15117	11373	26.6	75.2	143	12780	19.9	84.5	107	1530	17.6	10.1	94				
12 - 17 YEARS	16611	12564	29.4	75.6	143	13957	21.7	84.0	106	1917	22.1	11.5	108				
RESIDENCE OWNED	55884	29369	68.8	52.6	100	45788	71.3	81.9	103	6501	74.9	11.6	109				
VALUE: \$50,000 OR MORE	31744	16507	38.7	52.0	99	26289	40.9	82.8	104	4431	51.1	14.0	130				
VALUE: UNDER \$50,000	24140	12861	30.1	53.3	101	19499	30.4	80.8	102	2070	23.9	8.6	80				

BREAKFAST CEREALS (COLD) - TYPE
(FEMALE HOMEMAkers)

			PRE-SWEETENED (NO ADDED SUGAR REQUIRED)				REGULAR (ADD SUGAR TO TASTE)				NATURAL (CONTAINS NO PRESERVATIVES)								
			TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			U.S. '000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS			80986	42701	100.0	52.7	100	64247	100.0	79.3	100	8677	100.0	10.7	100				
MAGAZINES	QUINTILE 1	15799	9115	21.3	57.7	109	13236	20.6	83.8	106	2144	24.7	13.6	127					
	QUINTILE 2	17259	9342	21.9	54.1	103	13949	21.7	80.8	102	1932	22.3	11.2	104					
	QUINTILE 3	13545	7350	17.2	54.3	103	10734	16.7	79.2	100	1355	15.6	10.0	93					
	QUINTILE 4	15133	8126	19.0	53.7	102	11933	18.6	78.9	99	1598	18.4	10.6	99					
	QUINTILE 5	19250	8768	20.5	45.5	86	14395	22.4	74.8	94	1649	19.0	8.6	80					
NEWSPAPERS	QUINTILE 1	12413	6381	14.9	51.4	97	10043	15.6	80.9	102	1522	17.5	12.3	114					
	QUINTILE 2	24116	12452	29.2	51.6	98	19759	30.8	81.9	103	2910	33.5	12.1	113					
	QUINTILE 3	11261	6065	14.2	53.9	102	9077	14.1	80.6	102	1340	15.4	11.9	111					
	QUINTILE 4	20255	11022	25.8	54.4	103	15681	24.4	77.4	98	1898	21.9	9.4	87					
	QUINTILE 5	12940	6781	15.9	52.4	99	9687	15.1	74.9	94	1008	11.6	7.8	73					
OUTDOOR	QUINTILE 1	14852	8369	19.6	56.3	107	11608	18.1	78.2	99	1771	20.4	11.9	111					
	QUINTILE 2	15725	8326	19.5	52.9	100	12429	19.3	79.0	100	1725	19.9	11.0	102					
	QUINTILE 3	16330	9026	21.1	55.3	105	13197	20.5	80.8	102	1998	23.0	12.2	114					
	QUINTILE 4	16744	8493	19.9	50.7	96	13720	21.4	81.9	103	1378	15.9	8.2	77					
	QUINTILE 5	17334	8488	19.9	49.0	93	13293	20.7	76.7	97	1805	20.8	10.4	97					
RADIO-DRIVE TIME	QUINTILE 1	15911	8936	20.9	56.2	107	12863	20.0	80.8	102	1818	21.0	11.4	107					
	QUINTILE 2	14837	8286	19.4	55.8	106	11892	18.5	80.2	101	1470	16.9	9.9	92					
	QUINTILE 3	15339	8199	19.2	53.5	101	12150	18.9	79.2	100	1478	17.0	9.6	90					
	QUINTILE 4	16723	8646	20.2	51.7	98	13254	20.6	79.3	100	2048	23.6	12.2	114					
	QUINTILE 5	18176	8634	20.2	47.5	90	14088	21.9	77.5	98	1864	21.5	10.3	96					
RADIO-MID- DAY	TERCILE 1	21020	11816	27.7	56.2	107	17059	26.6	81.2	102	2249	25.9	10.7	100					
	TERCILE 2	21610	11911	27.9	55.1	105	17486	27.2	80.9	102	2452	28.3	11.3	106					
	TERCILE 3	38355	18975	44.4	49.5	94	29702	46.2	77.4	98	3976	45.8	10.4	97					
RADIO-TOTAL	QUINTILE 1	15988	9004	21.1	56.3	107	12887	20.1	80.6	102	1708	19.7	10.7	100					
	QUINTILE 2	15626	8820	20.7	56.4	107	12506	19.5	80.0	101	1514	17.4	9.7	90					
	QUINTILE 3	16723	8796	20.6	52.6	100	13500	21.0	80.7	102	2026	23.3	12.1	113					
	QUINTILE 4	16342	8514	19.9	52.1	99	12821	20.0	78.5	99	1854	21.4	11.3	106					
	QUINTILE 5	16306	7568	17.7	46.4	88	12533	19.5	76.9	97	1575	18.2	9.7	90					
TV-PRIME TIME	QUINTILE 1	15953	7879	18.5	49.4	94	12866	20.0	80.6	102	1459	16.8	9.1	85					
	QUINTILE 2	16137	8785	20.6	54.4	103	13006	20.2	80.6	102	1938	22.3	12.0	112					
	QUINTILE 3	16420	9092	21.3	55.4	105	13149	20.5	80.1	101	1750	20.2	10.7	99					
	QUINTILE 4	16687	8933	20.9	53.5	102	13028	20.3	78.1	98	1717	19.8	10.3	96					
	QUINTILE 5	15789	8012	18.8	50.7	96	12198	19.0	77.3	97	1813	20.9	11.5	107					
TV-DAYTIME	TERCILE 1	27736	15081	35.3	54.4	103	22311	34.7	80.4	101	2580	29.7	9.3	87					
	TERCILE 2	26489	14162	33.2	53.5	101	21391	33.3	80.8	102	2792	32.2	10.5	98					
	TERCILE 3	26761	13458	31.5	50.3	95	20545	32.0	76.8	97	3305	38.1	12.4	115					
TV-TOTAL	QUINTILE 1	16345	8220	19.3	50.3	95	13185	20.5	80.7	102	1578	18.2	9.7	90					
	QUINTILE 2	16447	8927	20.9	54.3	103	13169	20.5	80.1	101	1708	19.7	10.4	97					
	QUINTILE 3	15980	8620	20.2	53.9	102	12887	20.1	80.6	102	1587	18.3	9.9	93					
	QUINTILE 4	15887	8691	20.4	54.7	104	12446	19.4	78.3	99	1844	21.3	11.6	108					
	QUINTILE 5	16326	8244	19.3	50.5	96	12560	19.5	76.9	97	1960	22.6	12.0	112					
MAGAZINES-NEWSPAPERS: DUAL			20721	11000	25.8	53.1	101	17230	26.8	83.2	105	2631	30.3	12.7	119				
MAGAZINE IMPERATIVE			19186	11342	26.6	59.1	112	15301	23.8	79.8	101	2069	23.8	10.8	101				
NEWSPAPER IMPERATIVE			21899	10915	25.6	49.8	95	17401	27.1	79.5	100	2437	28.1	11.1	104				
MAGAZINES-OUTDOOR: DUAL			15451	8765	20.5	56.7	108	12654	19.7	81.9	103	1908	22.0	12.3	115				
MAGAZINE IMPERATIVE			25953	13999	32.8	53.9	102	21208	33.0	81.7	103	2909	33.5	11.2	105				
OUTDOOR IMPERATIVE			24400	12809	30.0	52.5	100	18687	29.1	76.6	97	2647	30.5	10.8	101				
MAGAZINES-RADIO: DUAL			18049	10361	24.3	57.4	109	14684	22.9	81.4	103	2097	24.2	11.6	108				
MAGAZINE IMPERATIVE			23571	12521	29.3	53.1	101	19392	30.2	82.3	104	2885	33.2	12.2	114				
RADIO IMPERATIVE			23278	12432	29.1	53.4	101	18327	28.5	78.7	99	2241	25.8	9.6	90				
MAGAZINES-TELEVISION: DUAL			15459	8347	19.5	54.0	102	12759	19.9	82.5	104	1582	18.2	10.2	96				
MAGAZINE IMPERATIVE			25829	14482	33.9	56.1	106	20692	32.2	80.1	101	3384	39.0	13.1	122				
TELEVISION IMPERATIVE			26039	13078	30.6	50.2	95	20377	31.7	78.3	99	2479	28.6	9.5	89				
NEWSPAPERS-OUTDOOR: DUAL			16605	8732	20.4	52.6	100	13281	20.7	80.0	101	2137	24.6	12.9	120				
NEWSPAPER IMPERATIVE			26834	13739	32.2	51.2	97	22002	34.2	82.0	103	3001	34.6	11.2	104				
OUTDOOR IMPERATIVE			23346	13203	30.9	56.6	107	18147	28.2	77.7	98	2393	27.6	10.3	96				
NEWSPAPERS-RADIO: DUAL			17133	9444	22.1	55.1	105	13844	21.5	80.8	102	1979	22.8	11.6	108				
NEWSPAPER IMPERATIVE			25892	12626	29.6	48.8	92	21114	32.9	81.5	103	3245	37.4	12.5	117				
RADIO IMPERATIVE			23167	13200	30.9	57.0	108	18382	28.6	79.3	100	2172	25.0	9.4	88				
NEWSPAPERS-TELEVISION: DUAL			17159	8566	20.1	49.9	95	14138	22.0	82.4	104	1962	22.6	11.4	107				
NEWSPAPER IMPERATIVE			26214	13804	32.3	52.7	100	21080	32.8	80.4	101	3389	39.1	12.9	121				
TELEVISION IMPERATIVE			23412	12858	30.1	54.9	104	18360	28.6	78.4	99	1994	23.0	8.5	79				
OUTDOOR-RADIO: DUAL			15303	8729	20.4	57.0	108	12255	19.1	80.1	101	1578	18.2	10.3	96				
OUTDOOR IMPERATIVE			24901	13152	30.8	52.8	100	19452	30.3	78.1	98	3139	36.2	12.6	118				
RADIO IMPERATIVE			26492	14222	33.3	53.7	102	21341	33.2	80.6	102	2736	31.5	10.3	96				
OUTDOOR-TELEVISION: DUAL			14794	8484	19.9	57.3	109	12155	18.9	82.2	104	1569	18.1	10.6	99				
OUTDOOR IMPERATIVE			25437	13654	32.0	53.7	102	19736	30.7	77.6	98	3079	35.5	12.1	113				
TELEVISION IMPERATIVE			27877	13998	32.8	50.2	95	22305	34.7	80.0	101	2618	30.2	9.4	88				
RADIO-TELEVISION: DUAL			15996	8931	20.9	55.8	106	12848	20.0	80.3	101	1572	18.1	9.8	92				
RADIO IMPERATIVE			25478	13958	32.7	54.8	104	20343	31.7	79.8	101	2938	33.9	11.5	108				
TELEVISION IMPERATIVE			26573	13340	31.2	50.2	95	21379	33.3	80.5	101	2679	30.9	10.1	94				

BREAKFAST CEREALS (COLD) - TYPE
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PRE-SWEETENED (NO ADDED SUGAR REQUIRED)				REGULAR (ADD SUGAR TO TASTE)				NATURAL (CONTAINS NO PRESERVATIVES)				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	42701	100.0	52.7	100	64247	100.0	79.3	100	8677	100.0	10.7	100				
ATLANTIC MONTHLY	415	*208	0.5	50.1	95	324	0.5	78.1	98	**60	0.7	14.5	135				
BARRON'S	453	*243	0.6	53.6	102	396	0.6	87.4	110	**64	0.7	14.1	132				
BETTER HOMES & GARDENS	16256	9165	21.5	56.4	107	13860	21.6	85.3	107	1916	22.1	11.8	110				
BON APPETIT	2535	1103	2.6	43.5	83	2039	3.2	80.4	101	392	4.5	15.5	144				
BUSINESS WEEK	1278	652	1.5	51.0	97	992	1.5	77.6	98	*161	1.9	12.6	118				
CAR AND DRIVER	378	*167	0.4	44.2	84	*225	0.4	59.5	75	**30	0.3	7.9	74				
CBS MAGAZINE NETWORK (GROSS)	1498	941	2.2	62.8	119	1116	1.7	74.5	94	*332	3.8	22.2	207				
CHANGING TIMES	1505	769	1.8	51.1	97	1122	1.7	74.6	94	*171	2.0	11.4	106				
COLONIAL HOMES	1231	734	1.7	59.6	113	995	1.5	80.8	102	*152	1.8	12.3	115				
CONDE NAST MAG. PKG. (GROSS)	14146	8138	19.1	57.5	109	11272	17.5	79.7	100	1845	21.3	13.0	122				
CONSUMERS DIGEST	1323	804	1.9	60.8	115	1077	1.7	81.4	103	*197	2.3	14.9	139				
COSMOPOLITAN	7102	3889	9.1	54.8	104	5385	8.4	75.8	96	788	9.1	11.1	104				
COUNTRY LIVING	2481	1420	3.3	57.2	109	2096	3.3	84.5	106	249	2.9	10.0	94				
CUISINE	1472	655	1.5	44.5	84	1191	1.9	80.9	102	*141	1.6	9.6	89				
CYCLE WORLD	425	*306	0.7	72.0	137	340	0.5	80.0	101	**98	1.1	23.1	215				
DCI:CREATIVE IDEAS FOR LIV	2510	1549	3.6	61.7	117	2125	3.3	84.7	107	296	3.4	11.8	110				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3732	8.7	55.8	106	5394	8.4	80.6	102	844	9.7	12.6	118				
DISCOVER	894	564	1.3	63.1	120	702	1.1	78.5	99	*95	1.1	10.6	99				
EBONY	3507	2359	5.5	67.3	128	2726	4.2	77.7	98	368	4.2	10.5	98				
ESQUIRE	1083	635	1.5	58.6	111	852	1.3	78.7	99	*159	1.8	14.7	137				
ESSENCE	1830	1302	3.0	71.1	135	1447	2.3	79.1	100	*171	2.0	9.3	87				
FAMILY CIRCLE	15930	9081	21.3	57.0	108	13333	20.8	83.7	106	1798	20.7	11.3	105				
THE FAMILY HANDYMAN	1126	883	1.6	60.7	115	960	1.5	85.3	107	*177	2.0	15.7	147				
FAMILY WEEKLY	11468	6200	14.5	54.1	103	9381	14.6	81.8	103	1208	13.9	10.5	98				
FIELD & STREAM	2234	1313	3.1	58.8	111	1817	2.8	81.3	103	339	3.9	15.2	142				
FOOD & WINE	579	361	0.8	62.3	118	481	0.7	83.1	105	**123	1.4	21.2	198				
FORBES	728	310	0.7	42.6	81	590	0.9	81.0	102	*147	1.7	20.2	188				
FORTUNE	906	418	1.0	46.1	88	712	1.1	78.6	99	*138	1.6	15.2	142				
GENTLEMEN'S QUARTERLY	791	467	1.1	59.0	112	590	0.9	74.6	94	**95	1.1	12.0	112				
GLAMOUR	5265	3032	7.1	57.6	109	4364	6.8	82.9	104	689	7.9	13.1	122				
GOLF DIGEST	636	281	0.7	44.2	84	541	0.8	85.1	107	**83	1.0	13.1	122				
GOLF DIGEST/TENNIS (GROSS)	1186	530	1.2	44.7	85	917	1.4	77.3	97	*189	2.2	15.9	149				
GOLF MAGAZINE	441	*183	0.4	41.5	79	369	0.6	83.7	105	**48	0.6	10.9	102				
GOLF MAGAZINE/SKI (GROSS)	922	494	1.2	53.6	102	766	1.2	83.1	105	*77	0.9	8.4	78				
GOOD HOUSEKEEPING	16487	9346	21.9	56.7	108	13917	21.7	84.4	106	1921	22.1	11.7	109				
HARPER'S BAZAAR	2423	1361	3.2	56.2	107	1797	2.8	74.2	93	250	2.9	10.3	96				
HEALTH	1994	1184	2.8	59.4	113	1558	2.4	78.1	98	*206	2.4	10.3	96				
HEARST MAG CORP. BUY (GROSS)	44101	25067	58.7	56.8	108	36211	56.4	82.1	104	5071	58.4	11.5	107				
HEARST MAN POWER (GROSS)	1993	1211	2.8	60.8	115	1715	2.7	86.1	108	*236	2.7	11.8	111				
HEARST WOMAN POWER (GROSS)	31274	17939	42.0	57.4	109	25764	40.1	82.4	104	3648	42.0	11.7	109				
HOUSE BEAUTIFUL	3623	1905	4.5	52.6	100	2961	4.6	81.7	103	374	4.3	10.3	96				
INC.	283	*204	0.5	72.1	137	*243	0.4	85.9	108	**30	0.3	10.6	99				
JET	2928	1934	4.5	66.1	125	2177	3.4	74.4	94	228	2.6	7.8	73				
LADIES' HOME JOURNAL	11918	6757	15.8	56.7	108	9972	15.5	83.7	105	1299	15.0	10.9	102				
LHJ FAMILY GRP COMBO(GROSS)	16764	9643	22.6	57.5	109	14006	21.8	83.5	105	1852	21.3	11.0	103				
LIFE	4254	2518	5.9	59.2	112	3355	5.2	78.9	99	592	6.8	13.9	130				
L.A. TIMES HOME MAGAZINE	1145	386	0.9	33.7	64	735	1.1	64.2	81	*152	1.8	13.3	124				
MADEMOISELLE	2884	1709	4.0	59.3	112	2307	3.6	80.0	101	394	4.5	13.7	128				
MC CALL'S	13460	7395	17.3	54.9	104	11195	17.4	83.2	105	1407	16.2	10.5	98				
MC CALL'S/WRK MOTHER (GROSS)	14606	8266	19.4	56.6	107	12237	19.0	83.8	106	1570	18.1	10.7	100				
MECHANIX ILLUSTRATED	772	479	1.1	62.0	118	687	1.1	89.0	112	**117	1.3	15.2	141				
METROPOLITAN HOME	967	419	1.0	43.3	82	742	1.2	76.7	97	*164	1.9	17.0	158				
MONEY	1588	856	2.0	53.9	102	1176	1.8	74.1	93	304	3.5	19.1	179				
MOTHER EARTH NEWS	1002	558	1.3	55.7	106	821	1.3	81.9	103	**140	1.6	14.0	130				
MS.	825	434	1.0	52.6	100	666	1.0	80.7	102	*133	1.5	16.1	150				
NATIONAL ENQUIRER	10336	6210	14.5	60.1	114	8442	13.1	81.7	103	1033	11.9	10.0	93				
NATIONAL GEOGRAPHIC	9597	4771	11.2	49.7	94	7684	12.0	80.1	101	1370	15.8	14.3	133				
NATIONAL SUNDAY MAGAZINE PKG	49558	26250	61.5	53.0	100	40046	62.3	80.8	102	5714	65.9	11.5	108				
NATURAL HISTORY	573	*235	0.6	41.0	78	463	0.7	80.8	102	*89	1.0	15.5	145				
NEW WOMAN	1699	991	2.3	58.3	111	1307	2.0	76.9	97	*201	2.3	11.8	110				
NEW YORK INCLUDING CUE	443	*197	0.5	44.5	84	362	0.6	81.7	103	**72	0.8	16.3	152				
THE NEW YORKER	1270	484	1.1	38.1	72	951	1.5	74.9	94	223	2.6	17.6	164				
NEWSWEEK	6277	3346	7.8	53.3	101	5141	8.0	81.9	103	822	9.5	13.1	122				
THE N.Y. TIMES DAILY EDITION	1205	446	1.0	37.0	70	899	1.4	74.6	94	*200	2.3	16.6	155				
THE N.Y. TIMES MAGAZINE	2081	539	1.5	30.7	58	1481	2.3	71.2	90	467	5.4	22.4	209				
ON CABLE	788	432	1.0	54.8	104	590	0.9	74.9	94	**127	1.5	16.1	150				
1001 HOME IDEAS	1158	751	1.8	64.9	123	982	1.5	84.8	107	**85	1.0	7.3	69				
ORGANIC GARDENING	2852	1701	4.0	59.6	113	2477	3.9	86.9	109	347	4.0	12.2	114				
OUTDOOR LIFE	1658	930	2.2	56.1	106	1404	2.2	84.7	107	266	3.1	16.0	150				
PARADE MAGAZINE	896	630	1.5	70.3	133	764	1.2	85.3	107	**109	1.3	12.2	114				
	24275	12486	29.2	51.4	98	19556	30.4	80.6	102	2787	32.1	11.5	107				

BREAKFAST CEREALS (COLD) - TYPE
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PRE-SWEETENED (NO ADDED SUGAR REQUIRED)				REGULAR (ADD SUGAR TO TASTE)				NATURAL (CONTAINS NO PRESERVATIVES)				A	B % DOWN	C % ACROSS	D INDX
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX				
TOTAL FEMALE HOMEMAKERS	80986	42701	100.0	52.7	100	64247	100.0	79.3	100	8677	100.0	10.7	100				
PARENTS	3845	2665	6.2	69.3	131	3286	5.1	85.5	108	405	4.7	10.5	98				
PENTHOUSE	831	561	1.3	67.5	128	650	1.0	78.2	99	**85	1.0	10.2	95				
PEOPLE	11645	6806	15.9	58.4	111	9377	14.6	80.5	102	1352	15.6	11.6	108				
PLAYBOY	2006	1072	2.5	53.4	101	1473	2.3	73.4	93	*237	2.7	11.8	110				
POPULAR HOT RODDING	297	*209	0.5	70.4	133	*231	0.4	77.8	98	**50	0.6	16.8	157				
POPULAR MECHANICS	1018	604	1.4	59.3	113	923	1.4	90.7	114	**133	1.5	13.1	122				
POPULAR SCIENCE	878	438	1.0	49.9	95	695	1.1	79.2	100	*178	2.1	20.3	189				
PREVENTION	3913	1747	4.1	44.6	85	3219	5.0	82.3	104	631	7.3	16.1	151				
PSYCHOLOGY TODAY	1710	945	2.2	55.3	105	1365	2.1	79.8	101	*125	1.4	7.3	68				
READER'S DIGEST	22204	12082	28.3	54.4	103	18599	28.9	83.8	106	2564	29.5	11.5	108				
REDBOOK	7684	4704	11.0	61.2	116	6463	10.1	84.1	106	940	10.8	12.2	114				
ROAD & TRACK	410	*248	0.6	60.5	115	294	0.5	71.7	90	**61	0.7	14.9	139				
ROLLING STONE	969	629	1.5	64.9	123	801	1.2	82.7	104	*152	1.8	15.7	146				
RUNNER'S WORLD	298	**109	0.3	36.6	69	*214	0.3	71.8	91	*335	0.4	11.7	110				
SATURDAY EVENING POST	1169	616	1.4	52.7	100	985	1.5	84.3	106	*118	1.4	10.1	94				
SCIENCE 84	587	311	0.7	53.0	100	468	0.7	79.7	100	*157	1.8	26.7	250				
SCIENCE DIGEST	482	259	0.6	53.7	102	370	0.6	76.8	97	**63	0.7	13.1	122				
SCIENTIFIC AMERICAN	594	*212	0.5	35.7	68	434	0.7	73.1	92	**114	1.3	19.2	179				
SELF	2089	1227	2.9	58.7	111	1642	2.6	78.6	99	*236	2.7	11.3	105				
SEVENTEEN	2411	1523	3.6	63.2	120	1925	3.0	79.8	101	*200	2.3	8.3	77				
SKI	480	311	0.7	64.8	123	397	0.6	82.7	104	**29	0.3	6.0	56				
SMITHSONIAN	2760	1153	2.7	41.8	79	2158	3.4	78.2	99	585	6.7	21.2	198				
SOAP OPERA DIGEST	3013	2057	4.8	68.3	129	2520	3.9	83.6	105	*233	2.7	7.7	72				
SOUTHERN LIVING	4184	2183	5.1	52.2	99	3269	5.1	78.1	98	549	6.3	13.1	122				
SPORT	559	342	0.8	61.2	116	438	0.7	78.4	99	**59	0.7	10.6	99				
THE SPORTING NEWS	436	*323	0.8	74.1	141	379	0.6	86.9	110	**41	0.5	9.4	88				
SPORTS AFIELD	493	348	0.8	70.6	134	422	0.7	85.6	108	**40	0.5	8.1	76				
SPORTS ILLUSTRATED	2758	1600	3.7	58.0	110	2153	3.4	78.1	98	346	4.0	12.5	117				
STAR	7456	4436	10.4	59.5	113	6133	9.5	82.3	104	788	9.1	10.6	99				
SUNDAY	24936	13522	31.7	54.2	103	20081	31.3	80.5	102	3018	34.8	12.1	113				
SUNSET	2124	940	2.2	44.3	84	1747	2.7	82.3	104	320	3.7	15.1	141				
TV GUIDE	21661	12410	29.1	57.3	109	17536	27.3	81.0	102	2200	25.4	10.2	95				
TENNIS	550	*249	0.6	45.3	86	376	0.6	68.4	86	**107	1.2	19.5	182				
TIME	8880	4857	11.4	54.7	104	7067	11.0	79.6	100	1314	15.1	14.8	138				
TOWN & COUNTRY	917	393	0.9	42.9	81	735	1.1	80.2	101	*125	1.4	13.6	127				
TRAVEL & LEISURE	972	493	1.2	50.7	96	777	1.2	79.9	101	*143	1.6	14.7	137				
TRUE STORY	3356	2424	5.7	72.2	137	2846	4.4	84.8	107	*275	3.2	8.2	76				
U.S. NEWS & WORLD REPORT	3410	1604	3.8	47.0	89	2732	4.3	80.1	101	454	5.2	13.3	124				
USA TODAY	1759	904	2.1	51.4	97	1436	2.2	81.6	103	*204	2.4	11.6	108				
US	1873	1169	2.7	62.4	118	1533	2.4	81.8	103	*222	2.6	11.9	111				
VOGUE	3909	2170	5.1	55.5	105	2959	4.6	75.7	95	526	6.1	13.5	126				
WALL STREET JOURNAL	1886	679	1.6	36.0	68	1402	2.2	74.3	94	295	3.4	15.6	146				
WEIGHT WATCHERS	2120	1183	2.8	55.8	106	1792	2.8	84.5	107	*191	2.2	9.0	84				
WOMAN'S DAY	14172	8251	19.3	58.2	110	12072	18.8	85.2	107	1662	19.2	11.7	109				
WORKING MOTHER	1146	871	2.0	76.0	144	1042	1.6	90.9	115	*163	1.9	14.2	133				
WORKING WOMAN	1322	806	1.9	61.0	116	1136	1.8	85.9	108	*139	1.6	10.5	98				
WORLD TENNIS	*163	**88	0.2	54.0	102	*119	0.2	73.0	92	**38	0.4	23.3	218				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1459	3.4	57.6	109	1894	2.9	74.8	94	374	4.3	14.8	138				
BLAIR INSERTS	43657	22825	53.5	52.3	99	34982	54.4	80.1	101	5301	61.1	12.1	113				
DAILY NEWSPAPERS																	
READ ANY	51633	26889	63.0	52.1	99	41803	65.1	81.0	102	6008	69.2	11.6	109				
READ ONE	43463	22828	53.5	52.5	100	35159	54.7	80.9	102	5032	58.0	11.6	108				
READ TWO OR MORE	8170	4060	9.5	49.7	94	6644	10.3	81.3	103	975	11.2	11.9	111				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	27745	65.0	52.7	100	42471	66.1	80.6	102	6163	71.0	11.7	109				
READ ONE	46126	24409	57.2	52.9	100	37131	57.8	80.5	101	5215	60.1	11.3	106				
READ TWO OR MORE	6552	3336	7.8	50.9	97	5339	8.3	81.5	103	947	10.9	14.5	135				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.65				27.29				29.96							
30 DAY REACH	71455	38027	89.1	53.2	101	56810	88.4	79.5	100	7537	86.9	10.5	98				
50 SHWG - 30 DAY AV FREQ	14.56	15.03				14.37				15.56							
30 DAY REACH	67742	36338	85.1	53.6	102	54086	84.2	79.8	101	7263	83.7	10.7	100				
25 SHWG - 30 DAY AV FREQ	7.94	8.17				7.81				8.41							
30 DAY REACH	62117	33383	78.2	53.7	102	49710	77.4	80.0	101	6718	77.4	10.8	101				
CABLE TV: HOME WIRED	32077	18057	42.3	56.3	107	26463	41.2	82.5	104	3413	39.3	10.6	99				
HOME NOT WIRED	48909	24644	57.7	50.4	96	37784	58.8	77.3	97	5264	60.7	10.8	100				
HAVE PAY CABLE	15935	9629	22.5	60.4	115	12963	20.2	81.3	103	1467	16.9	9.2	86				

	TOTAL U.S. '000	PRE-SHEETENED (NO ADDED SUGAR REQUIRED)				REGULAR (ADD SUGAR TO TASTE)				NATURAL (CONTAINS NO PRESERVATIVES)							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	42701	100.0	52.7	100	64247	100.0	79.3	100	8677	100.0	10.7	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	23787	55.7	54.2	103	35101	54.6	79.9	101	4643	53.5	10.6	99				
10:00 AM - 3:00 PM	30659	17000	39.8	55.4	105	24771	38.6	80.8	102	3412	39.3	11.1	104				
3:00 PM - 7:00 PM	31045	17318	40.6	55.8	106	24784	38.6	79.8	101	3498	40.3	11.3	105				
7:00 PM - MIDNIGHT	15767	8576	20.1	54.4	103	12263	19.1	77.8	98	1646	19.0	10.4	97				
MIDNIGHT - 6:00 AM	9120	5075	11.9	55.6	106	7366	11.5	80.8	102	955	11.0	10.5	98				
6:00 AM - MIDNIGHT	58527	32166	75.3	55.0	104	46891	73.0	80.1	101	6456	74.4	11.0	103				
ENTIRE DAY	59311	32518	76.2	54.8	104	47544	74.0	80.2	101	6583	75.9	11.1	104				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8857	20.7	54.8	104	13279	20.7	82.1	104	1810	20.9	11.2	104				
ALL NEWS	2256	1013	2.4	44.9	85	1706	2.7	75.6	95	351	4.0	15.6	145				
AOR/PROGRESSIVE	3874	2153	5.0	55.6	105	2987	4.6	77.1	97	484	5.6	12.5	117				
BEAUTIFUL MUSIC	5660	2773	6.5	49.0	93	4411	6.9	77.9	98	629	7.2	11.1	104				
BLACK	2204	1398	3.3	63.4	120	1663	2.6	75.5	95	*227	2.6	10.3	96				
CLASSICAL	1418	721	1.7	50.8	96	1089	1.7	76.8	97	*248	2.9	17.5	163				
CHR/ROCK	9538	5903	13.8	61.9	117	7649	11.9	80.2	101	848	9.8	8.9	83				
COUNTRY	12648	7087	16.6	56.0	106	10101	15.7	79.9	101	1219	14.0	9.6	90				
GOLDEN OLDIES	1191	591	1.4	49.6	94	836	1.3	70.2	88	**101	1.2	8.5	79				
MOR/NOSTALGIA	4757	2566	6.0	53.9	102	3900	6.1	82.0	103	525	6.1	11.0	103				
NEWS/TALK	3863	1663	3.9	43.0	82	3027	4.7	78.4	99	524	6.0	13.6	127				
RELIGIOUS	3084	1582	3.7	51.3	97	2338	3.6	75.8	96	493	5.7	16.0	149				
SOFT ROCK	521	328	0.8	63.0	119	410	0.6	78.7	99	**50	0.6	9.6	90				
URBAN CONTEMPORARY	1585	1016	2.4	64.1	122	1214	1.9	76.6	97	*149	1.7	9.4	88				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2075	4.9	63.6	121	2700	4.2	82.8	104	*262	3.0	8.0	75				
ABC DIRECTION	2316	1249	2.9	53.9	102	1776	2.8	76.7	97	*277	3.2	12.0	112				
ABC ENTERTAINMENT	4834	2449	5.7	50.7	96	3929	6.1	81.3	102	539	6.2	11.2	104				
ABC FM	2202	1401	3.3	63.6	121	1706	2.7	77.5	98	*167	1.9	7.6	71				
ABC INFORMATION	5425	2683	6.3	49.5	94	4483	7.0	82.6	104	696	8.0	12.8	120				
ABC ROCK	1677	1080	2.5	64.4	122	1326	2.1	79.1	100	*192	2.2	11.4	107				
CBS	4430	2047	4.8	46.2	88	3593	5.6	81.1	102	523	6.0	11.8	110				
MUTUAL	4992	2833	6.6	56.8	108	4078	6.3	81.7	103	633	7.3	12.7	118				
NBC	4679	2570	6.0	54.9	104	3897	6.1	83.3	105	664	7.7	14.2	132				
RADIORADIO	1994	1161	2.7	58.2	110	1588	2.5	79.6	100	*173	2.0	8.7	81				
RKO ONE	2298	1333	3.1	58.0	110	1656	2.6	72.1	91	*186	2.1	8.1	76				
RKO TWO	3311	1567	3.7	47.3	90	2529	3.9	76.4	96	356	4.1	10.8	100				
THE SOURCE	2114	1222	2.9	57.8	110	1598	2.5	75.6	95	*268	3.1	12.7	118				
NON-WIRED : BLAIR	8654	5075	11.9	58.6	111	7121	11.1	82.3	104	937	10.8	10.8	101				
INTERNET	12025	6732	15.8	56.0	106	9466	14.7	78.7	99	1534	17.7	12.8	119				
KATZ RADIO GROUP	15359	7677	18.0	50.0	95	12170	18.9	79.2	100	1881	21.7	12.2	114				
SUPERNET	10628	5932	13.9	55.8	106	8400	13.1	79.0	100	989	11.4	9.3	87				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	4342	10.2	50.1	95	6873	10.7	79.4	100	894	10.3	10.3	96				
MKDAY 9:00 AM - 1:00 PM	12163	6446	15.1	53.0	101	9789	15.2	80.5	101	1122	12.9	9.2	86				
MKDAY 1:00 PM - 4:30 PM	16150	8787	20.6	54.4	103	12993	20.2	80.5	101	1529	17.6	9.5	88				
MKDAY 4:30 PM - 7:30 PM	22463	11162	26.1	49.7	94	17827	27.7	79.4	100	2215	25.5	9.9	92				
MKDAY 7:30 PM - 8:00 PM	31795	15993	37.5	50.3	95	25331	39.4	79.7	100	3085	35.6	9.7	91				
MKDAY 11:00 PM - 11:30 PM	23977	12892	30.2	53.8	102	19333	30.1	80.6	102	2533	29.2	10.6	99				
MKDAY 11:30 PM - 1:00 AM	7703	4400	10.3	57.1	108	6224	9.7	80.8	102	881	10.2	11.4	107				
M-SAT 8-11 PM-SUN 7-11 PM	33800	17762	41.6	52.6	100	27111	42.2	80.2	101	3522	40.6	10.4	97				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A	6538	3833	9.0	58.6	111	5269	8.2	80.6	102	569	6.6	8.7	81			
ANOTHER WORLD	N	4620	2205	5.2	47.7	91	3562	5.5	77.1	97	338	3.9	7.3	68			
AS THE WORLD TURNS	C	5614	3072	7.2	54.7	104	4466	7.0	79.6	100	585	6.7	10.4	97			
CAPITOL	C	3396	1807	4.2	53.2	101	2612	4.1	76.9	97	372	4.3	11.0	102			
CBS MORN. NEWS 1	C	1446	674	1.6	46.6	88	1085	1.7	75.0	95	142	1.6	9.8	92			
CBS MORN. NEWS 2	C	1207	522	1.2	43.2	82	877	1.4	72.7	92	100	1.2	8.3	77			
DAYS OF OUR LIVES	N	5877	3072	7.2	52.3	99	4795	7.5	81.6	103	475	5.5	8.1	75			
FACTS OF LIFE - DAYTIME	N	2290	1279	3.0	55.9	106	1840	2.9	80.3	101	239	2.8	10.4	97			
FAMILY FEUD	A	3023	1454	3.4	48.1	91	2345	3.6	77.6	98	261	3.0	8.6	81			
GENERAL HOSPITAL	A	6097	3508	8.2	57.5	109	4980	7.8	81.7	103	643	7.4	10.5	98			
GOOD MORNING, AMERICA-730	A	3515	1729	4.0	49.2	93	2830	4.4	80.5	101	370	4.3	10.5	98			
GOOD MORNING, AMERICA-830	A	2818	1456	3.4	51.7	98	2370	3.7	84.1	106	378	4.4	13.4	125			
GUIDING LIGHT	C	5339	2972	7.0	55.7	106	4258	6.6	79.8	101	572	6.6	10.7	100			
ONE LIFE TO LIVE	A	4478	2626	6.1	58.6	111	3714	5.8	82.9	105	421	4.9	9.4	88			
PRESS YOUR LUCK	C	2244	1289	3.0	57.4	109	1883	2.9	83.9	106	186	2.1	8.3	77			
PRICE IS RIGHT 1	C	4348	2329	5.5	53.6	102	3515	5.5	80.8	102	357	4.1	8.2	77			
PRICE IS RIGHT 2	C	5014	2655	6.2	53.0	100	4064	6.3	81.1	102	410	4.7	8.2	76			
RYAN'S HOPE	A	3150	1888	4.4	59.9	114	2543	4.0	80.7	102	375	4.3	11.9	111			
SALE OF THE CENTURY	N	2695	1373	3.2	50.9	97	2084	3.2	77.3	97	254	2.9	9.4	88			
SEARCH FOR TOMORROW	N	2319	1131	2.6	48.8	92	1787	2.8	77.1	97	128	1.5	5.5	52			
TODAY SHOW 1	N	2693	1215	2.8	45.1	86	2073	3.2	77.0	97	338	3.9	12.6	117			
TODAY SHOW 2	N	2498	1068	2.5	42.8	81	1923	3.0	77.0	97	238	2.7	9.5	89			
\$25,000 PYRAMID	C	2753	1401	3.3	50.9	97	2296	3.6	83.4	105	240	2.8	8.7	81			
WHEEL OF FORTUNE	N	4388	2299	5.4	52.4	99	3586	5.6	81.7	103	387	4.5	8.8	82			
YOUNG AND THE RESTLESS	C	5695	3143	7.4	55.2	105	4519	7.0	79.4	100	542	6.2	9.5	89			
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A		1760	856	2.0	48.6	92	1386	2.2	78.8	99	179	2.1	10.2	95			
NBA PLAYOFF GAME -1	C	1136	611	1.4	53.8	102	901	1.4	79.3	100	*89	1.0	7.8	73			
NBC MAJOR LEAGUE PRE-GAME N		953	423	1.0	44.4	84	765	1.2	80.3	101	*78	0.9	8.2	76			
SPORTSWORLD - SUN	N	1233	590	1.4	47.9	91	963	1.5	78.1	98	*89	1.0	7.2	67			
SUNDAY MORNING	C	1611	731	1.7	45.4	86	1271	2.0	78.9	99	*144	1.7	8.9	83			

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BREAKFAST CEREALS (COLD) - TYPE
(FEMALE HOMEMAKERS)

		PRE-SWEETENED (NO ADDED SUGAR REQUIRED)				REGULAR (ADD SUGAR TO TASTE)				NATURAL (CONTAINS NO PRESERVATIVES)				A	B	C	D	
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %					D INDX
TOTAL FEMALE HOMEMAKERS		80986	42701	100.0	52.7	100	64247	100.0	79.3	100	8677	100.0	10.7	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	12404	29.0	47.6	90	20589	32.0	79.0	100	2580	29.7	9.9	92				
NETWORK AFFILIATES - LATE		20261	10803	25.3	53.3	101	16338	25.4	80.6	102	2195	25.3	10.8	101				
INDEPENDENTS - LATE		2076	918	2.1	44.2	84	1671	2.6	80.5	101	265	3.1	12.8	119				
TV EVENING NTKW 6 PM - 2 AM																		
A TEAM	N	10453	5929	13.9	56.7	108	8341	13.0	79.8	101	1035	11.9	9.9	92				
ABC MONDAY NIGHT MOVIE	A	6412	3570	8.4	55.7	106	5188	8.1	80.9	102	843	9.7	13.1	123				
ABC SUNDAY NIGHT MOVIE	A	12407	6425	15.0	51.8	98	9757	15.2	78.6	99	1388	16.0	11.2	104				
ABC WORLD NEWS TONIGHT	A	6176	2840	6.7	46.0	87	4986	7.8	80.7	102	586	6.8	9.5	89				
AFTERMASH	C	5863	2969	7.0	50.6	96	4612	7.2	78.7	99	782	9.0	13.3	124				
ALICE	C	9594	4958	11.6	51.7	98	7722	12.0	80.5	101	1038	12.0	10.8	101				
AMERICAN PARADE	C	6622	3236	7.6	48.9	93	5113	8.0	77.2	97	767	8.8	11.6	108				
BENSON	A	10886	5335	12.5	49.0	93	8737	13.6	80.3	101	1149	13.2	10.6	99				
BLUE THUNDER	A	5036	2787	6.5	55.3	105	4030	6.3	80.0	101	493	5.7	9.8	91				
CAGNEY & LACEY	C	9965	5579	13.1	56.0	106	8201	12.8	82.3	104	1171	13.5	11.8	110				
CBS EVENING NEWS-DEAN	C	3491	1551	3.6	44.4	84	2757	4.3	79.0	100	394	4.5	11.3	105				
CBS EVENING NEWS-RATHER	C	7123	3494	8.2	49.1	93	5705	8.9	80.1	101	778	9.0	10.9	102				
CBS SAT. NEWS-SCHIEFFER	C	3621	1621	3.8	44.8	85	2845	4.4	78.6	99	461	5.3	12.7	119				
CBS SATURDAY NIGHT MOVIE	C	5436	2960	6.9	54.5	103	4521	7.0	83.2	105	514	5.9	9.5	88				
CBS WEDNESDAY NIGHT MOVIE	C	6100	2985	7.0	48.9	93	4768	7.4	78.2	99	639	7.4	10.5	98				
CHEERS	N	8889	4950	11.6	55.7	106	7195	11.2	80.9	102	1019	11.7	11.5	107				
DALLAS	C	22109	11720	27.4	53.0	101	17819	27.7	80.6	102	2490	28.7	11.3	105				
DIFF'RENT STROKES	N	6940	3407	8.0	49.1	93	5383	8.4	77.6	98	566	6.5	8.2	76				
DOUBLE TROUBLE	N	7223	3943	9.2	54.6	104	5829	9.1	80.7	102	766	8.8	10.6	99				
DUCK FACTORY	N	5595	3051	7.1	54.5	103	4560	7.1	81.5	103	579	6.7	10.3	97				
DUKES OF HAZZARD	C	5768	2980	7.0	51.7	98	4614	7.2	80.0	101	483	5.6	8.4	78				
DYNASTY	A	20053	10711	25.1	53.4	101	16168	25.2	80.6	102	2075	23.9	10.3	97				
FACTS OF LIFE	N	8087	4567	10.7	56.5	107	6621	10.3	81.9	103	859	9.9	10.6	99				
FALCON CREST	C	20046	10742	25.2	53.6	102	16183	25.2	80.7	102	2193	25.3	10.9	102				
FALL GUY	A	9084	4944	11.6	54.4	103	7255	11.3	79.9	101	832	9.6	9.2	85				
FAMILY TIES	N	7964	4347	10.2	54.6	104	6387	9.9	80.2	101	782	9.0	9.8	92				
FANTASY ISLAND	A	7687	4052	9.5	52.7	100	5908	9.2	76.9	97	760	8.8	9.9	92				
FOULUPS,BLEEPERS & BLUNDERS	A	8861	4727	11.1	53.3	101	7149	11.1	80.7	102	876	10.1	9.9	92				
FOUR SEASONS	C	5095	2680	6.3	52.6	100	4123	6.4	80.9	102	672	7.7	13.2	123				
GIMME A BREAK	N	8838	4617	10.8	52.2	99	6909	10.8	78.2	99	722	8.3	8.2	76				
HART TO HART	A	8978	4739	11.1	52.8	100	7085	11.0	78.9	99	887	10.2	9.9	92				
HILL STREET BLUES	N	8590	4798	11.2	55.9	106	6915	10.8	80.5	101	906	10.4	10.5	98				
HOTEL	A	14085	7623	17.9	54.1	103	11432	17.8	81.2	102	1304	15.0	9.3	86				
JEFFERSONS	C	9360	4832	11.3	51.6	98	7556	11.8	80.7	102	990	11.4	10.6	99				
JENNIFER SLEPT HERE	N	5841	3015	7.1	51.6	98	4632	7.2	79.3	100	549	6.3	9.4	88				
KATE & ALLIE	C	9206	4888	11.4	53.1	101	7486	11.7	81.3	103	1049	12.1	11.4	106				
KNIGHT RIDER	N	7076	3713	8.7	52.5	100	5631	8.8	79.6	100	591	6.8	8.4	78				
LOVE BOAT	A	12219	6185	14.5	50.6	96	9443	14.7	77.3	97	1296	14.9	10.6	99				
MAGNUM PI	C	11199	6011	14.1	53.7	102	9052	14.1	80.8	102	1205	13.9	10.8	100				
MAMA'S FAMILY	N	6057	3049	7.1	50.3	95	4885	7.6	80.7	102	540	6.2	8.9	83				
MASTER, THE	N	3598	1887	4.4	52.4	99	2725	4.2	75.7	95	320	3.7	8.9	83				
MATT HOUSTON	A	6344	3574	8.4	56.3	107	5187	8.1	81.8	103	807	9.3	12.7	119				
NBC MONDAY NIGHT MOVIE	N	11994	6762	15.8	56.4	107	9519	14.8	79.4	100	1206	13.9	10.1	94				
NBC NIGHTLY NEWS	N	5132	2410	5.6	47.0	89	4034	6.3	78.6	99	576	6.6	11.2	105				
NBC NIGHTLY NEWS-SAT	N	3375	1581	3.7	46.8	89	2671	4.2	79.1	100	362	4.2	10.7	100				
NBC NIGHTLY NEWS-SUN	N	3130	1496	3.5	47.8	91	2455	3.8	78.4	99	385	4.4	12.3	115				
NBC SUNDAY NIGHT MOVIE	N	8284	5003	11.7	60.4	115	6643	10.3	80.2	101	900	10.4	10.9	101				
NEWHART	C	9240	5059	11.8	54.8	104	7553	11.8	81.7	103	1057	12.2	11.4	107				
ONE DAY AT A TIME	C	7288	4283	10.0	58.8	111	5789	9.0	79.4	100	783	9.0	10.7	100				
PEOPLE ARE FUNNY	N	4855	2277	5.3	46.9	89	4082	6.4	84.1	106	349	4.0	7.2	67				
REAL PEOPLE	N	8869	4581	10.7	51.7	98	7197	11.2	81.1	102	907	10.5	10.2	95				
REMINGTON STEELE	N	7743	4315	10.1	55.7	106	6212	9.7	80.2	101	811	9.3	10.5	98				
RIPLY'S BELIEVE IT - NOT	A	5345	2881	6.7	53.9	102	4340	6.8	81.2	102	632	7.3	11.8	110				
RIPTIDE	N	6988	3908	9.2	55.9	106	5617	8.7	80.4	101	761	8.8	10.9	102				
SCARECROW & MRS. KING	C	10002	5051	11.8	50.5	96	7793	12.1	77.9	98	934	10.8	9.3	87				
SIMON & SIMON	C	10638	6007	14.1	56.5	107	8796	13.7	82.7	104	1166	13.4	11.0	102				
60 MINUTES	C	13293	6368	14.9	47.9	91	10520	16.4	79.1	100	1463	16.9	11.0	103				
ST. ELSEWHERE	N	7017	4183	9.8	59.6	113	5768	9.0	82.2	104	909	10.5	13.0	121				
THREE'S COMPANY	A	10917	5830	13.7	53.4	101	8783	13.7	80.5	101	1162	13.4	10.6	99				
T.J. HOOKER	A	9204	4688	11.0	50.9	97	7239	11.3	78.7	99	921	10.6	10.0	93				
TONIGHT SHOW	N	2372	1179	2.8	49.7	94	1862	2.9	78.5	99	218	2.5	9.2	86				
TRAPPER JOHN, M.D.	C	9846	5265	12.3	53.5	101	8069	12.6	82.0	103	1019	11.7	10.3	97				
TV BLOOPERS & PRAC. JOKES	N	9105	4651	10.9	51.1	97	7346	11.4	80.7	102	883	10.2	9.7	91				
20/20	A	9387	4659	10.9	49.6	94	765											

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CHEERIOS				CHEERIOS MONEY NUT				COOKIE CRISP				BRAN CHEX			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	25477	100.0	31.5	100	8945	100.0	11.0	100	3100	100.0	3.8	100	4963	100.0	6.1	100
18 - 24	9282	2852	11.2	30.7	98	889	9.9	9.6	87	*330	10.6	3.6	93	*456	9.2	4.9	80
25 - 34	19072	8039	31.6	42.2	134	3543	39.6	18.6	168	1161	37.5	6.1	159	1318	26.6	6.9	113
35 - 44	14591	5912	23.2	40.5	129	2236	25.0	15.3	139	827	26.7	5.7	148	1015	20.5	7.0	114
45 - 54	11345	3411	13.4	30.1	96	833	9.3	7.3	66	*339	10.9	3.0	78	724	14.6	6.4	104
55 - 64	11635	2694	10.6	23.2	74	838	9.4	7.2	65	**243	7.8	2.1	55	704	14.2	6.1	99
65 OR OLDER	15061	2570	10.1	17.1	54	606	6.8	4.0	36	**201	6.5	1.3	35	747	15.1	5.0	81
18 - 34	28354	10891	42.7	38.4	122	4432	49.5	15.6	142	1491	48.1	5.3	137	1774	35.7	6.3	102
18 - 49	48339	18687	73.3	38.7	123	7090	79.3	14.7	133	2500	80.6	5.2	135	3191	64.3	6.6	108
25 - 54	45008	17362	68.1	38.6	123	6612	73.9	14.7	133	2327	75.1	5.2	135	3057	61.6	6.8	111
35 - 49	19985	7796	30.6	39.0	124	2658	29.7	13.3	120	1010	32.6	5.1	132	1417	28.6	7.1	116
50 OR OLDER	32647	6790	26.7	20.8	66	1855	20.7	5.7	51	600	19.4	1.8	48	1773	35.7	5.4	89
GRADUATED COLLEGE	11155	3657	14.4	32.8	104	1532	17.1	13.7	124	*294	9.5	2.6	69	887	17.9	8.0	130
ATTENDED COLLEGE	13682	4896	19.2	35.8	114	1934	21.6	14.1	128	*421	13.6	3.1	80	1140	23.0	8.3	136
GRADUATED HIGH SCHOOL	33880	11723	46.0	34.6	110	4225	47.2	12.5	113	1545	49.8	4.6	119	2106	42.4	6.2	101
DID NOT GRADUATE HIGH SCHOOL	22270	5202	20.4	23.4	74	1254	14.0	5.6	51	840	27.1	3.8	99	830	16.7	3.7	61
EMPLOYED	40306	13373	52.5	33.2	105	4853	54.3	12.0	109	1686	54.4	4.2	109	2768	55.8	6.9	112
EMPLOYED FULL-TIME	32850	10310	40.5	31.4	100	3644	40.7	11.1	100	1428	46.1	4.3	114	2010	40.5	6.1	100
EMPLOYED PART-TIME	7456	3063	12.0	41.1	131	1209	13.5	16.2	147	**258	8.3	3.5	90	758	15.3	10.2	166
NOT EMPLOYED	40680	12104	47.5	29.8	95	4093	45.8	10.1	91	1415	45.6	3.5	91	2195	44.2	5.4	88
PROFESSIONAL/MANAGER	10392	3307	13.0	31.8	101	1311	14.7	12.6	114	**286	9.2	2.8	72	756	15.2	7.3	119
TECH/CLERICAL/SALES	17574	6043	23.7	34.4	109	2171	24.3	12.4	112	691	22.3	3.9	103	1217	24.5	6.9	113
PRECISION/CRAFT	985	*284	1.1	28.8	92	**127	1.4	12.9	117	**89	2.9	9.0	236	**112	2.3	11.4	186
OTHER EMPLOYED	11354	3739	14.7	32.9	105	1243	13.9	10.9	99	619	20.0	5.5	142	683	13.8	6.0	98
SINGLE	9863	2411	9.5	24.4	78	714	8.0	7.2	66	*226	7.3	2.3	60	460	9.3	4.7	76
MARRIED	51375	18528	72.7	36.1	115	6862	76.7	13.4	121	2177	70.2	4.2	111	3514	70.8	6.8	112
DIVORCED/SEPARATED/WIDOWED	19748	4538	17.8	23.0	73	1370	15.3	6.9	63	698	22.5	3.5	92	989	19.9	5.0	82
PARENTS	32590	15236	59.8	46.8	149	6054	67.7	18.6	168	2386	77.0	7.3	191	2239	45.1	6.9	112
WHITE	70416	23049	90.5	32.7	104	7951	88.9	11.3	102	2629	84.8	3.7	98	4529	91.3	6.4	105
BLACK	8778	1838	7.2	20.9	67	704	7.9	8.0	73	471	15.2	5.4	140	*358	7.2	4.1	67
OTHER	1791	*590	2.3	32.9	105	**291	3.3	16.2	147	**0	0.0	0.0	0	**77	1.6	4.3	70
NORTHEAST-CENSUS	17786	5861	23.0	33.0	105	1857	20.8	10.4	95	518	16.7	2.9	76	994	20.0	5.6	91
NORTH CENTRAL	20741	8374	32.9	40.4	128	2725	30.5	13.1	119	684	22.1	3.3	86	1466	29.5	7.1	115
SOUTH	27775	6298	24.7	22.7	72	2323	26.0	8.4	76	1528	49.3	5.5	144	1469	29.6	5.3	86
WEST	14683	4944	19.4	33.7	107	2040	22.8	13.9	126	*370	11.9	2.5	66	1034	20.8	7.0	115
NORTHEAST-MKTG.	17961	5582	21.9	31.1	99	1777	19.9	9.9	90	566	18.3	3.2	82	970	19.5	5.4	88
EAST CENTRAL	11885	4364	17.1	36.7	117	1516	16.9	12.8	115	512	16.5	4.3	113	839	16.9	7.1	115
WEST CENTRAL	14090	5826	22.9	41.3	131	1905	21.3	13.5	122	*333	10.7	2.4	62	1033	20.8	7.3	120
SOUTH	24081	5425	21.3	22.5	72	1955	21.9	8.1	74	1355	43.7	5.6	147	1232	24.8	5.1	83
PACIFIC	12969	4281	16.8	33.0	105	1792	20.0	13.8	125	**334	10.8	2.6	67	889	17.9	6.9	112
COUNTY SIZE A	32439	9947	39.0	30.7	97	3391	37.9	10.5	95	916	29.5	2.8	74	1815	36.6	5.6	91
COUNTY SIZE B	24915	7888	31.0	31.7	101	3185	35.6	12.8	116	1133	36.5	4.5	119	1755	35.4	7.0	115
COUNTY SIZE C	12930	4148	16.3	32.1	102	1505	16.8	11.6	105	*532	17.2	4.1	107	789	15.9	6.1	100
COUNTY SIZE D	10703	3494	13.7	32.6	104	865	9.7	8.1	73	*520	16.8	4.9	127	604	12.2	5.6	92
METRO CENTRAL CITY	24518	7050	27.7	28.8	91	2609	29.2	10.6	96	817	26.4	3.3	87	1382	27.8	5.6	92
METRO SUBURBAN	35919	11959	46.9	33.3	106	4306	48.1	12.0	109	1222	39.4	3.4	89	2387	48.1	6.6	108
NON METRO	20549	6468	25.4	31.5	100	2030	22.7	9.9	89	1061	34.2	5.2	135	1194	24.1	5.8	95
TOP 5 ADI'S	18341	5894	23.1	32.1	102	1854	20.7	10.1	92	456	14.7	2.5	65	902	18.2	4.9	80
TOP 10 ADI'S	25378	7729	30.3	30.5	97	2349	26.3	9.3	84	727	23.5	2.9	75	1401	28.2	5.5	90
TOP 20 ADI'S	36488	11200	44.0	30.7	98	3597	40.2	9.9	89	1000	32.3	2.7	72	2179	43.9	6.0	97
HSHLD INC. \$50,000 OR MORE	6612	2418	9.5	36.6	116	759	8.5	11.5	104	**251	8.1	3.8	99	*502	10.1	7.6	124
\$40,000 OR MORE	12659	4406	17.3	34.8	111	1737	19.4	13.7	124	*499	16.1	3.9	103	1025	20.7	8.1	132
\$30,000 OR MORE	24698	9020	35.4	36.5	116	3469	38.8	14.0	127	945	30.5	3.8	100	1912	38.5	7.7	126
\$25,000 OR MORE	32077	11784	46.3	36.7	117	4495	50.3	14.0	127	1243	40.1	3.9	101	2476	49.9	7.7	126
\$20,000 - \$24,999	9144	3420	13.4	37.4	119	1000	11.2	10.9	99	*314	10.1	3.4	90	581	11.7	6.4	104
\$15,000 - \$19,999	8728	2867	11.3	32.8	104	1141	12.8	13.1	118	*233	7.5	2.7	70	*428	8.6	4.9	80
\$10,000 - \$14,999	12562	3476	13.6	27.7	88	1320	14.8	10.5	95	667	21.5	5.3	139	743	15.0	5.9	97
UNDER \$10,000	18475	3931	15.4	21.3	68	990	11.1	5.4	49	644	20.8	3.5	91	736	14.8	4.0	65
HOUSEHOLD OF 1 PERSON	11987	1709	6.7	14.3	45	373	4.2	3.1	28	**75	2.4	0.6	16	538	10.8	4.5	73
2 PEOPLE	26577	5648	22.2	21.3	68	1691	18.9	6.4	58	*499	16.1	1.9	49	1322	26.6	5.0	81
3 OR 4 PEOPLE	30617	12623	49.5	41.2	131	4529	50.6	14.8	134	1592	51.4	5.2	136	2098	42.3	6.9	112
5 OR MORE PEOPLE	11804	5498	21.6	46.6	148	2353	26.3	19.9	180	934	30.1	7.9	207	1005	20.2	8.5	139
NO CHILD IN HSHLD	46165	9464	37.1	20.5	65	2503	28.0	5.4	49	543	17.5	1.2	31	2621	52.8	5.7	93
CHILD(REN) UNDER 2 YRS	5325	2906	11.4	54.6	173	978	10.9	18.4	166	**212	6.8	4.0	104	*387	7.8	7.3	119
2 - 5 YEARS	14221	6795	26.7	47.8	152	3270	36.6	23.0	208	939	30.3	6.6	172	896	18.1	6.3	103
6 - 11 YEARS	15117	7305	28.7	48.3	154	3291	36.8	21.8	197	1571	50.7	10.4	271	1200	24.2	7.9	130
12 - 17 YEARS	16611	7201	28.3	43.4	138	2812	31.4	16.9	153	1247	40.2	7.5	196	1192	24.0	7.2	117
RESIDENCE OWNED	55884	18615	73.1	33.3	106	6516	72.8	11.7	106	2122	68.5	3.8	99	4043	81.5	7.2	118
VALUE: \$50,000 OR MORE	31744	11168	43.8	35.2	112	3967	44.3	12.5	113	1144	36.9	3.6	94	2607	52.5	8.2	134
VALUE: UNDER \$50,000	24140	7447	29.2	30.8	98	2549	28.5	10.6	96	978	31.5	4.1	106	1436	28.9	5.9	97

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAkers)

		TOTAL U.S. '000	CHEERIOS				CHEERIOS HONEY NUT				COOKIE CRISP				BRAN CHEX			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	25477	100.0	31.5	100	8945	100.0	11.0	100	3100	100.0	3.8	100	4963	100.0	6.1	100
MAGAZINES	QUINTILE 1	15799	6024	23.6	38.1	121	2213	24.7	14.0	127	708	22.8	4.5	117	1432	28.9	9.1	148
	QUINTILE 2	17259	5625	22.1	32.6	104	2016	22.5	11.7	106	719	23.2	4.2	109	1299	26.2	7.5	123
	QUINTILE 3	13545	4467	17.5	33.0	105	1510	16.9	11.1	101	*373	12.0	2.8	72	777	15.7	5.7	94
	QUINTILE 4	15133	4419	17.3	29.2	93	1712	19.1	11.3	102	643	20.7	4.2	111	744	15.0	4.9	80
	QUINTILE 5	19250	4942	19.4	25.7	82	1495	16.7	7.8	70	658	21.2	3.4	89	710	14.3	3.7	60
NEWSPAPERS	QUINTILE 1	12413	3847	15.1	31.0	99	1174	13.1	9.5	86	*416	13.4	3.4	88	768	15.5	6.2	101
	QUINTILE 2	24116	7876	30.9	32.7	104	2923	32.7	12.1	110	808	26.1	3.4	88	1551	31.3	6.4	105
	QUINTILE 3	11261	3658	14.4	32.5	103	1271	14.2	11.3	102	*477	15.4	4.2	111	739	14.9	6.6	106
	QUINTILE 4	20255	6576	25.8	32.5	103	2411	27.0	11.9	108	852	27.5	4.2	110	1327	26.7	6.6	107
	QUINTILE 5	12940	3520	13.8	27.2	86	1167	13.0	9.0	82	*548	17.7	4.2	111	579	11.7	4.5	73
OUTDOOR	QUINTILE 1	14852	4920	19.3	33.1	105	1897	21.2	12.8	116	610	19.7	4.1	107	842	17.0	5.7	93
	QUINTILE 2	15725	5654	22.2	36.0	114	1967	22.0	12.5	113	572	18.5	3.6	95	775	15.6	4.9	80
	QUINTILE 3	16330	4813	18.9	29.5	94	1803	20.2	11.0	100	662	21.5	4.1	107	1186	23.9	7.3	119
	QUINTILE 4	16744	5364	21.1	32.0	102	1600	17.9	9.6	87	611	19.7	3.6	95	1150	23.2	6.9	112
	QUINTILE 5	17334	4725	18.5	27.3	87	1678	18.8	9.7	88	640	20.6	3.7	96	1010	20.4	5.8	95
RADIO-DRIVE TIME	QUINTILE 1	15911	5722	22.5	36.0	114	2157	24.1	13.6	123	599	19.3	3.8	98	1214	24.5	7.6	125
	QUINTILE 2	14837	4759	18.7	32.1	102	1798	20.1	12.1	110	524	16.9	3.5	92	798	16.1	5.4	88
	QUINTILE 3	15339	4973	19.5	32.4	103	1703	19.0	11.1	101	*613	19.8	4.0	104	802	16.2	5.2	85
	QUINTILE 4	16723	5358	21.0	32.0	102	1818	20.3	10.9	98	734	23.7	4.4	115	1043	21.0	6.2	102
	QUINTILE 5	18176	4665	18.3	25.7	82	1470	16.4	8.1	73	*632	20.4	3.5	91	1107	22.3	6.1	99
RADIO-MID- DAY	TERCILE 1	21020	7535	29.6	35.8	114	2585	28.9	12.3	111	690	22.3	3.3	86	1555	31.3	7.4	121
	TERCILE 2	21610	7283	28.6	33.7	107	2635	29.5	12.2	110	885	28.6	4.1	107	1491	30.0	6.9	113
	TERCILE 3	38355	10659	41.8	27.8	88	3725	41.6	9.7	88	1525	49.2	4.0	104	1917	38.6	5.0	82
RADIO-TOTAL	QUINTILE 1	15988	5511	21.6	34.5	110	2074	23.2	13.0	117	630	20.3	3.9	103	1216	24.5	7.6	124
	QUINTILE 2	15626	5526	21.7	35.4	112	1964	22.0	12.6	114	689	22.2	4.4	115	1004	20.2	6.4	105
	QUINTILE 3	16723	5755	22.6	34.4	109	1914	21.4	11.4	104	692	22.3	4.1	108	922	18.6	5.5	90
	QUINTILE 4	16342	4668	18.3	28.6	91	1676	18.7	10.3	93	*543	17.5	3.3	87	975	19.6	6.0	97
	QUINTILE 5	16306	4016	15.8	24.6	78	1317	14.7	8.1	73	*546	17.6	3.3	87	847	17.1	5.2	85
TV-PRIME TIME	QUINTILE 1	15953	4669	18.3	29.3	93	1550	17.3	9.7	88	528	19.0	3.7	96	855	17.2	5.4	87
	QUINTILE 2	16137	5333	20.9	33.0	105	2022	22.6	12.5	113	721	23.3	4.5	117	935	18.8	5.8	95
	QUINTILE 3	16420	5439	21.3	33.1	105	1809	20.2	11.0	100	642	20.7	3.9	102	1043	21.0	6.4	104
	QUINTILE 4	16687	5114	20.1	30.6	97	1760	19.7	10.5	95	613	19.8	3.7	96	1093	22.0	6.6	107
	QUINTILE 5	15789	4922	19.3	31.2	99	1805	20.2	11.4	104	*535	17.3	3.4	89	1038	20.9	6.6	107
TV-DAYTIME	TERCILE 1	27736	8436	33.1	30.4	97	3136	35.1	11.3	102	1024	33.0	3.7	96	1455	29.3	5.2	86
	TERCILE 2	26489	8890	34.9	33.6	107	3099	34.6	11.7	106	1228	39.6	4.6	121	1720	34.7	6.5	106
	TERCILE 3	26761	8151	32.0	30.5	97	2710	30.3	10.1	92	849	27.4	3.2	83	1789	36.0	6.7	109
TV-TOTAL	QUINTILE 1	16345	4627	18.2	28.3	90	1623	18.1	9.9	90	644	20.8	3.9	103	885	17.8	5.4	88
	QUINTILE 2	16447	4909	19.3	29.8	95	1714	19.2	10.4	94	546	17.6	3.3	87	889	17.9	5.4	88
	QUINTILE 3	15980	5139	20.2	32.2	102	1932	21.6	12.1	109	880	21.9	4.3	111	1137	22.9	7.1	116
	QUINTILE 4	15887	5520	21.7	34.7	110	1803	20.2	11.3	103	667	21.5	4.2	110	968	19.5	6.1	99
	QUINTILE 5	16326	5283	20.7	32.4	103	1874	21.0	11.5	104	*564	18.2	3.5	90	1085	21.9	6.6	108
MAGAZINES-NEWSPAPERS: DUAL		20721	7368	28.9	35.6	113	2596	29.0	12.5	113	823	26.5	4.0	104	1490	30.0	7.2	117
MAGAZINE IMPERATIVE		19186	6641	26.1	34.6	110	2499	27.9	13.0	118	830	26.8	4.3	113	1614	32.5	8.4	137
NEWSPAPER IMPERATIVE		21899	6337	24.9	28.9	92	2264	25.3	10.3	94	690	22.3	3.2	82	1098	22.1	5.0	82
MAGAZINES-OUTDOOR: DUAL		15451	5374	21.1	34.8	111	2190	24.5	14.2	128	711	22.9	4.6	120	1020	20.6	6.6	108
MAGAZINE IMPERATIVE		25953	8647	33.9	33.3	106	2859	32.0	11.0	100	963	31.1	3.7	97	2220	44.7	8.6	140
OUTDOOR IMPERATIVE		24400	7752	30.4	31.8	101	2676	29.9	11.0	99	874	28.2	3.6	94	1025	20.7	4.2	69
MAGAZINES-RADIO: DUAL		18049	6799	26.7	37.7	120	2451	27.4	13.6	123	752	24.3	4.2	109	1420	28.6	7.9	128
MAGAZINE IMPERATIVE		23571	7678	30.1	32.6	104	2729	30.5	11.6	105	875	28.2	3.7	97	1770	35.7	7.5	123
RADIO IMPERATIVE		23278	7454	29.3	32.0	102	2446	27.3	10.5	95	939	30.3	4.0	105	1150	23.2	4.9	81
MAGAZINES-TELEVISION: DUAL		15459	4935	19.4	31.9	101	1864	20.8	12.1	109	566	18.3	3.7	96	977	19.7	6.3	103
MAGAZINE IMPERATIVE		25829	9491	37.3	36.7	117	3395	38.0	13.1	119	1012	32.6	3.9	102	2201	44.3	8.5	139
TELEVISION IMPERATIVE		26039	7072	27.8	27.2	86	2533	28.3	9.7	88	985	31.2	3.7	97	1191	24.0	4.6	75
NEWSPAPERS-OUTDOOR: DUAL		16605	5530	21.7	33.3	106	2056	23.0	12.4	112	557	18.0	3.4	88	1037	20.9	6.2	102
NEWSPAPER IMPERATIVE		26834	8355	32.8	31.1	99	2701	30.2	10.1	91	962	31.0	3.6	94	1766	35.6	6.6	107
OUTDOOR IMPERATIVE		23346	7614	29.9	32.6	104	2821	31.5	12.1	109	1083	34.9	4.6	121	1270	25.6	5.4	89
NEWSPAPERS-RADIO: DUAL		17133	5706	22.4	33.3	106	2080	23.3	12.1	110	754	24.3	4.4	115	1204	24.3	7.0	115
NEWSPAPER IMPERATIVE		25892	7901	31.0	30.5	97	2660	29.7	10.3	93	754	24.3	2.9	76	1504	30.3	5.8	95
RADIO IMPERATIVE		23167	8223	32.3	35.5	113	2890	32.3	12.5	113	980	31.6	4.2	111	1513	30.5	6.5	107
NEWSPAPERS-TELEVISION: DUAL		17159	5251	20.6	30.6	97	1774	19.8	10.3	94	562	18.1	3.3	86	920	18.5	5.4	87
NEWSPAPER IMPERATIVE		26214	8769	34.4	33.5	106	3011	33.7	11.5	104	995	32.1	3.8	99	1827	36.8	7.0	114
TELEVISION IMPERATIVE		23412	6885	27.0	29.4	93	2501	28.0	10.7	97	999	32.2	4.3	111	1341	27.0	5.7	93
OUTDOOR-RADIO: DUAL		15303	5417	21.3	35.4	113	2155	24.1	14.1	127	603	19.5	3.9	103	900	18.1	5.9	96
OUTDOOR IMPERATIVE		24901	7741	30.4	31.1	99	2741	30.6	11.0	100	969	31.3	3.9	102	1286	25.9	5.2	84
RADIO IMPERATIVE		26492	8909	35.0	33.6	107	2879	32.2	10.9	98	1105	35.6	4.2	109	1927	38.8	7.3	11

	TOTAL U.S. '000	CHEERIOS				CHEERIOS MONEY NUT				COOKIE CRISP				BRAN CHEX			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	25477	100.0	31.5	100	8945	100.0	11.0	100	3100	100.0	3.8	100	4963	100.0	6.1	100
ATLANTIC MONTHLY	415	*115	0.5	27.7	88	**35	0.4	8.4	76	**0	0.0	0.0	0	**28	0.6	6.7	110
BARRON'S	453	**131	0.5	28.9	92	**79	0.9	17.4	158	**0	0.0	0.0	0	**19	0.4	4.2	68
BETTER HOMES & GARDENS	16256	6216	24.4	38.2	122	2309	25.8	14.2	129	555	17.9	3.4	89	1324	26.7	8.1	133
BON APPETIT	2535	923	3.6	36.4	116	323	3.6	12.7	115	**27	0.9	1.1	28	*157	3.2	6.2	101
BUSINESS WEEK	1278	368	1.4	28.8	92	**104	1.2	8.1	74	**30	1.0	2.3	61	**41	0.8	3.2	52
CAR AND DRIVER	378	**113	0.4	29.9	95	**19	0.2	5.0	46	**5	0.2	1.3	35	**24	0.5	6.3	104
CBS MAGAZINE NETWORK (GROSS)	1498	519	2.0	34.6	110	**207	2.3	13.8	125	**65	2.1	4.3	113	*118	4.4	14.6	237
CHANGING TIMES	1505	488	1.9	32.4	103	*230	2.6	15.3	138	**78	2.5	5.2	135	**84	1.7	5.6	91
COLONIAL HOMES	1231	523	2.1	42.5	135	*257	2.9	20.9	189	**101	3.3	8.2	214	**100	2.0	8.1	133
CONDE NAST MAG. PKG. (GROSS)	14146	5004	19.6	35.4	112	1776	19.9	12.6	114	589	19.0	4.2	109	1149	23.2	8.1	133
CONSUMERS DIGEST	1323	363	1.4	27.4	87	*168	1.9	12.7	115	**12	0.4	0.9	24	**127	2.6	9.6	157
COSMOPOLITAN	7102	2238	8.8	31.5	100	770	8.6	10.8	98	275	8.9	3.9	101	540	10.9	7.6	124
COUNTRY LIVING	2481	861	3.4	34.7	110	266	3.0	10.7	97	**67	2.2	2.7	71	*374	7.5	15.1	246
CUISINE	1472	498	2.0	33.8	108	*190	2.1	12.9	117	**61	2.0	4.1	108	**126	2.5	8.6	140
CYCLE WORLD	425	*176	0.7	41.4	132	**28	0.3	6.6	60	**11	0.4	2.6	68	**74	1.5	17.4	284
DCI:CREATIVE IDEAS FOR LIV	2510	929	3.6	37.0	118	370	4.1	14.7	133	**85	2.7	3.4	88	*279	5.6	11.1	181
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1908	7.5	28.5	91	734	8.2	11.0	99	*226	7.3	3.4	88	722	14.5	10.8	176
DISCOVER	894	216	0.8	24.2	77	*187	2.1	20.9	189	**45	1.5	5.0	131	*34	0.7	3.8	62
EBONY	3507	879	3.5	25.1	80	406	4.5	11.6	105	*186	6.0	5.3	139	*200	4.0	5.7	93
ESQUIRE	1083	292	1.1	27.0	86	*141	1.6	13.0	118	**62	2.0	5.7	150	**67	1.3	6.2	101
ESSENCE	1830	490	1.9	26.8	85	247	2.8	13.5	122	*97	3.1	5.3	138	**104	2.1	5.7	93
FAMILY CIRCLE	15930	5908	23.2	37.1	118	2169	24.2	13.6	123	631	20.4	4.0	103	1029	20.7	6.5	105
THE FAMILY HANDYMAN	1126	401	1.6	35.6	113	*235	2.6	20.9	189	**47	1.5	4.2	109	**33	0.7	2.9	48
FAMILY WEEKLY	11468	3840	15.1	33.5	106	1431	16.0	12.5	113	498	16.1	4.3	113	664	13.4	5.8	94
FIELD & STREAM	2234	801	3.1	35.9	114	*275	3.1	12.3	111	*78	2.5	3.5	91	*211	4.3	9.4	154
FOOD & WINE	579	*178	0.7	30.7	98	**91	1.0	15.7	142	**12	0.4	2.1	54	**34	0.7	5.9	96
FORBES	728	*183	0.7	25.1	80	*91	1.0	12.5	113	*30	1.0	4.1	108	*33	0.7	4.5	74
FORTUNE	906	*218	0.9	24.1	76	*124	1.4	13.7	124	*26	0.8	2.9	75	*39	0.8	4.3	70
GENTLEMEN'S QUARTERLY	791	*238	0.9	30.1	96	*68	0.8	8.6	78	*33	1.1	4.2	109	*39	0.8	4.9	80
GLAMOUR	5265	1977	7.8	37.5	119	674	7.5	12.8	116	*207	6.7	3.9	103	426	8.6	8.1	132
GOLF DIGEST	636	*224	0.9	35.2	112	*91	1.0	14.3	130	*38	1.2	6.0	156	**100	2.0	15.7	257
GOLF DIGEST/TENNIS (GROSS)	1186	386	1.5	32.5	103	*142	1.6	12.0	108	*56	1.8	4.7	123	**123	2.5	10.4	169
GOLF MAGAZINE	441	*171	0.7	38.8	123	*38	0.4	8.6	78	*11	0.4	2.5	65	*35	0.7	7.9	130
GOLF MAGAZINE/SKI (GROSS)	922	352	1.4	38.2	121	*116	1.3	12.6	114	*38	1.2	4.1	108	*91	1.8	9.9	161
GOOD HOUSEKEEPING	16487	5893	23.1	35.7	114	2295	25.7	13.9	126	574	18.5	3.5	91	1435	28.9	8.7	142
HARPER'S BAZAAR	2423	813	3.2	33.6	107	380	4.2	15.7	142	*100	3.2	4.1	108	*178	3.6	7.3	120
HEALTH	1994	580	2.3	29.1	92	*295	3.3	14.8	134	*69	2.2	3.5	90	*164	3.3	8.2	134
HEARST MAG CORP. BUY (GROSS)	44101	15186	59.6	34.4	109	5920	66.2	13.4	122	1770	57.1	4.0	105	3954	79.7	9.0	146
HEARST MAN POWER (GROSS)	1993	680	2.7	34.1	108	302	3.4	15.2	137	*126	4.1	6.3	165	*120	2.4	6.0	98
HEARST WOMAN POWER (GROSS)	31274	10865	42.6	34.7	110	4194	46.9	13.4	121	1202	38.8	3.8	100	2698	54.4	8.6	141
HOUSE BEAUTIFUL	3623	1152	4.5	31.8	101	419	4.7	11.6	105	*150	4.8	4.1	108	396	8.0	10.9	178
INC.	283	**90	0.4	31.8	101	*56	0.6	19.8	179	*28	0.9	9.9	258	*13	0.3	4.6	75
JET	2928	630	2.5	21.5	68	365	4.1	12.5	113	*162	5.2	5.5	145	*135	2.7	4.6	75
LADIES' HOME JOURNAL	11918	4203	16.5	35.3	112	1514	16.9	12.7	115	493	15.9	4.1	108	946	19.1	7.9	130
LHJ FAMILY GRP COMBO(GROSS)	16764	5857	23.0	34.9	111	2242	25.1	13.4	121	650	21.0	3.9	101	1287	25.9	7.7	125
LIFE	4254	1531	6.0	36.0	114	597	6.7	14.0	127	*192	6.2	4.5	118	*238	4.8	5.6	91
L.A. TIMES HOME MAGAZINE	1145	264	1.0	23.1	73	*141	1.6	12.3	111	*8	0.3	0.7	18	*29	0.6	2.5	41
MADAMOISELLE	2884	1039	4.1	36.0	115	417	4.7	14.5	131	*143	4.6	5.0	130	*257	5.2	8.9	145
MC CALL'S	13460	4948	19.4	36.8	117	1740	19.5	12.9	117	491	15.8	3.6	95	1070	21.6	7.9	130
MC CALL'S/WRK MOTHER (GROSS)	14606	5481	21.5	37.5	119	1919	21.5	13.1	119	543	17.5	3.7	97	1179	23.8	8.1	132
MECHANIX ILLUSTRATED	772	*222	0.9	28.8	91	*85	1.0	11.0	100	*35	1.1	4.5	118	*440	0.8	5.2	85
METROPOLITAN HOME	967	302	1.2	31.2	99	*131	1.5	13.5	123	*54	1.7	5.6	146	*105	2.1	10.9	177
MONEY	1588	498	2.0	31.4	100	*233	2.6	14.7	133	*65	2.1	4.1	107	*122	2.5	7.7	125
MOTHER EARTH NEWS	1002	348	1.4	34.7	110	*191	2.1	19.1	173	*14	0.5	1.4	37	*93	1.9	9.3	151
MS.	825	241	0.9	29.2	93	*147	1.6	17.8	161	*30	1.0	3.6	95	*58	1.2	7.0	115
NATIONAL ENQUIRER	10336	3341	13.1	32.3	103	1036	11.6	10.0	91	491	15.8	4.8	124	592	11.9	5.7	93
NATIONAL GEOGRAPHIC	9597	3162	12.4	32.9	105	1219	13.6	12.7	115	337	10.9	3.5	92	781	15.7	8.1	133
NATIONAL SUNDAY MAGAZINE PKG	49558	16170	63.5	32.6	104	5910	66.1	11.9	108	1770	57.1	3.6	93	3229	65.1	6.5	106
NATURAL HISTORY	573	*165	0.6	28.8	92	*31	0.3	5.4	49	*15	0.5	2.6	68	*66	1.3	11.5	188
NEW WOMAN	1699	574	2.3	33.8	107	*122	1.4	7.2	65	*81	2.6	4.8	125	*115	2.3	6.8	110
NEW YORK INCLUDING CUE	443	*100	0.4	22.6	72	*61	0.7	13.8	125	*1	0.0	0.2	6	*10	0.2	2.3	37
THE NEW YORKER	1270	396	1.6	31.2	99	*64	0.7	5.0	46	*74	2.4	5.8	152	*75	1.5	5.9	96
NEWSWEEK	6277	2207	8.7	35.2	112	919	10.3	14.6	133	*226	7.3	3.6	94	587	11.8	9.4	153
THE N.Y. TIMES DAILY EDITION	1205	330	1.3	27.4	87	*86	1.0	7.1	65	*26	0.8	2.2	56	*84	1.7	7.0	114
THE N.Y. TIMES MAGAZINE	2081	614	2.4	29.5	94	*190	2.1	9.1	83	*21	0.7	1.0	26	*92	1.9	4.4	72
OMNI	788	*224	0.9	28.4	90	*89	1.0	11.3	102	*44	1.4	5.6	146	*44	0.9	5.6	91
ON CABLE	1158	499	2.0	43.1	137	*192	2.1	16.6	150	*31	1.0	2.7	70	*82	1.7	7.1	116
1001 HOME IDEAS	2852	1074	4.2	37.7	120	432	4.8	15.1	137	*38	2.8	3.1	81	*177	3.6	6.2	101
ORGANIC GARDENING	1658	527	2.1	31.8	101	*230	2.6	13.9	126	*48	1.5	2.9	76	*64	1.3	3.9	63
OUTDOOR LIFE	896	372	1.5	41.5	132	*108	1.2	12.1	109	*44	1.4	4.9	128	*102	2.1	11.4	186
PARADE MAGAZINE	24275	7842	30.8	32.3	103	2556	28.6	10.5	95	870	28.1	3.6	94	1624	32.7	6.7	109

	TOTAL U.S. '000	CHEERIOS				CHEERIOS HONEY NUT				COOKIE CRISP				BRAN CHEX			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	25477	100.0	31.5	100	8945	100.0	11.0	100	3100	100.0	3.8	100	4963	100.0	6.1	100
PARENTS	3845	1897	7.4	49.3	157	893	10.0	23.2	210	*170	5.5	4.4	116	370	7.5	9.6	157
PENTHOUSE	831	*200	0.8	24.1	77	**69	0.8	8.3	75	**52	1.7	6.3	163	**21	0.4	2.5	41
PEOPLE	11645	4094	16.1	35.2	112	1528	17.1	13.1	119	563	18.2	4.8	126	931	18.8	8.0	130
PLAYBOY	2006	638	2.5	31.8	101	*205	2.3	10.2	93	**87	2.8	4.3	113	**89	1.8	4.4	72
POPULAR HOT RODDING	297	**120	0.5	40.4	128	**57	0.6	19.2	174	**35	1.1	11.8	308	**28	0.6	9.4	154
POPULAR MECHANICS	1018	318	1.2	31.2	99	**135	1.5	13.3	120	**97	3.1	9.5	249	**50	1.0	4.9	80
POPULAR SCIENCE	878	282	1.1	32.1	102	**68	0.8	7.7	70	**71	2.3	8.1	211	**86	1.7	9.8	160
PREVENTION	3913	1328	5.2	33.9	108	389	4.3	9.9	90	*145	4.7	3.7	97	412	8.3	10.5	172
PSYCHOLOGY TODAY	1710	687	2.7	40.2	128	*216	2.4	12.6	114	**43	1.4	2.5	66	*105	2.1	6.1	100
READER'S DIGEST	22204	7865	30.9	35.4	113	2863	32.0	12.9	117	847	27.3	3.8	100	1820	36.7	8.2	134
REDBOOK	7684	2734	10.7	35.6	113	1129	12.6	14.7	133	353	11.4	4.6	120	723	14.6	9.4	154
ROAD & TRACK	410	*182	0.7	44.4	141	**84	0.9	20.5	185	**30	1.0	7.3	191	**42	0.8	10.2	167
ROLLING STONE	969	344	1.4	35.5	113	*123	1.4	12.7	115	**59	1.9	6.1	159	**54	1.1	5.6	91
RUNNER'S WORLD	298	**98	0.4	32.9	105	**33	0.4	11.1	100	**0	0.0	0.0	0	**25	0.5	8.4	137
SATURDAY EVENING POST	1169	417	1.6	35.7	113	*153	1.7	13.1	118	**32	1.0	2.7	72	**81	1.6	6.9	113
SCIENCE 84	587	*144	0.6	24.5	78	**79	0.9	13.5	122	**50	1.6	8.5	223	**25	0.5	4.3	69
SCIENCE DIGEST	482	*173	0.7	35.9	114	**76	0.8	15.8	143	**6	0.2	1.2	33	**12	0.2	2.5	41
SCIENTIFIC AMERICAN	594	*126	0.5	21.2	67	**45	0.5	7.6	69	**29	0.9	4.9	128	**27	0.5	4.5	74
SELF	2089	811	3.2	38.8	123	*263	2.9	12.6	114	**103	3.3	4.9	129	*230	4.6	11.0	180
SEVENTEEN	2411	924	3.6	38.3	122	*230	2.6	9.5	86	*124	4.0	5.1	134	*147	3.0	6.1	99
SKI	480	*182	0.7	37.9	121	**78	0.9	16.3	147	**27	0.9	5.6	147	**56	1.1	11.7	190
SMITHSONIAN	2760	676	2.7	24.5	78	307	3.4	11.1	101	**33	1.1	1.2	31	290	5.8	10.5	171
SOAP OPERA DIGEST	3013	1149	4.5	38.1	121	446	5.0	14.8	134	*216	7.0	7.2	187	*157	3.2	5.2	85
SOUTHERN LIVING	4184	979	3.8	23.4	74	364	4.1	8.7	79	*141	4.5	3.4	88	443	8.9	10.6	173
SPORT	559	*126	0.5	22.5	72	**75	0.8	13.4	121	**21	0.7	3.8	98	**32	0.6	5.7	93
THE SPORTING NEWS	436	**165	0.6	37.8	120	**67	0.7	15.4	139	**36	1.2	8.3	216	**31	0.6	7.1	116
SPORTS AFIELD	493	*190	0.7	38.5	123	**91	1.0	18.5	167	**23	0.7	4.7	122	**58	1.2	11.8	192
SPORTS ILLUSTRATED	2758	1052	4.1	38.1	121	321	3.6	11.6	105	*149	4.8	5.4	141	*207	4.2	7.5	122
STAR	7456	2451	9.6	32.9	104	663	7.4	8.9	81	369	11.9	4.9	129	357	7.2	4.8	78
SUNDAY	24936	7969	31.3	32.0	102	2927	32.7	11.7	106	899	29.0	3.6	94	1689	34.0	6.8	111
SUNSET	2124	708	2.8	33.3	106	383	4.3	18.0	163	**57	1.8	2.7	70	*239	4.8	11.3	184
TV GUIDE	21661	7412	29.1	34.2	109	2581	28.9	11.9	108	1120	36.1	5.2	135	1402	28.2	6.5	106
TENNIS	550	*161	0.6	29.3	93	**52	0.6	9.5	86	**18	0.6	3.3	85	**23	0.5	4.2	68
TIME	8880	3039	11.9	34.2	109	1173	13.1	13.2	120	325	10.5	3.7	96	697	14.0	7.8	128
TOWN & COUNTRY	917	236	0.9	25.7	82	**67	0.7	7.3	66	**24	0.8	2.6	68	**75	1.5	8.2	133
TRAVEL & LEISURE	972	306	1.2	31.5	100	**111	1.2	11.4	103	**41	1.3	4.2	110	**89	1.8	9.2	149
TRUE STORY	3356	1154	4.5	34.4	109	441	4.9	13.1	119	*267	8.6	8.0	208	*156	3.1	4.6	76
U.S. NEWS & WORLD REPORT	3410	1207	4.7	35.4	113	*248	2.8	7.3	66	**95	3.1	2.8	73	*232	4.7	6.8	111
USA TODAY	1759	663	2.6	37.7	120	*206	2.3	11.7	106	**52	1.7	3.0	77	*131	2.6	7.4	122
US	1873	720	2.8	38.4	122	*264	3.0	14.1	128	**98	3.2	5.2	137	*230	4.6	12.3	200
VOGUE	3909	1176	4.6	30.1	96	421	4.7	10.8	98	*136	4.4	3.5	91	236	4.8	6.0	99
WALL STREET JOURNAL	1886	552	2.2	29.3	93	*164	1.8	8.7	79	**43	1.4	2.3	60	**107	2.2	5.7	93
WEIGHT WATCHERS	2120	844	3.3	39.8	127	268	3.0	12.6	114	*133	4.3	6.3	164	**108	2.2	5.1	83
WOMAN'S DAY	14172	5203	20.4	36.7	117	1964	22.0	13.9	125	552	17.8	3.9	102	1098	22.1	7.7	126
WORKING MOTHER	1146	532	2.1	46.4	148	*179	2.0	15.6	141	**52	1.7	4.5	119	**108	2.2	9.4	154
WORKING WOMAN	1322	483	1.9	36.5	116	*206	2.3	15.6	141	**78	2.5	5.9	154	**84	1.7	6.4	104
WORLD TENNIS	*163	**70	0.3	42.9	137	**33	0.4	20.2	183	**9	0.3	5.5	144	**4	0.1	2.5	40
ZIFF-DAVIS MAG NETWK (GROSS)	2532	803	3.2	31.7	101	314	3.5	12.4	112	**138	4.5	5.5	142	*203	4.1	8.0	131
BLAIR INSERTS	43657	13884	54.5	31.8	101	5028	56.2	11.5	104	1532	49.4	3.5	92	2824	56.9	6.5	106
DAILY NEWSPAPERS																	
READ ANY	51633	16418	64.4	31.8	101	5636	63.0	10.9	99	1825	58.9	3.5	92	3357	67.6	6.5	106
READ ONE	43463	13875	54.5	31.9	101	4911	54.9	11.3	102	1533	49.5	3.5	92	2785	56.1	6.4	105
READ TWO OR MORE	8170	2542	10.0	31.1	99	725	8.1	8.9	80	292	9.4	3.6	93	571	11.5	7.0	114
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	17115	67.2	32.5	103	6110	68.3	11.6	105	1898	61.2	3.6	94	3376	68.0	6.4	105
READ ONE	46126	14906	58.5	32.3	103	5452	61.0	11.8	107	1724	55.6	3.7	98	2949	59.4	6.4	104
READ TWO OR MORE	6552	2209	8.7	33.7	107	659	7.4	10.1	91	*175	5.6	2.7	70	427	8.6	6.5	106
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.52				29.30				26.43				25.53			
30 DAY REACH	71455	22987	90.2	32.2	102	8139	91.0	11.4	103	2746	88.6	3.8	100	4343	87.5	6.1	99
50 SHWG - 30 DAY AV FREQ	14.56	14.99				15.48				13.87				13.34			
30 DAY REACH	67742	21926	86.1	32.4	103	7710	86.2	11.4	103	2621	84.5	3.9	101	4163	83.9	6.1	100
25 SHWG - 30 DAY AV FREQ	7.94	8.11				8.40				7.51				7.28			
30 DAY REACH	62117	20267	79.6	32.6	104	7109	79.5	11.4	104	2413	77.8	3.9	101	3815	76.9	6.1	100
CABLE TV: HOME WIRED	32077	10986	43.1	34.2	109	3903	43.6	12.2	110	1348	43.5	4.2	110	2154	43.4	6.7	110
HOME NOT WIRED	48909	14492	56.9	29.6	94	5043	56.4	10.3	93	1753	56.5	3.6	94	2809	56.6	5.7	94
HAVE PAY CABLE	15935	6057	23.8	38.0	121	2161	24.2	13.6	123	744	24.0	4.7	122	1107	22.3	6.9	113

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BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL	CHEERIOS				CHEERIOS MONEY NUT				COOKIE CRISP				BRAN CHEX			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	25477	100.0	31.5	100	8945	100.0	11.0	100	3100	100.0	3.8	100	4963	100.0	6.1	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	7067	27.7	27.1	86	2217	24.8	8.5	77	752	24.3	2.9	75	1535	30.9	5.9	96
NETWORK AFFILIATES - LATE		20261	6215	24.4	30.7	98	2136	23.9	10.5	95	688	22.2	3.4	89	1378	27.8	6.8	111
INDEPENDENTS - LATE		2076	623	2.4	30.0	95	148	1.7	7.1	65	*57	1.8	2.7	72	131	2.6	6.3	103
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	3665	14.4	35.1	111	1366	15.3	13.1	118	537	17.3	5.1	134	565	11.4	5.4	88
ABC MONDAY NIGHT MOVIE		A 6412	2072	8.1	32.3	103	822	9.2	12.8	116	274	8.8	4.3	112	437	8.8	6.8	111
ABC SUNDAY NIGHT MOVIE		A 12407	3874	15.2	31.2	99	1474	16.5	11.9	108	551	17.8	4.4	116	752	15.2	6.1	99
ABC WORLD NEWS TONIGHT		A 6176	1560	6.1	25.3	80	531	5.9	8.6	78	242	7.8	3.9	102	340	6.9	5.5	90
AFTERMASH		C 5863	1729	6.8	29.5	94	512	5.7	8.7	79	**197	6.4	3.4	88	*413	8.3	7.0	115
ALICE		C 9594	2920	11.5	30.4	97	791	8.8	8.2	75	299	9.6	3.1	81	576	11.6	6.0	98
AMERICAN PARADE		C 6622	1686	6.6	25.5	81	558	6.2	8.4	76	*166	5.4	2.5	65	478	9.6	7.2	118
BENSON		A 10088	3175	12.5	29.2	93	1061	11.9	9.7	88	333	10.7	3.1	80	572	11.5	5.3	86
BLUE THUNDER		A 5036	1646	6.5	32.7	104	671	7.5	13.3	121	232	7.5	4.6	120	329	6.6	6.5	107
CAGNEY & LACEY		C 9965	3345	13.1	33.6	107	1201	13.4	12.1	109	321	10.4	3.2	84	661	13.3	6.6	108
CBS EVENING NEWS-DEAN		C 3491	874	3.4	25.0	80	*219	2.4	6.3	57	**137	4.4	3.9	103	*212	4.3	6.1	99
CBS EVENING NEWS-RATHER		C 7123	1879	7.4	26.4	84	507	5.7	7.1	64	167	5.4	2.3	61	512	10.3	7.2	117
CBS SAT. NEWS-SCHIEFFER		C 3621	838	3.3	23.1	74	230	2.6	6.4	58	*95	3.1	2.6	69	257	5.2	7.1	116
CBS SATURDAY NIGHT MOVIE		C 5436	1694	6.6	31.2	99	629	7.0	11.6	105	279	9.0	5.1	134	270	5.4	5.0	81
CBS WEDNESDAY NIGHT MOVIE		C 6100	1862	7.3	30.5	97	636	7.1	10.4	94	219	7.1	3.6	94	338	6.8	5.5	90
CHEERS		N 5889	3015	11.8	33.9	108	1217	13.6	13.7	124	358	11.5	4.0	105	524	10.6	5.9	96
DALLAS		C 22109	6585	25.8	29.8	95	2247	25.1	10.2	92	705	22.7	3.2	83	1341	27.0	6.1	99
DIFF'RENT STROKES		N 6940	2078	8.2	29.9	95	762	8.5	11.0	99	300	9.7	4.3	113	359	7.2	5.2	84
DOUBLE TROUBLE		N 7223	2563	10.1	35.5	113	908	10.2	12.6	114	386	12.5	5.3	140	517	10.4	7.2	117
DUCK FACTORY		N 5595	1779	7.0	31.8	101	708	7.9	12.7	115	*226	7.3	4.0	106	329	6.6	5.9	96
DUKES OF HAZZARD		C 5768	1817	7.1	31.5	100	549	6.1	9.5	86	*187	6.0	3.2	85	269	5.4	4.7	76
DYNASTY		A 20053	5775	22.7	28.8	92	2124	23.7	10.6	96	863	27.8	4.3	112	980	19.7	4.9	80
FACTS OF LIFE		N 8087	2905	11.4	35.9	114	962	10.8	11.9	108	319	10.3	3.9	103	539	10.9	6.7	109
FALCON CREST		C 20046	5946	23.3	29.7	94	1912	21.4	9.5	86	660	21.3	3.3	86	1121	22.6	5.6	91
FALL GUY		A 9084	2959	11.6	32.6	104	968	10.8	10.7	96	449	14.5	4.9	129	634	12.8	7.0	114
FAMILY TIES		N 7964	2610	10.2	32.8	104	1057	11.8	13.3	120	367	11.8	4.6	120	385	7.8	4.8	79
FANTASY ISLAND		A 7687	2146	8.4	27.9	89	804	9.0	10.5	95	259	8.4	3.4	88	378	7.6	4.9	80
FOULUPS, BLEEPs & BLUNDERS		A 8861	3001	11.8	33.9	108	1010	11.3	11.4	103	277	8.9	3.1	82	464	9.3	5.2	85
FOUR SEASONS		C 5095	1567	6.2	30.8	98	416	4.7	8.2	74	*212	6.8	4.2	109	*331	6.7	6.5	106
GIMME A BREAK		N 8838	2629	10.3	29.7	95	929	10.4	10.5	95	407	13.1	4.6	120	369	7.4	4.2	68
HART TO HART		A 8978	2924	11.5	32.6	104	916	10.2	10.2	92	315	10.2	3.5	92	614	12.4	6.8	112
HILL STREET BLUES		N 8590	2804	11.0	32.6	104	1051	11.7	12.2	111	352	11.4	4.1	107	540	10.9	6.3	103
HOTEL		A 14085	4086	16.0	29.0	92	1481	16.6	10.5	95	632	20.4	4.5	117	760	15.3	5.4	88
JEFFERSONS		C 9360	2944	11.6	31.5	100	752	8.4	8.0	73	282	9.1	3.0	79	575	11.6	6.1	100
JENNIFER SLEPT HERE		N 5841	1841	7.2	31.5	100	623	7.0	10.7	97	*252	8.1	4.3	113	330	6.6	5.6	92
KATE & ALLIE		C 9206	2882	11.3	31.3	100	900	10.1	9.8	89	366	11.8	4.0	104	577	11.6	6.3	102
KNIGHT RIDER		N 7076	2327	9.1	32.9	105	779	8.7	11.0	100	298	9.6	4.2	110	419	8.4	5.9	97
LOVE BOAT		A 12219	3267	12.8	26.7	85	1194	13.3	9.8	88	358	11.5	2.9	77	656	13.2	5.4	88
MAGNUM PI		C 11199	3414	13.4	30.5	97	1327	14.8	11.8	107	393	12.7	3.5	92	698	14.1	6.2	102
MAMA'S FAMILY		N 6057	1964	7.7	32.4	103	506	5.7	8.4	76	269	8.7	4.4	116	371	7.5	6.1	100
MASTER, THE		N 3598	1168	4.6	32.5	103	423	4.7	11.8	106	*194	6.3	5.4	141	*229	4.6	6.4	104
MATT HOUSTON		A 6344	2204	8.7	34.7	110	766	8.6	12.1	109	252	8.1	4.0	104	424	8.5	6.7	109
NBC MONDAY NIGHT MOVIE		N 11994	4124	16.2	34.4	109	1493	16.7	12.4	113	567	18.3	4.7	123	640	12.9	5.3	87
NBC NIGHTLY NEWS		N 5132	1417	5.6	27.6	88	466	5.2	9.1	82	*151	4.9	2.9	77	383	7.7	7.5	122
NBC NIGHTLY NEWS-SAT		N 3375	825	3.2	24.4	78	*244	2.7	7.2	65	**114	3.7	3.4	88	*169	3.4	5.0	82
NBC NIGHTLY NEWS-SUN		N 3130	719	2.8	23.0	73	*247	2.8	7.9	71	**79	2.5	2.5	66	*269	5.4	8.6	140
NBC SUNDAY NIGHT MOVIE		N 8284	2617	10.3	31.6	100	1138	12.7	13.7	124	448	14.5	5.4	141	538	10.8	6.5	106
NEWHART		C 9240	3074	12.1	33.3	106	1096	12.3	11.9	107	305	9.8	3.3	86	568	11.4	6.1	100
ONE DAY AT A TIME		C 7288	2321	9.1	31.8	101	916	10.2	12.6	114	264	8.5	3.6	95	425	8.6	5.8	95
PEOPLE ARE FUNNY		N 4855	1565	6.1	32.2	102	335	3.7	6.9	62	*204	6.6	4.2	110	*301	6.1	6.2	101
REAL PEOPLE		N 5867	2634	10.3	29.7	94	783	8.8	8.8	80	312	10.1	3.5	92	498	10.0	5.6	92
REMINGTON STEELE		N 7743	2496	9.8	32.2	102	765	8.6	9.9	89	329	10.6	4.2	111	443	8.9	5.7	93
RIPLEY'S BELIEVE IT - NOT		A 5345	1758	6.9	32.9	105	695	7.8	13.0	118	*205	6.6	3.8	100	503	10.1	9.4	154
RIPTIDE		N 6988	2388	9.4	34.2	109	781	8.7	11.2	101	307	9.9	4.4	115	430	8.7	6.2	100
SCARECROW & MRS. KING		C 10002	2958	11.6	29.6	94	1088	12.2	10.9	98	326	10.5	3.3	85	607	12.2	6.1	99
SIMON & SIMON		C 10638	3193	12.5	30.0	95	1150	12.9	10.8	98	519	16.7	4.9	127	628	12.7	5.9	96
60 MINUTES		C 13293	3396	13.3	25.5	81	1150	12.9	8.7	78	326	10.5	2.5	64	820	16.5	6.2	101
ST. ELSEWHERE		N 7017	2575	10.1	36.7	117	981	11.0	14.0	127	*249	8.0	3.5	93	530	10.7	7.6	123
THREE'S COMPANY		A 10917	3736	14.7	34.2	109	1163	13.0	10.7	96	391	12.6	3.6	94	609	12.3</		

	TOTAL U.S. '000	CORN CHEX				RICE CHEX				WHEAT CHEX				WHEAT & RAISIN CHEX			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	9052	100.0	11.2	100	10250	100.0	12.7	100	7635	100.0	9.4	100	3054	100.0	3.8	100
18 - 24	9252	994	11.0	10.7	96	1030	10.0	11.1	88	730	9.6	7.9	83	**276	9.0	3.0	79
25 - 34	19072	2592	28.6	13.6	122	2902	28.3	15.2	120	1964	25.7	10.3	109	887	29.1	4.7	124
35 - 44	14591	1982	21.9	13.6	122	2247	21.9	15.4	122	1726	22.6	11.8	125	705	23.2	4.9	129
45 - 54	11345	1481	16.4	13.1	117	1444	14.5	13.1	104	1352	17.7	11.9	126	*387	12.7	3.4	90
55 - 64	11635	966	10.7	8.3	74	1156	11.3	9.9	79	914	12.0	7.9	83	*342	11.2	2.9	78
65 OR OLDER	15061	1036	11.4	6.9	62	1428	13.9	9.5	75	950	12.4	6.3	67	457	14.8	3.0	80
18 - 34	28354	3587	39.6	12.7	113	3332	38.4	13.9	110	2693	35.3	9.5	101	1165	38.1	4.1	109
18 - 49	42339	6365	70.3	13.2	118	7023	68.5	14.5	115	5083	66.6	10.5	112	2094	68.6	4.3	115
25 - 54	45008	6056	66.9	13.5	120	6637	64.8	14.7	117	5041	66.0	11.2	119	1984	65.0	4.4	117
35 - 49	19985	2779	30.7	13.9	124	3092	30.2	15.5	122	2390	31.3	12.0	127	725	30.4	4.6	123
50 OR OLDER	32647	2686	29.7	8.2	74	3227	31.5	9.9	78	2552	33.4	7.8	83	961	31.5	2.9	78
GRADUATED COLLEGE	11155	1311	14.5	11.8	105	1465	14.3	13.1	104	1354	17.7	12.1	129	*461	15.1	4.1	110
ATTENDED COLLEGE	13682	1830	20.2	13.4	120	2263	22.1	16.5	131	1747	22.9	12.8	135	656	21.5	4.8	127
GRADUATED HIGH SCHOOL	83880	4389	48.5	13.0	116	4688	45.7	13.8	109	3398	44.5	10.0	106	1397	45.7	4.1	109
DID NOT GRADUATE HIGH SCHOOL	22270	1522	16.8	6.8	61	1834	17.9	8.2	65	1136	14.9	5.1	54	540	17.7	2.4	64
EMPLOYED	40306	4963	54.8	12.3	110	5275	51.5	13.1	103	4058	53.1	10.1	107	1712	56.1	4.2	113
EMPLOYED FULL-TIME	32850	3791	41.9	11.5	103	4079	39.8	12.4	98	3079	40.3	9.4	99	1408	46.1	4.3	114
EMPLOYED PART-TIME	7456	1172	12.9	15.7	141	1197	11.7	16.1	127	980	12.8	13.1	139	4303	9.9	4.1	108
NOT EMPLOYED	40680	4089	45.2	10.1	90	4975	48.5	12.2	97	3577	46.9	8.8	93	1343	44.0	3.3	88
PROFESSIONAL/MANAGER	10392	1174	13.0	11.3	101	1557	15.2	15.0	118	1181	15.5	11.4	121	*417	13.7	4.0	106
TECH/CLERICAL/SALES	17574	2234	24.7	12.7	114	2342	22.8	13.3	105	1838	24.1	10.5	111	786	25.7	4.5	119
PRECISION/CRAFT	985	**216	2.4	21.9	196	**165	1.6	16.8	132	**156	2.0	15.8	168	**53	1.7	5.4	143
OTHER EMPLOYED	11354	1339	14.8	11.8	106	1211	11.8	10.7	84	884	11.6	7.8	83	*456	14.9	4.0	107
SINGLE	9863	925	10.2	9.4	84	791	7.7	8.0	63	711	9.3	7.2	76	*230	7.5	2.3	62
MARRIED	51375	6745	74.5	13.1	117	7654	74.7	14.9	118	5644	73.9	11.0	117	2162	70.8	4.2	112
DIVORCED/SEPARATED/WIDOWED	19748	1382	15.3	7.0	63	1805	17.6	9.1	72	1280	16.8	6.5	69	663	21.7	3.4	89
PARENTS	32590	4813	53.2	14.8	132	5443	53.1	16.7	132	3802	49.8	11.7	124	1545	50.6	4.7	126
WHITE	70416	8317	91.9	11.8	106	9590	93.0	13.5	107	7172	93.9	10.2	108	2720	89.1	3.9	102
BLACK	8778	593	6.6	6.8	60	648	6.3	7.4	58	*419	5.5	4.8	51	*293	9.6	3.3	89
OTHER	1791	**142	1.6	7.9	71	**72	0.7	4.0	32	**44	0.6	2.5	26	**41	1.3	2.3	61
NORTHEAST-CENSUS	17786	1925	21.3	10.8	97	2179	21.3	12.3	97	1422	18.6	8.0	85	759	24.9	4.3	113
NORTH CENTRAL	20741	3161	34.9	15.2	136	3570	34.8	17.2	136	2756	36.1	13.3	141	742	24.3	3.6	95
SOUTH	27775	2136	23.6	7.7	69	2465	24.0	8.9	70	1753	23.0	6.3	67	952	31.2	3.4	91
WEST	14683	1830	20.2	12.5	112	2036	19.9	13.9	110	1705	22.3	11.6	123	602	19.7	4.1	109
NORTHEAST-MKTG.	17961	1784	19.7	9.9	89	2171	21.2	12.1	96	1328	17.4	7.4	78	722	23.6	4.0	107
EAST CENTRAL	11885	1758	19.4	14.8	132	1800	17.6	15.1	120	1395	18.3	11.7	125	*457	15.0	3.8	102
WEST CENTRAL	14090	2171	24.0	15.4	138	2532	24.7	18.0	142	1904	24.9	13.5	143	*490	16.0	3.5	92
SOUTH	24081	1886	20.8	7.8	70	2089	20.4	8.7	69	1531	20.1	6.4	67	848	27.8	3.5	93
PACIFIC	12969	1454	16.1	11.2	100	1659	16.2	12.8	101	1477	19.3	11.4	121	*537	17.6	4.1	110
COUNTY SIZE A	32439	3231	35.7	10.0	89	3643	35.5	11.2	89	2824	37.0	8.7	92	1286	42.1	4.0	105
COUNTY SIZE B	24915	3070	33.9	12.3	110	3487	34.0	14.0	111	2638	34.6	10.6	112	962	31.5	3.9	102
COUNTY SIZE C	12930	1648	18.2	12.7	114	1906	18.6	14.7	116	1328	17.4	10.3	109	*465	15.2	3.6	95
COUNTY SIZE D	10703	1103	12.2	10.3	92	1214	11.8	11.3	90	844	11.1	7.9	84	*342	11.2	3.2	85
METRO CENTRAL CITY	24518	2723	30.1	11.1	99	2817	27.5	11.5	91	2007	26.3	8.2	87	906	29.7	3.7	98
METRO SUBURBAN	35919	4117	45.5	11.5	103	4973	48.5	13.8	109	3975	52.1	11.1	117	1430	46.8	4.0	106
NON METRO	20549	2212	24.4	10.8	96	2460	24.0	12.0	95	1653	21.7	8.0	85	719	23.5	3.5	93
TOP 5 ADI'S	18341	1781	19.7	9.7	87	2021	19.7	11.0	87	1500	19.6	8.2	87	829	27.1	4.5	120
TOP 10 ADI'S	25378	2371	26.2	9.3	84	2633	25.7	10.4	82	2003	26.2	7.9	84	1032	33.8	4.1	108
TOP 20 ADI'S	36488	3765	41.6	10.3	92	4103	40.0	11.2	89	3244	42.5	8.9	94	1379	45.2	3.8	100
HSOLD INC. \$50,000 OR MORE	6612	1003	11.1	15.2	136	1053	10.3	15.9	126	991	13.0	15.0	159	**311	10.2	4.7	125
\$40,000 OR MORE	12659	1790	19.8	14.1	127	1972	19.2	15.6	123	1808	23.7	14.3	151	597	19.5	4.7	125
\$30,000 OR MORE	24698	3428	37.9	13.9	124	3927	38.3	15.9	126	3413	44.7	13.8	147	1116	36.5	4.5	120
\$25,000 OR MORE	32077	4413	48.8	13.8	123	5147	50.2	16.0	127	4181	54.8	13.0	138	1382	45.3	4.3	114
\$20,000 - \$24,999	9144	1119	12.4	12.2	109	1198	11.7	13.1	104	876	11.5	9.6	102	*380	12.4	4.2	110
\$15,000 - \$19,999	8728	966	10.7	11.1	99	1113	10.9	12.8	101	645	8.4	7.4	78	*273	8.9	3.1	83
\$10,000 - \$14,999	12562	1269	14.0	10.1	90	1328	13.0	10.6	84	1042	13.6	8.3	88	*452	14.8	3.6	95
UNDER \$10,000	18475	1285	14.2	7.0	62	1464	14.3	7.9	63	891	11.7	4.8	51	568	18.6	3.1	82
HOUSEHOLD OF 1 PERSON	11987	649	7.2	5.4	48	828	8.1	6.9	55	581	7.6	4.8	51	299	9.8	2.5	66
2 PEOPLE	22377	2237	24.7	8.4	75	2832	27.6	10.7	84	2231	29.2	8.4	89	888	28.4	3.3	87
3 OR 4 PEOPLE	30617	4455	49.2	14.6	130	4449	43.4	14.5	115	3197	41.9	10.4	111	1320	43.2	4.3	114
5 OR MORE PEOPLE	11804	1711	18.9	14.5	130	2141	20.9	18.1	143	1626	21.3	13.8	146	*568	18.6	4.8	128
NO CHILD IN HSOLD	46165	3953	43.7	8.6	77	4643	45.3	10.1	79	3633	47.6	7.9	83	1378	45.1	3.0	79
CHILD(REN) UNDER 2 YRS	5325	746	8.2	14.0	125	966	9.4	18.1	143	*548	7.2	10.3	109	**260	8.5	4.9	129
2 - 5 YEARS	14221	1959	21.6	13.8	123	2140	20.9	15.0	119	1528	20.0	10.7	114	771	25.2	5.4	144
6 - 11 YEARS	15117	2420	26.7	16.0	143	2477	24.2	16.4	129	1912	25.0	12.6	134	694	22.7	4.6	122
12 - 17 YEARS	16611	2464	27.2	14.8	133	2751	26.8	16.6	131	2096	27.5	12.6	134	762	25.0	4.6	122
RESIDENCE OWNED	55884	6854	75.7	12.3	110	7831	76.4	14.0	111	5804	76.0	10.4	110	2207	72.3	3.9	105
VALUE: \$50,000 OR MORE	31744	4545	50.2	14.3	128	5108	49.8	16.1	127	3920	51.3	12.3	131	1180	38.6	3.7	99
VALUE: UNDER \$50,000	24140	2310	25.5	9.6	86	2723	26.6	11.3	89	1885	24.7	7.8	83	1027	33.6	4.3	113

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	CORN CHEX				RICE CHEX				WHEAT CHEX				WHEAT & RAISIN CHEX			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	9052	100.0	11.2	100	10250	100.0	12.7	100	7635	100.0	9.4	100	3054	100.0	3.8	100
MAGAZINES	QUINTILE 1	15799	2159	23.9	13.7	122	2600	25.4	16.5	130	2285	29.9	14.5	153	867	28.4	5.5	146
	QUINTILE 2	17259	2316	25.6	13.4	120	2451	23.9	14.2	112	1856	24.3	10.8	114	752	24.6	4.4	116
	QUINTILE 3	13545	1636	18.1	12.1	108	1878	18.3	13.9	110	1252	16.4	9.2	98	*486	15.9	3.6	95
	QUINTILE 4	15133	1642	18.1	10.9	97	1722	16.8	11.4	90	1171	15.3	7.7	82	527	17.3	3.5	92
	QUINTILE 5	19250	1299	14.4	6.7	60	1599	15.6	8.3	66	1071	14.0	5.6	59	*423	13.9	2.2	58
NEWSPAPERS	QUINTILE 1	12413	1500	16.6	12.1	108	1669	16.3	13.4	106	1361	17.8	11.0	116	*372	12.2	3.0	79
	QUINTILE 2	24116	3013	33.3	12.5	112	3463	33.8	14.4	113	2666	34.9	11.1	117	1098	36.0	4.6	121
	QUINTILE 3	11261	1460	16.1	13.0	116	1462	14.3	13.0	103	1092	14.3	9.7	103	*396	13.0	3.5	93
	QUINTILE 4	20255	2132	23.6	10.5	94	2467	24.1	12.2	96	1808	23.7	8.9	95	752	24.6	3.7	98
	QUINTILE 5	12940	946	10.5	7.3	65	1189	11.6	9.2	73	709	9.3	5.5	58	*438	14.3	3.4	90
OUTDOOR	QUINTILE 1	14852	1822	20.1	12.3	110	2047	20.0	13.8	109	1291	16.9	8.7	92	710	23.2	4.8	127
	QUINTILE 2	15725	2010	22.2	12.8	114	2210	21.6	14.1	111	1571	20.6	10.0	106	703	23.0	4.5	119
	QUINTILE 3	16330	1911	21.1	11.7	105	2162	21.1	13.2	105	1734	22.7	10.6	113	*438	14.3	2.7	71
	QUINTILE 4	16744	1650	18.2	9.9	88	2069	20.2	12.4	98	1603	21.0	9.6	102	614	20.1	3.7	97
	QUINTILE 5	17334	1658	18.3	9.6	86	1763	17.2	10.2	80	1436	18.8	8.3	88	590	19.3	3.4	90
RADIO-DRIVE TIME	QUINTILE 1	15911	2121	23.4	13.3	119	2038	19.9	12.8	101	1782	23.3	11.2	119	591	19.4	3.7	98
	QUINTILE 2	14837	1718	19.0	11.6	104	2192	21.4	14.8	117	1539	20.2	10.4	110	515	16.9	3.5	92
	QUINTILE 3	15339	1507	16.6	9.8	88	1692	16.5	11.0	87	1303	17.1	8.5	90	675	22.1	4.4	117
	QUINTILE 4	16723	2004	22.1	12.0	107	2110	20.6	12.6	100	1521	19.9	9.1	96	684	22.4	4.1	108
	QUINTILE 5	18176	1703	18.8	9.4	84	2219	21.6	12.2	96	1490	19.5	8.2	87	590	19.3	3.2	86
RADIO-MID- DAY	TERCILE 1	21020	2856	31.6	13.6	122	2745	26.8	13.1	103	2195	28.7	10.4	111	764	25.0	3.6	96
	TERCILE 2	21610	2575	28.4	11.9	107	2972	29.0	13.8	109	2296	30.1	10.6	113	891	29.2	4.1	109
	TERCILE 3	38355	3620	40.0	9.4	84	4534	44.2	11.8	93	3144	41.2	8.2	87	1400	45.8	3.7	97
RADIO-TOTAL	QUINTILE 1	15988	2153	23.8	13.5	120	2080	20.3	13.0	103	1797	23.5	11.2	119	596	19.5	3.7	99
	QUINTILE 2	15626	1915	21.2	12.3	110	2056	20.1	13.2	104	1364	17.9	8.7	93	580	19.0	3.7	98
	QUINTILE 3	16723	1719	19.0	10.3	92	2218	21.6	13.3	105	1803	23.6	10.8	114	649	21.3	3.9	103
	QUINTILE 4	16342	1862	20.6	11.4	102	2033	19.8	12.4	98	1584	20.7	9.7	103	661	21.6	4.0	107
	QUINTILE 5	16306	1403	15.5	8.6	77	1863	18.2	11.4	90	1087	14.2	6.7	71	569	18.6	3.5	93
TV-PRIME TIME	QUINTILE 1	15953	1601	17.7	10.0	90	1660	16.2	10.4	82	1437	18.8	9.0	96	*603	19.7	3.8	100
	QUINTILE 2	16137	1990	22.0	12.3	110	2161	21.1	13.4	106	1493	19.6	9.3	98	623	20.4	3.9	102
	QUINTILE 3	16420	1834	20.3	11.2	100	2151	21.0	13.1	104	1508	19.8	9.2	97	639	20.9	3.9	103
	QUINTILE 4	16687	2009	22.2	12.0	108	2292	22.4	13.7	109	1628	21.3	9.8	103	606	19.8	3.6	96
	QUINTILE 5	15789	1617	17.9	10.2	92	1986	19.4	12.6	99	1569	20.6	9.9	105	584	19.1	3.7	98
TV-DAYTIME	TERCILE 1	27736	2897	32.0	10.4	93	3342	32.6	12.0	95	2070	27.1	7.5	79	980	32.1	3.5	94
	TERCILE 2	26489	3066	33.9	11.6	104	3399	33.2	12.8	101	2730	35.8	10.3	109	964	31.6	3.6	97
	TERCILE 3	26761	3089	34.1	11.5	103	3509	34.2	13.1	104	2835	37.1	10.6	112	1111	36.4	4.2	110
TV-TOTAL	QUINTILE 1	16345	1575	17.4	9.6	86	1744	17.0	10.7	84	1358	17.8	8.3	88	577	18.9	3.5	94
	QUINTILE 2	16447	1929	21.3	11.7	105	2083	20.3	12.7	100	1363	17.9	8.3	88	603	19.7	3.7	97
	QUINTILE 3	15980	1940	21.4	12.1	109	2235	21.8	14.0	111	1676	22.0	10.5	111	637	20.9	4.0	106
	QUINTILE 4	15887	1776	19.6	11.2	100	2081	20.3	13.1	103	1502	19.7	9.5	100	623	20.4	3.9	104
	QUINTILE 5	16326	1832	20.2	11.2	100	2108	20.6	12.9	102	1735	22.7	10.6	113	615	20.1	3.8	100
MAGAZINES-NEWSPAPERS: DUAL		20721	2726	30.1	13.2	118	3235	31.6	15.6	123	2529	33.1	12.2	129	1010	33.1	4.9	129
MAGAZINE IMPERATIVE		19186	2412	26.6	12.6	112	2622	25.6	13.7	108	2092	27.4	10.9	116	917	30.0	4.8	127
NEWSPAPER IMPERATIVE		21899	2515	27.8	11.5	103	2713	26.5	12.4	98	1931	25.3	8.8	94	613	20.1	2.8	74
MAGAZINES-OUTDOOR: DUAL		15451	2169	24.0	14.0	126	2596	25.3	16.8	133	1967	25.8	12.7	135	842	27.6	5.4	145
MAGAZINE IMPERATIVE		25953	3192	35.3	12.3	110	3550	34.6	13.7	108	2974	39.0	11.5	122	1031	33.8	4.0	105
OUTDOOR IMPERATIVE		24400	2685	29.7	11.0	98	2839	27.7	11.6	92	1663	21.8	6.8	72	816	26.7	3.3	89
MAGAZINES-RADIO: DUAL		18049	2290	25.3	12.7	114	2546	24.8	14.1	111	2309	30.2	12.8	136	852	27.9	4.7	125
MAGAZINE IMPERATIVE		23571	3044	33.6	12.9	116	3683	35.9	15.6	123	2719	35.6	11.5	122	1137	37.2	4.8	128
RADIO IMPERATIVE		23278	2498	27.6	10.7	96	2607	25.4	11.2	88	1766	23.1	7.6	80	582	19.1	2.5	66
MAGAZINES-TELEVISION: DUAL		15459	1712	18.9	11.1	99	1736	16.9	11.2	89	1574	20.6	10.2	108	637	20.9	4.1	109
MAGAZINE IMPERATIVE		25829	3665	40.5	14.2	127	4370	42.6	16.9	134	3344	43.8	12.9	137	1260	41.3	4.9	129
TELEVISION IMPERATIVE		26039	2603	28.8	10.0	89	2921	28.5	11.2	89	1762	23.1	6.8	72	777	25.4	3.0	79
NEWSPAPERS-OUTDOOR: DUAL		16605	2399	26.5	14.4	129	2723	26.6	16.4	130	1872	24.5	11.3	120	853	27.9	5.1	136
NEWSPAPER IMPERATIVE		26834	2937	32.4	10.9	98	3291	32.1	12.3	97	2839	37.2	10.6	112	915	30.0	3.4	90
OUTDOOR IMPERATIVE		23346	2463	27.2	10.5	94	2763	27.0	11.8	94	1896	24.8	8.1	86	822	26.9	3.5	93
NEWSPAPERS-RADIO: DUAL		17133	2464	27.2	14.4	129	2467	24.1	14.4	114	1940	25.4	11.3	120	633	20.7	3.7	98
NEWSPAPER IMPERATIVE		25892	2945	32.5	11.4	102	3600	35.1	13.9	110	2767	36.2	10.7	113	1050	34.4	4.1	108
RADIO IMPERATIVE		23167	2442	27.0	10.5	94	2696	26.3	11.6	92	2013	26.4	8.7	92	751	24.6	3.2	86
NEWSPAPERS-TELEVISION: DUAL		17159	2120	23.4	12.4	111	2208	21.5	12.9	102	1571	20.6	9.2	97	628	20.6	3.7	97
NEWSPAPER IMPERATIVE		26214	3295	36.4	12.6	112	3831	37.4	14.6	115	3105	40.7	11.8	126	1077	35.3	4.1	109
TELEVISION IMPERATIVE		23412	2314	25.6	9.9	88	2662	26.0	11.4	90	1832	24.0	7.8	83	801	26.2	3.4	91
OUTDOOR-RADIO: DUAL		15303	1982	21.9	13.0	116	2196	21.4	14.4	113	1421	18.6	9.3	98	647	21.2	4.2	112
OUTDOOR IMPERATIVE		24901	2984	33.0	12.0													

	TOTAL U.S. '000	CORN CHEX				RICE CHEX				WHEAT CHEX				WHEAT & RAISIN CHEX			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	9052	100.0	11.2	100	10250	100.0	12.7	100	7635	100.0	9.4	100	3054	100.0	3.8	100
ATLANTIC MONTHLY	415	**43	0.5	10.4	93	**42	0.4	10.1	90	**16	0.2	3.9	41	**14	0.5	3.4	89
BARRON'S	453	**89	1.0	19.6	176	**82	0.8	18.1	143	**48	0.6	10.6	112	**24	0.8	5.3	140
BETTER HOMES & GARDENS	16256	2354	26.0	14.5	130	2774	27.1	17.1	135	2263	29.6	13.9	148	815	26.7	5.0	133
BON APPETIT	2535	402	4.4	15.9	142	336	3.8	15.2	120	*278	3.6	11.0	116	**86	2.8	3.4	90
BUSINESS WEEK	1278	*96	1.1	7.5	67	**97	0.9	7.6	60	*129	1.7	10.1	107	**50	1.6	3.9	104
CAR AND DRIVER	378	**22	0.2	5.8	52	**23	0.2	6.1	48	**27	0.4	7.1	76	**4	0.1	1.1	28
CBS MAGAZINE NETWORK (GROSS)	1498	*215	2.4	14.4	128	347	3.4	23.2	183	*290	3.8	19.4	205	**68	2.2	4.5	120
CHANGING TIMES	1505	*121	1.3	8.0	72	*207	2.0	13.8	109	*161	2.1	10.7	113	**130	4.3	8.6	229
COLONIAL HOMES	1231	218	2.4	17.7	158	236	2.3	19.2	151	*171	2.2	13.9	147	**76	2.5	6.2	164
CONDE NAST MAG. PKG. (GROSS)	14146	1593	17.6	11.3	101	1662	16.2	11.7	93	1695	22.2	12.0	127	697	22.8	4.9	131
CONSUMERS DIGEST	1323	*142	1.6	10.7	96	*183	1.8	13.8	109	*178	2.3	13.5	143	**62	2.0	4.7	124
COSMOPOLITAN	7102	836	9.2	11.8	105	908	8.9	12.8	101	825	10.8	11.6	123	300	9.8	4.2	112
COUNTRY LIVING	2481	467	5.2	18.8	168	518	5.1	20.9	165	485	6.4	19.5	207	*154	5.0	6.2	165
CUISINE	1472	*216	2.4	14.7	131	*191	1.9	13.0	103	*237	3.1	16.1	171	**127	4.2	8.6	229
CYCLE WORLD	425	**124	1.4	29.2	261	**125	1.2	29.4	232	**102	1.3	24.0	255	**15	0.5	3.5	94
DCI:CREATIVE IDEAS FOR LIV	2510	353	3.9	14.1	126	458	4.5	18.2	144	342	4.5	13.6	145	**138	4.5	5.5	146
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	823	9.1	12.3	110	985	9.6	14.7	116	787	10.3	11.8	125	356	11.7	5.3	141
DISCOVER	894	*121	1.3	13.5	121	*154	1.5	17.2	136	**87	1.1	9.7	103	**62	2.0	6.9	184
EBONY	3507	225	2.5	6.4	57	295	2.9	8.4	66	*234	3.1	6.7	71	*156	5.1	4.4	118
ESQUIRE	1083	*125	1.4	11.5	103	**99	1.0	9.1	72	**134	1.8	12.4	131	**46	1.5	4.2	113
ESSENCE	1830	*126	1.4	6.9	62	*152	1.5	8.3	66	*127	1.7	6.9	74	*75	1.8	3.0	80
FAMILY CIRCLE	15930	2023	22.3	12.7	114	2395	23.4	15.0	119	1846	24.2	11.6	123	748	24.5	4.7	125
THE FAMILY HANDYMAN	1126	**88	1.0	7.8	70	*176	1.7	15.6	123	**125	1.6	11.1	118	**81	2.7	7.2	191
FAMILY WEEKLY	11468	1367	15.1	11.9	107	1626	15.9	14.2	112	1207	15.8	10.5	112	376	12.3	3.3	87
FIELD & STREAM	2234	390	4.3	17.5	156	467	4.6	20.9	165	*340	4.5	15.2	161	**99	3.2	4.4	118
FOOD & WINE	579	**43	0.5	7.4	66	**42	0.4	7.3	57	**50	0.7	8.6	92	**44	1.4	7.6	202
FORBES	728	**69	0.8	9.5	85	**60	0.6	8.2	65	**74	1.0	10.2	108	**29	0.9	4.0	106
FORTUNE	906	**96	1.1	10.6	95	**90	0.9	9.9	78	**77	1.0	8.5	90	**28	0.9	3.1	82
GENTLEMAN'S QUARTERLY	791	**54	0.6	6.8	61	*161	1.6	20.4	161	**107	1.4	13.5	143	**79	2.6	10.0	265
GLAMOUR	5265	738	8.2	14.0	125	686	6.7	13.0	103	728	9.5	13.8	147	*244	8.0	4.6	123
GOLF DIGEST	636	**132	1.5	20.8	186	**87	0.8	13.7	108	**129	1.7	20.3	215	**37	1.2	5.8	154
GOLF DIGEST/TENNIS (GROSS)	1186	*163	1.8	13.7	123	*173	1.7	14.6	115	*165	2.2	13.9	148	**65	2.1	5.5	145
GOLF MAGAZINE	441	**69	0.8	15.6	140	**49	0.5	11.1	88	**57	0.7	12.9	137	**23	0.8	5.2	138
GOLF MAGAZINE/SKI (GROSS)	922	**111	1.2	12.0	108	*121	1.2	13.1	104	**106	1.4	11.5	122	**53	1.7	5.7	152
GOOD HOUSEKEEPING	16487	2479	27.4	15.0	135	2702	26.4	16.4	129	2075	27.2	12.6	133	693	22.7	4.2	111
HARPER'S BAZAAR	2423	*254	2.8	10.5	94	272	2.7	11.2	89	*232	3.0	9.6	102	**127	4.2	5.2	139
HEALTH	1994	*234	2.6	11.7	105	272	2.7	13.6	108	*227	3.0	11.4	121	**93	3.0	4.7	124
HEARST MAG CORP. BUY (GROSS)	44101	6173	68.2	14.0	125	6988	68.2	15.8	125	5809	76.1	13.2	140	2121	69.4	4.8	128
HEARST MAN POWER (GROSS)	1993	257	2.8	12.9	115	365	3.6	18.3	145	*252	3.3	12.6	134	*129	4.2	6.5	172
HEARST WOMAN POWER (GROSS)	31274	4400	48.6	14.1	126	4941	48.2	15.8	125	3997	52.4	12.8	136	1379	45.2	4.4	117
HOUSE BEAUTIFUL	3623	467	5.2	12.9	115	513	5.0	14.2	112	514	6.7	14.2	150	*197	6.5	5.4	144
INC.	283	**35	0.4	12.4	111	**48	0.5	17.0	134	**20	0.3	7.1	75	**19	0.6	6.7	178
JET	2928	232	2.6	7.9	71	248	2.4	8.5	67	*201	2.6	6.9	73	*121	4.0	4.1	110
LADIES' HOME JOURNAL	11918	1488	16.4	12.5	112	1828	17.8	15.3	121	1423	18.6	11.9	127	525	17.2	4.4	117
LHJ FAMILY GRP COMBO(GROSS)	16764	2042	22.6	12.2	109	2476	24.2	14.8	117	2017	26.4	12.0	128	748	24.5	4.5	118
LIFE	4254	642	7.1	15.1	135	577	5.6	13.6	107	434	5.7	10.2	108	*210	6.9	4.9	131
L.A. TIMES HOME MAGAZINE	1145	**31	0.3	2.7	24	**61	0.6	5.3	42	**54	0.7	4.7	50	**17	0.6	1.5	39
MADEMOISELLE	2884	239	2.6	8.3	74	262	2.6	9.1	72	309	4.0	10.7	114	**107	3.5	3.7	98
MC CALL'S	13460	1841	20.3	13.7	122	2114	20.6	15.7	124	1608	21.1	11.9	127	553	18.1	4.1	109
MC CALL'S/WRK MOTHER (GROSS)	14606	2020	22.3	13.8	124	2315	22.6	15.8	125	1760	23.1	12.0	128	655	21.4	4.5	119
MECHANIX ILLUSTRATED	772	**91	1.0	11.8	105	**109	1.1	14.1	112	**46	0.6	6.0	63	**54	1.8	7.0	185
METROPOLITAN HOME	967	**86	1.0	8.9	80	*119	1.2	12.3	97	*160	2.1	16.5	176	**105	3.4	10.9	288
MONEY	1588	*167	1.8	10.5	94	*285	2.8	17.9	142	*165	2.2	10.4	110	**69	2.3	4.3	115
MOTHER EARTH NEWS	1002	*234	2.6	23.4	209	*205	2.0	20.5	162	**127	1.7	12.7	134	**34	1.1	3.4	90
MS.	825	**127	1.4	15.4	138	*124	1.2	15.0	119	**79	1.0	9.6	102	**32	1.0	3.9	103
NATIONAL ENQUIRER	10336	1203	13.3	11.6	104	1178	11.5	11.4	90	943	12.4	9.1	97	396	13.0	3.8	102
NATIONAL GEOGRAPHIC	9597	1374	15.2	14.3	128	1675	16.3	17.5	138	1334	17.5	13.9	147	515	16.9	5.4	142
NATIONAL SUNDAY MAGAZINE PKG	49558	6130	67.7	12.4	111	6713	65.5	13.5	107	5235	68.6	10.6	112	1956	64.0	3.9	105
NATURAL HISTORY	573	**87	1.0	15.2	136	**105	1.0	18.3	145	**88	1.2	15.4	163	**19	0.6	3.3	88
NEW WOMAN	1699	*218	2.4	12.8	115	274	2.7	16.1	127	*238	3.1	14.0	149	**123	4.0	7.2	192
NEW YORK INCLUDING CUE	443	**22	0.2	5.0	44	**28	0.3	6.3	50	**35	0.5	7.9	84	**44	1.4	9.9	263
THE NEW YORKER	1270	*99	1.1	7.8	70	*163	1.6	12.8	101	*158	2.1	12.4	132	**62	2.0	4.9	129
NEWSWEEK	6277	891	9.8	14.2	127	991	9.7	15.8	125	868	11.4	13.8	147	300	9.8	4.8	127
THE N.Y. TIMES DAILY EDITION	1205	*87	1.0	7.2	65	*147	1.4	12.2	96	**127	1.7	10.5	112	**48	1.6	4.0	106
THE N.Y. TIMES MAGAZINE	2081	*148	1.6	7.1	64	*222	2.2	10.7	84	*167	2.2	8.0	85	**109	3.6	5.2	139
ONHIT	788	**96	1.1	12.2	109	*117	1.1	14.8	117	**119	1.6	15.1	160	**41	1.3	5.2	138
ON CABLE	1158	*204	2.3	17.6	158	*192	1.9	16.6	131	**165	2.2	14.2	151	**62	2.0	5.4	142
1001 HOME IDEAS	2852	320	3.5	11.2	100	377	3.7	13.2	104	368	4.8	12.9	137	*130	4.3	4.6	121
ORGANIC GARDENING	1658	*228	2.5	13.8	123	*288	2.8	17.4	137	*237	3.1	14.3	152	**79	2.6	4.8	126
OUTDOOR LIFE	896	**120	1.3	13.4	120	*151	1.5	16.9	133	**108	1.4	12.1	128	**50	1.6	5.6	148
PARADE MAGAZINE	24275	3123	34.5	12.9	115	3160	30.8	13.0	103	2387	31.3	9.8	104	981	32.1	4.0	107

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CORN CHEX				RICE CHEX				WHEAT CHEX				WHEAT & RAISIN CHEX			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	9052	100.0	11.2	100	10250	100.0	12.7	100	7635	100.0	9.4	100	3054	100.0	3.8	100
PARENTS	3845	624	6.9	16.2	145	654	6.4	17.0	134	541	7.1	14.1	149	*258	8.4	6.7	178
PENTHOUSE	831	**104	1.1	12.5	112	*179	1.7	21.5	170	**133	1.7	16.0	170	**52	1.7	6.3	166
PEOPLE	11645	1346	14.9	11.6	103	1562	15.2	13.4	106	1294	16.9	11.1	118	549	18.0	4.7	125
PLAYBOY	2006	*210	2.3	10.5	94	249	2.4	12.4	98	*201	2.6	10.0	106	**101	3.3	5.0	134
POPULAR HOT RODDING	297	**59	0.7	19.9	178	**65	0.6	21.9	173	**43	0.6	14.5	154	**41	1.3	13.8	366
POPULAR MECHANICS	1018	**105	1.2	10.3	92	*221	2.2	21.7	172	**168	2.2	16.5	175	**75	2.5	7.4	195
POPULAR SCIENCE	878	**88	1.0	10.0	90	*135	1.3	15.4	121	**137	1.8	15.6	166	**63	2.1	7.2	190
PREVENTION	3913	644	7.1	16.5	147	677	6.6	17.3	137	503	6.6	12.9	136	*243	8.0	6.2	165
PSYCHOLOGY TODAY	1710	*162	1.8	9.5	85	*182	1.8	10.6	84	*237	3.1	13.9	147	**89	2.9	5.2	138
READER'S DIGEST	22204	3112	34.4	14.0	125	3507	34.2	15.8	125	2653	34.7	11.9	127	1005	32.9	4.5	120
REDBOOK	7684	1085	12.0	14.1	126	1332	13.0	17.3	137	1097	14.4	14.3	151	386	12.6	5.0	133
ROAD & TRACK	410	**63	0.7	15.4	137	**82	0.8	20.0	158	**75	1.0	18.3	194	**34	1.1	8.3	220
ROLLING STONE	969	*160	1.8	16.5	148	*194	1.9	20.0	158	*149	2.0	15.4	163	**80	2.6	8.3	219
RUNNER'S WORLD	298	**26	0.3	8.7	78	*21	0.2	7.0	56	*28	0.4	9.4	100	**13	0.4	4.4	116
SATURDAY EVENING POST	1169	*149	1.6	12.7	114	*186	1.8	15.9	126	*124	1.6	10.6	113	**94	3.1	8.0	213
SCIENCE 84	587	**80	0.9	13.6	122	**80	0.8	13.6	108	**45	0.6	7.7	81	**39	1.3	6.6	176
SCIENCE DIGEST	482	**62	0.7	12.9	115	**33	0.3	6.8	54	**17	0.2	3.5	37	**16	0.5	3.3	88
SCIENTIFIC AMERICAN	594	**50	0.6	8.4	75	**59	0.6	9.9	78	**96	1.3	16.2	171	**41	1.3	6.9	183
SELF	2089	*243	2.7	11.6	104	256	2.5	12.3	97	*246	3.2	11.8	125	*149	4.9	7.1	189
SEVENTEEN	2411	*220	2.4	9.1	82	247	2.4	10.2	81	*271	3.5	11.2	119	**84	2.8	3.5	92
SKI	480	**42	0.5	8.8	78	*71	0.7	14.8	117	**49	0.6	10.2	108	**30	1.0	6.3	166
SMITHSONIAN	2760	385	4.3	13.9	125	432	4.2	15.7	124	392	5.1	14.2	151	*189	6.2	6.8	182
SOAP OPERA DIGEST	3013	381	4.2	12.6	113	374	3.6	12.4	98	*173	2.3	5.7	61	**98	3.2	3.3	86
SOUTHERN LIVING	4184	471	5.2	11.3	101	527	5.1	12.6	100	445	5.8	10.6	113	*217	7.1	5.2	138
SPOUT	559	**48	0.5	8.6	77	**56	0.5	10.0	79	*37	0.5	6.6	70	**21	0.7	3.8	100
THE SPORTING NEWS	436	**121	1.3	27.8	248	*123	1.2	28.2	223	**87	1.1	20.0	212	**11	0.4	2.5	67
SPORTS AFIELD	493	**91	1.0	18.5	165	*111	1.1	22.5	178	**66	0.9	13.4	142	**38	1.2	7.7	204
SPORTS ILLUSTRATED	2758	389	4.3	14.1	126	346	3.4	12.5	99	335	4.4	12.1	129	*125	4.1	4.5	120
STAR	7456	745	8.2	10.0	89	1015	9.9	13.6	108	651	8.5	8.7	93	*280	9.2	3.8	100
SUNDAY	24936	3183	35.2	12.8	114	3575	34.9	14.3	113	2882	37.7	11.6	123	1004	32.9	4.0	107
SUNSET	2124	332	3.7	15.6	140	*266	2.6	12.5	99	*324	4.2	15.3	162	**110	3.6	5.2	137
TV GUIDE	21661	2752	30.4	12.7	114	2942	28.7	13.6	107	2147	28.1	9.9	105	998	32.7	4.6	122
TENNIS	550	**31	0.3	5.6	50	*85	0.8	15.5	122	*37	0.5	6.7	71	**28	0.9	5.1	135
TIME	8880	1110	12.3	12.5	112	1330	13.0	15.0	118	1144	15.0	12.9	137	424	13.9	4.8	127
TOWN & COUNTRY	917	**95	1.0	10.4	93	*112	1.1	12.2	97	*144	1.9	15.7	167	**43	1.4	4.7	124
TRAVEL & LEISURE	972	*106	1.2	10.9	98	*105	1.0	10.8	85	**86	1.1	8.8	94	**44	1.4	4.5	120
TRUE STORY	3356	366	4.0	10.9	98	425	4.1	12.7	100	*288	3.8	8.6	91	*131	4.3	3.9	104
U.S. NEWS & WORLD REPORT	3410	393	4.3	11.5	103	477	4.7	14.0	111	482	6.3	14.1	150	*124	4.1	3.6	96
USA TODAY	1759	*271	3.0	15.4	138	264	2.6	15.0	119	*195	2.6	11.1	118	*96	3.1	5.5	145
US	1873	296	3.3	15.8	141	327	3.2	17.5	138	*237	3.1	12.7	134	*91	3.0	4.9	129
VOGUE	3909	373	4.1	9.5	85	458	4.5	11.7	93	411	5.4	10.5	112	*198	6.5	5.1	134
WALL STREET JOURNAL	1886	*214	2.4	11.3	102	*204	2.0	10.8	85	*180	2.4	9.5	101	*37	1.2	2.0	52
WEIGHT WATCHERS	2120	*239	2.6	11.3	101	357	3.5	16.8	133	354	4.6	16.7	177	*103	3.4	4.9	129
WOMAN'S DAY	14172	2054	22.7	14.5	130	2505	24.4	17.7	140	1802	23.6	12.7	135	691	22.6	4.9	129
WORKING MOTHER	1146	*179	2.0	15.6	140	*201	2.0	17.5	139	*152	2.0	13.3	141	*102	3.3	8.9	236
WORKING WOMAN	1322	*135	1.5	10.2	91	*193	1.9	14.6	115	*162	2.1	12.3	130	**58	1.9	4.4	116
WORLD TENNIS	*163	**11	0.1	6.7	60	*26	0.3	16.0	126	*12	0.2	7.4	78	**8	0.3	4.9	130
ZIFF-DAVIS MAG NETWK (GROSS)	2532	389	4.3	15.4	137	367	3.6	14.5	115	241	3.2	9.5	101	*98	3.2	3.9	103
BLAIR INSERTS	43657	5328	58.9	12.2	109	5837	56.9	13.4	106	4663	61.1	10.7	113	1827	59.8	4.2	111
DAILY NEWSPAPERS																	
READ ANY	51633	6271	69.3	12.1	109	7041	68.7	13.6	108	5270	69.0	10.2	108	1939	63.5	3.8	100
READ ONE	43463	5414	59.8	12.5	111	5912	57.7	13.6	107	4390	57.5	10.1	107	1688	55.3	3.9	103
READ TWO OR MORE	8170	857	9.5	10.5	94	1128	11.0	13.8	109	880	11.5	10.8	114	251	8.2	3.1	81
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6525	72.1	12.4	111	7221	70.4	13.7	108	5648	74.0	10.7	114	2090	68.4	4.0	105
READ ONE	46126	5605	61.9	12.2	109	6335	61.8	13.7	109	4882	63.9	10.6	112	1860	60.9	4.0	107
READ TWO OR MORE	6552	920	10.2	14.0	126	886	8.6	13.5	107	766	10.0	11.7	124	231	7.6	3.5	93
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.17				29.22				27.65				33.13			
30 DAY REACH	71455	8134	89.9	11.4	102	9364	91.4	13.1	104	6690	87.6	9.4	99	2723	89.2	3.8	101
50 SHWG - 30 DAY AV FREQ	14.56	15.32				15.27				14.26				17.49			
30 DAY REACH	67742	7762	85.7	11.5	103	8982	87.6	13.3	105	6495	85.1	9.6	102	2586	84.7	3.8	101
25 SHWG - 30 DAY AV FREQ	7.94	8.25				8.30				7.65				9.38			
30 DAY REACH	62117	7222	79.8	11.6	104	8281	80.8	13.3	105	6076	79.6	9.8	104	2418	79.2	3.9	103
CABLE TV: HOME WIRED	32077	4113	45.4	12.8	115	4667	45.5	14.5	115	3636	47.6	11.3	120	1363	44.6	4.2	113
HOME NOT WIRED	48909	4938	54.6	10.1	90	5583	54.5	11.4	90	3999	52.4	8.2	87	1692	55.4	3.5	92
HAVE PAY CABLE	15935	2244	24.8	14.1	126	2571	25.1	16.1	127	1973	25.8	12.4	131	722	23.6	4.5	120

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	9052	100.0	11.2	100	10250	100.0	12.7	100	7635	100.0	9.4	100	3054	100.0	3.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5341	59.0	12.2	109	5637	55.0	12.8	101	4468	58.5	10.2	108	1722	56.4	3.9	104
10:00 AM - 3:00 PM	30659	4073	45.0	13.3	119	4194	40.9	13.7	108	3352	43.9	10.9	116	1211	39.7	3.9	105
3:00 PM - 7:00 PM	31045	3974	43.9	12.8	115	4241	41.4	13.7	108	3125	40.9	10.1	107	1297	42.5	4.2	111
7:00 PM - MIDNIGHT	15767	2032	22.4	12.9	115	2136	20.8	13.5	107	1684	22.1	10.7	113	572	18.7	3.6	96
MIDNIGHT - 6:00 AM	9120	1090	12.0	12.0	107	1296	12.6	14.2	112	1021	13.4	11.2	119	361	11.8	4.0	105
6:00 AM - MIDNIGHT	58527	7168	79.2	12.2	110	7712	75.2	13.2	104	5995	78.5	10.2	109	2311	75.7	3.9	105
ENTIRE DAY	59311	7248	80.1	12.2	109	7804	76.1	13.2	104	6073	79.5	10.2	109	2348	76.9	4.0	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT/CONTEMPORARY	16172	2280	25.2	14.1	126	2441	23.8	15.1	119	1818	23.8	11.2	119	633	20.7	3.9	104
ALL NEWS	2256	*269	3.0	11.9	107	*302	2.9	13.4	106	*171	2.2	7.6	80	**96	3.1	4.3	113
AOR/PROGRESSIVE	3874	537	5.9	13.9	124	498	4.9	12.9	102	295	3.9	7.6	81	*173	5.7	4.5	118
BEAUTIFUL MUSIC	5660	707	7.8	12.5	112	722	7.0	12.8	101	567	7.4	10.0	106	*264	8.6	4.7	124
BLACK	2204	249	2.8	11.3	101	257	2.5	11.7	92	**110	1.4	5.0	53	**72	2.4	3.3	87
CLASSICAL	1418	*148	1.6	10.4	93	*198	1.9	14.0	110	*131	1.7	9.2	98	**72	2.4	5.1	135
CHR/ROCK	9538	1231	13.6	12.9	115	1203	11.7	12.6	100	824	10.8	8.6	92	349	11.4	3.7	97
COUNTRY	12648	1520	16.8	12.0	108	1620	15.8	12.8	101	1399	18.3	11.1	117	521	17.1	4.1	109
GOLDEN OLDIES	1191	**107	1.2	9.0	80	**120	1.2	10.1	80	**106	1.4	8.9	94	**15	0.5	1.3	33
MOR/NOSTALGIA	4757	620	6.8	13.0	117	689	6.7	14.5	114	683	8.9	14.4	152	*155	5.1	3.3	86
NEWS/TALK	3863	545	6.0	14.1	126	540	5.3	14.0	110	615	8.1	15.9	169	*131	4.3	3.4	90
RELIGIOUS	3084	*353	3.9	11.4	102	385	3.8	12.5	99	*283	3.7	9.2	97	*161	5.3	5.2	138
SOFT ROCK	521	**123	1.4	23.6	211	**109	1.1	20.9	165	**90	1.2	17.3	183	**18	0.6	3.5	92
URBAN CONTEMPORARY	1585	*115	1.3	7.3	65	*118	1.2	7.4	59	**78	1.0	4.9	52	**61	2.0	3.8	102
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	439	4.8	13.5	120	474	4.6	14.5	115	322	4.2	9.9	105	**126	4.1	3.9	102
ABC DIRECTION	2316	*254	2.8	11.0	98	292	2.8	12.6	100	*225	2.9	9.7	103	**53	1.7	2.3	61
ABC ENTERTAINMENT	4834	630	7.0	13.0	117	684	6.7	14.1	112	562	7.4	11.6	123	*180	5.9	3.7	99
ABC FM	2202	289	3.2	13.1	117	*266	2.6	12.1	95	*142	1.9	6.4	68	**59	1.9	2.7	71
ABC INFORMATION	5425	786	8.7	14.5	130	808	7.9	14.9	118	677	8.9	12.5	132	*227	7.4	4.2	111
ABC ROCK	1677	280	3.1	16.7	149	298	2.9	17.8	140	*175	2.3	10.4	111	*660	2.0	3.6	95
CBS	4430	619	6.8	14.0	125	734	7.2	16.6	131	570	7.5	12.9	136	*153	5.0	3.5	92
MUTUAL	4992	644	7.1	12.9	115	708	6.9	14.2	112	706	9.2	14.1	150	*246	8.1	4.9	131
NBC	4679	687	7.6	14.7	131	641	6.3	13.7	108	581	7.6	12.4	132	*209	6.8	4.5	118
RADIORADIO	1994	*292	3.2	14.6	131	*260	2.5	13.0	103	*183	2.4	9.2	97	**104	3.4	5.2	138
RKO ONE	2298	246	2.7	10.7	96	242	2.4	10.5	83	*219	2.9	9.5	101	**120	3.9	5.2	138
RKO TWO	3311	354	3.9	10.7	96	371	3.6	11.2	89	341	4.5	10.3	109	*131	4.3	4.0	105
THE SOURCE	2114	*299	3.3	14.1	127	*233	2.3	11.0	87	*214	2.8	10.1	107	**70	2.3	3.3	88
NON-WIRED : BLAIR	8654	1108	12.2	12.8	115	1299	12.7	15.0	119	973	12.7	11.2	119	295	9.7	3.4	90
INTERNET	12025	1523	16.8	12.7	113	1534	15.0	12.8	101	1440	18.9	12.0	127	524	17.2	4.4	116
KATZ RADIO GROUP	15359	1829	20.2	11.9	107	1952	19.0	12.7	100	1751	22.9	11.4	121	560	18.3	3.6	97
SUPERNET	10628	1437	15.9	13.5	121	1472	14.4	13.9	109	1011	13.2	9.5	101	392	12.8	3.7	98
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	868	9.6	10.0	90	979	9.6	11.3	89	938	12.3	10.8	115	353	11.6	4.1	108
WKDAY 9:00 AM - 1:00 PM	12163	1295	14.3	10.6	95	1457	14.2	12.0	95	1047	13.7	8.6	91	433	14.2	3.6	94
WKDAY 1:00 PM - 4:30 PM	16150	1714	18.9	10.6	95	1911	18.6	11.8	93	1321	17.3	8.2	87	522	17.1	3.2	86
WKDAY 4:30 PM - 7:30 PM	22463	2402	26.5	10.7	96	2673	26.1	11.9	94	1955	25.6	8.7	92	822	26.9	3.7	97
WKDAY 7:30 PM - 8:00 PM	31795	3422	37.8	10.8	96	3838	37.4	12.1	95	2714	35.5	8.5	91	1180	38.6	3.7	98
WKDAY 11:00 PM - 11:30 PM	23977	2688	29.7	11.2	100	3040	29.7	12.7	100	2449	32.1	10.2	108	858	28.1	3.6	95
WKDAY 11:30 PM - 1:00 AM	7703	883	9.8	11.5	103	998	9.7	13.0	102	796	10.4	10.3	110	270	8.8	3.5	93
M-SAT 8-11 PM-SUN 7-11 PM	33800	3771	41.7	11.2	100	4168	40.7	12.3	97	3115	40.8	9.2	98	1287	42.1	3.8	101
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	804	8.9	12.3	110	816	8.0	12.5	99	617	8.1	9.4	100	286	9.4	4.4	116
ANOTHER WORLD	N 4620	444	4.9	9.6	86	500	4.9	10.8	86	333	4.4	7.2	76	*169	5.5	3.7	97
AS THE WORLD TURNS	C 5614	543	6.0	9.7	87	644	6.3	11.5	91	391	5.1	7.0	74	157	5.1	2.8	74
CAPITOL	C 3396	382	4.2	11.2	101	446	4.4	13.1	104	237	3.1	7.0	74	*89	2.9	2.6	69
CBS MORN. NEWS 1	C 1446	117	1.3	8.1	72	123	1.2	8.5	67	93	1.2	6.4	68	**50	1.6	3.5	92
CBS MORN. NEWS 2	C 1207	105	1.2	8.7	78	110	1.1	9.1	72	75	1.0	6.2	66	**33	1.1	2.7	73
DAYS OF OUR LIVES	N 5877	602	6.7	10.2	92	618	6.0	10.5	83	538	7.0	9.2	97	188	6.2	3.2	85
FACTS OF LIFE - DAYTIME	N 2290	216	2.4	9.4	84	266	2.6	11.6	92	185	2.4	8.1	86	*47	1.5	2.1	54
FAMILY FEUD	A 3023	275	3.0	9.1	81	315	3.1	10.4	82	222	2.9	7.3	78	*75	2.5	2.5	66
GENERAL HOSPITAL	A 6097	687	7.6	11.3	101	814	7.9	13.4	105	565	7.4	9.3	98	208	6.8	3.4	90
GOOD MORNING, AMERICA-730	A 3515	356	3.9	10.1	91	477	4.7	13.6	107	387	5.1	11.0	117	147	4.8	4.2	111
GOOD MORNING, AMERICA-830	A 2818	334	3.7	11.9	106	392	3.8	13.9	110	321	4.2	11.4	121	160	5.2	5.7	151
GUIDING LIGHT	C 5339	528	5.8	9.9	88	608	5.9	11.4	90	414	5.4	7.8	82	*147	4.8	2.8	73
ONE LIFE TO LIVE	A 4478	476	5.3	10.6	95	565	5.5	12.6	100	442	5.8	9.9	105	169	5.5	3.8	100
PRESS YOUR LUCK	C 2244	237	2.6	10.6	94	285	2.8	12.7	100	152	2.0	6.8	72	*62	2.0	2.8	73
PRICE IS RIGHT 1	C 4348	386	4.3	8.9	79	466	4.5										

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	CORN CHEX				RICE CHEX				WHEAT CHEX				WHEAT & RAISIN CHEX				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		'000	DOWN	ACROSS	INDX	'000	DOWN	ACROSS	INDX	'000	DOWN	ACROSS	INDX	'000	DOWN	ACROSS	INDX		
TOTAL FEMALE HOMEMAKERS			80986	5052	100.0	11.2	100	10250	100.0	12.7	100	7635	100.0	9.4	100	3054	100.0	3.8	100
WKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY		26053	2661	29.4	10.2	91	3058	29.8	11.7	93	2257	29.6	8.7	92	842	27.6	3.2	86	
NETWORK AFFILIATES - LATE		20261	2273	25.1	11.2	100	2583	25.2	12.7	101	2130	27.9	10.5	112	723	23.7	3.6	95	
INDEPENDENTS - LATE		2076	187	2.1	9.1	81	191	1.9	9.2	73	161	2.1	7.8	82	83	2.7	4.0	106	
TV EVENING NTKM 6 PM - 2 AM																			
A TEAM		N 10453	1421	15.7	13.6	122	1415	13.8	13.5	107	964	12.6	9.2	98	356	11.7	3.4	90	
ABC MONDAY NIGHT MOVIE		A 6412	684	7.6	10.7	95	809	7.9	12.6	100	661	8.7	10.3	109	312	10.2	4.9	129	
ABC SUNDAY NIGHT MOVIE		A 12407	1404	15.5	11.3	101	1428	13.9	11.5	91	1235	16.2	10.0	106	374	12.2	3.0	80	
ABC WORLD NEWS TONIGHT		A 6176	675	7.5	10.9	98	678	6.6	11.0	87	501	6.6	8.1	86	180	5.9	2.9	77	
AFTERMASH		C 5853	658	7.4	11.4	102	780	7.6	13.3	105	448	5.9	7.6	81	264	8.6	4.5	119	
ALICE		C 9594	976	10.8	10.2	91	1182	11.5	12.3	97	785	10.3	8.2	87	348	11.4	3.6	96	
AMERICAN PARADE		C 5622	652	7.3	10.0	89	787	7.7	11.9	94	656	8.6	9.9	105	244	8.0	3.7	98	
BENSON		A 10886	1133	12.5	10.4	93	1276	12.4	11.7	93	950	12.4	8.7	93	354	11.6	3.3	86	
BLUE THUNDER		A 5034	608	6.7	12.1	108	616	6.0	12.2	97	484	6.3	9.6	102	141	4.6	2.8	74	
CAGNEY & LACEY		C 9965	1260	13.9	12.6	113	1394	13.6	14.0	111	971	12.7	9.7	103	325	10.6	3.3	86	
CBS EVENING NEWS-DEAN		C 3491	424	4.7	12.1	109	485	4.7	13.9	110	320	4.2	9.2	97	103	3.4	3.0	78	
CBS EVENING NEWS-RATHER		C 7123	714	7.9	10.0	90	901	8.8	12.6	100	659	8.6	9.3	98	250	8.2	3.5	93	
CBS SAT. NEWS-SCHIEFFER		C 3621	315	3.5	8.7	78	358	3.5	9.9	78	279	3.7	7.7	82	115	3.8	3.2	84	
CBS SATURDAY NIGHT MOVIE		C 5436	565	6.3	10.4	93	637	6.2	11.7	93	433	5.7	8.0	84	198	6.5	3.6	97	
CBS WEDNESDAY NIGHT MOVIE		C 6100	636	7.0	10.4	93	616	6.0	10.1	80	415	5.4	6.8	72	200	6.5	3.3	87	
CHEERS		N 5887	1070	11.8	12.0	108	1231	12.0	13.8	109	1104	14.5	12.4	132	444	14.5	5.0	132	
DALLAS		C 22109	2314	25.6	10.5	94	2746	26.8	12.4	98	2095	27.4	9.5	101	957	31.3	4.3	115	
DIFF'RENT STROKES		N 6940	587	7.6	9.9	89	688	6.7	9.9	78	447	5.9	6.4	68	206	6.7	3.0	79	
DOUBLE TROUBLE		N 7223	802	8.9	11.1	99	989	9.6	13.7	108	741	9.7	10.3	109	250	8.2	3.5	92	
DUCK FACTORY		N 5595	671	7.4	12.0	107	727	7.1	13.0	103	706	9.2	12.6	134	184	6.0	3.3	87	
DUKES OF HAZZARD		C 5768	549	6.1	9.5	85	575	5.6	10.0	79	361	4.7	6.3	66	198	6.5	3.4	91	
DYNASTY		A 20053	2044	22.6	10.2	91	2256	22.0	11.3	89	1724	22.6	8.6	91	617	20.2	3.1	82	
FACTS OF LIFE		N 5087	1060	11.7	13.1	117	1183	11.5	14.6	116	816	10.7	10.1	107	352	11.5	4.4	115	
FALCON CREST		C 20046	2114	23.4	10.5	94	2430	23.7	12.1	96	1746	22.9	8.7	92	741	24.3	3.7	98	
FALL GUY		A 9084	1169	12.9	12.9	115	1161	11.3	12.8	101	954	12.5	10.5	111	388	12.7	4.3	113	
FAMILY TIES		N 7964	995	11.0	12.5	112	1049	10.2	13.2	104	726	9.5	9.1	97	299	9.8	3.8	100	
FANTASY ISLAND		A 7687	780	8.6	10.1	91	898	8.8	11.7	92	556	7.3	7.2	77	316	10.3	4.1	109	
FOULUPS, BLEEPERS & BLUNDERS		A 8861	933	10.3	10.5	94	1145	11.2	12.9	102	882	11.6	10.0	106	351	11.5	4.0	105	
FOUR SEASONS		C 5095	601	6.6	11.8	106	681	6.6	13.4	106	411	5.4	8.1	86	252	8.3	4.9	131	
GIMME A BREAK		N 8838	1010	11.2	11.4	102	1078	10.5	12.2	96	730	9.6	8.3	88	278	9.1	3.1	83	
HART TO HART		A 8978	1231	13.6	13.7	123	1350	13.2	15.0	119	821	10.8	9.1	97	277	9.1	3.1	82	
HILL STREET BLUES		N 8590	1109	12.3	12.9	116	1182	11.5	13.8	109	1037	13.6	12.1	128	320	10.5	3.7	99	
HOTEL		A 14085	1346	14.9	9.6	85	1665	16.2	11.8	93	1283	16.8	9.1	97	448	14.7	3.2	84	
JEFFERSONS		C 9360	942	10.4	10.1	90	1067	10.4	11.4	90	696	9.1	7.4	79	345	11.3	3.7	98	
JENNIFER SLEPT HERE		N 5841	578	6.4	9.9	89	642	6.3	11.0	87	463	6.1	7.9	84	185	6.1	3.2	84	
KATE & ALLIE		C 9206	982	10.8	10.7	95	987	9.6	10.7	85	824	10.8	9.0	95	307	10.1	3.3	88	
KNIGHT RIDER		N 7076	630	7.0	8.9	80	682	6.7	9.6	76	471	6.2	6.7	71	241	7.9	3.4	90	
LOVE BOAT		A 12219	1180	13.0	9.7	86	1328	13.0	10.9	86	1006	13.2	8.2	87	443	14.5	3.6	96	
MAGNUM PI		C 11199	1205	13.3	10.8	96	1336	13.0	11.9	94	1016	13.3	9.1	96	458	15.0	4.1	108	
MAMA'S FAMILY		N 6057	700	7.7	11.6	103	741	7.2	12.2	97	422	5.5	7.0	74	159	5.2	2.6	70	
MASTER, THE		N 3588	442	4.9	12.3	110	441	4.3	12.3	97	336	4.4	9.3	99	117	3.8	3.3	86	
MATT HOUSTON		A 6344	827	9.1	13.0	117	855	8.3	13.5	106	710	9.3	11.2	119	239	7.8	3.8	100	
NBC MONDAY NIGHT MOVIE		N 11994	1372	15.2	11.4	102	1503	14.7	12.5	99	1024	13.4	8.5	91	435	14.2	3.6	96	
NBC NIGHTLY NEWS		N 5132	558	6.2	10.9	97	579	5.6	11.3	89	532	7.0	10.4	110	190	6.2	3.7	98	
NBC NIGHTLY NEWS-SAT		N 3375	282	3.1	8.4	75	310	3.0	9.2	73	313	4.1	9.3	98	88	2.9	2.6	69	
NBC NIGHTLY NEWS-SUN		N 3130	286	3.2	9.1	82	296	2.9	9.5	75	342	4.5	10.9	116	115	3.8	3.7	97	
NBC SUNDAY NIGHT MOVIE		N 8284	832	9.2	10.0	90	903	8.8	10.9	86	771	10.1	9.3	99	325	10.6	3.9	104	
NEWHART		C 9240	1082	12.0	11.7	105	1062	10.4	11.5	91	821	10.8	8.9	94	321	10.5	3.5	92	
ONE DAY AT A TIME		C 7288	742	8.2	10.2	91	810	7.9	11.1	88	665	8.7	9.1	97	206	6.7	2.8	75	
PEOPLE ARE FUNNY		N 4855	593	6.6	12.2	109	603	5.9	12.4	98	382	5.0	7.9	83	167	5.5	3.4	91	
REAL PEOPLE		N 8869	957	10.5	10.7	96	1138	11.1	12.8	101	802	10.5	9.0	96	370	12.1	4.2	111	
REMINGTON STEELE		N 7743	876	9.7	11.3	101	859	8.4	11.1	88	691	9.1	8.9	95	329	10.8	4.2	113	
RIPLEY'S BELIEVE IT - NOT		A 5345	753	8.3	14.1	126	766	7.5	14.3	113	612	8.0	11.4	121	231	7.6	4.3	115	
RIP TIDE		N 6988	881	9.7	12.6	113	820	8.0	11.7	93	616	8.1	8.8	94	290	9.5	4.1	110	
SCARECROW & MRS. KING		C 10002	1124	12.4	11.2	101	1306	12.7	13.1	103	938	12.3	9.4	99	394	12.9	3.9	104	
SIMON & SIMON		C 10638	1132	12.5	10.6	95	1225	12.0	11.5	91	840	11.0	7.9	84	405	13.3	3.8	101	
60 MINUTES		C 13293	1315	14.5	9.9	89	1619	15.8	12.2	96	1126	14.7	8.5	90	431	14.1	3.2	86	
ST. ELSEWHERE		N 7017	941	10.4	13.4	120	1122	10.9	16.0	126	922	12.1	13.1	139	437	14.3	6.2	165	
THREE'S COMPANY		A 10917	1257	13.9	11.5	103	1516	14.8											

	TOTAL U.S. '000	COCOA PUFFS				CRISPY WHEATS 'N RAISINS				GOLDEN GRAHAMS				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	5947	100.0	7.3	100	5795	100.0	7.2	100	6329	100.0	7.8	100				
18 - 24	9282	935	15.7	10.1	137	624	10.8	6.7	94	775	12.2	8.3	107				
25 - 34	19072	1864	31.3	9.8	133	1574	27.2	8.3	115	1430	22.6	7.5	96				
35 - 44	14591	1556	26.2	10.7	145	1297	22.4	8.9	124	1662	26.3	11.4	146				
45 - 54	11345	927	15.6	8.2	111	824	14.2	7.3	102	923	14.6	8.1	104				
55 - 64	11635	*379	6.4	3.3	44	730	12.6	6.3	88	761	12.0	6.5	84				
65 OR OLDER	15061	*286	4.8	1.9	26	747	12.9	5.0	69	778	12.3	5.2	66				
18 - 34	28354	2799	47.1	9.9	134	2198	37.9	7.8	108	2205	34.8	7.8	100				
18 - 49	48339	4888	82.2	10.1	138	4014	69.3	8.3	116	4364	69.0	9.0	116				
25 - 54	45008	4347	73.1	9.7	132	3695	63.8	8.2	115	4015	63.4	8.9	114				
35 - 49	19985	2089	35.1	10.5	142	1817	31.4	9.1	127	2158	34.1	10.8	138				
50 OR OLDER	32647	1059	17.8	3.2	44	1781	30.7	5.5	76	1965	31.0	6.0	77				
GRADUATED COLLEGE	11155	613	10.3	5.5	75	656	11.3	5.9	82	733	11.6	6.6	84				
ATTENDED COLLEGE	13682	890	15.0	6.5	89	1127	19.4	8.2	115	1291	20.4	9.4	121				
GRADUATED HIGH SCHOOL	33880	3199	53.8	9.4	129	2860	49.4	8.4	118	3093	48.9	9.1	117				
DID NOT GRADUATE HIGH SCHOOL	22270	1244	20.9	5.6	76	1152	19.9	5.2	72	1212	19.1	5.4	70				
EMPLOYED	40306	3561	59.9	8.8	120	2963	51.1	7.4	103	3311	52.3	8.2	105				
EMPLOYED FULL-TIME	23850	2822	47.5	8.6	117	2497	43.1	7.6	106	2494	39.4	7.6	97				
EMPLOYED PART-TIME	7456	739	12.4	9.9	135	467	8.1	6.3	88	818	12.9	11.0	140				
NOT EMPLOYED	40680	2386	40.1	5.9	80	2832	48.9	7.0	97	3018	47.7	7.4	95				
PROFESSIONAL/MANAGER	10392	*763	12.8	7.3	100	684	11.8	6.6	92	810	12.8	7.8	100				
TECH/CLERICAL/SALES	17574	1658	27.9	9.4	128	1475	25.5	8.4	117	1504	23.8	8.6	110				
PRECISION/CRAFT	985	*72	1.2	7.3	100	**143	2.5	14.5	203	**106	1.7	10.8	138				
OTHER EMPLOYED	11354	1067	17.9	9.4	128	661	11.4	5.8	81	891	14.1	7.8	100				
SINGLE	9863	541	9.1	5.5	75	633	10.9	6.4	90	552	8.7	5.6	72				
MARRIED	51375	4293	72.2	8.4	114	4045	69.8	7.9	110	4542	71.8	8.8	113				
DIVORCED/SEPARATED/WIDOWED	19748	1113	18.7	5.6	77	1117	19.3	5.7	79	1234	19.5	6.2	80				
PARENTS	32590	4440	74.7	13.6	186	2836	48.9	8.7	122	3653	57.7	11.2	143				
WHITE	70416	5131	86.3	7.3	99	5243	90.5	7.4	104	5816	91.9	8.3	106				
BLACK	8778	591	9.9	6.7	92	490	8.5	5.6	78	433	6.8	4.9	63				
OTHER	1791	**224	3.8	12.5	170	**63	1.1	3.5	49	**80	1.3	4.5	57				
NORTHEAST-CENSUS	17786	1493	25.1	8.4	114	1261	21.8	7.1	99	1257	19.9	7.1	90				
NORTH CENTRAL	20741	1426	24.0	6.9	94	1647	28.4	7.9	111	2509	39.6	12.1	155				
SOUTH	27775	1780	29.9	6.4	87	1682	29.0	6.1	85	1531	24.2	5.5	71				
WEST	14683	1248	21.0	8.5	116	1206	20.8	8.2	115	1032	16.3	7.0	90				
NORTHEAST-MKTG.	17961	1432	24.1	8.0	109	1304	22.5	7.3	101	1331	21.0	7.4	95				
EAST CENTRAL	11885	970	16.3	8.2	111	992	17.1	8.3	117	1003	15.8	8.4	108				
WEST CENTRAL	14090	873	14.7	6.2	84	1079	18.6	7.7	107	1754	27.7	12.4	159				
SOUTH	24081	1569	26.4	6.5	89	1340	23.1	5.6	78	1303	20.6	5.4	69				
PACIFIC	12969	1103	18.5	8.5	116	1080	18.6	8.3	116	938	14.8	7.2	93				
COUNTY SIZE A	32439	2397	40.3	7.4	101	2344	40.4	7.2	101	2404	38.0	7.4	95				
COUNTY SIZE B	24915	1872	31.5	7.5	102	1799	31.0	7.2	101	1955	30.9	7.8	100				
COUNTY SIZE C	12930	1112	18.7	8.6	117	990	17.1	7.7	107	935	14.8	7.2	93				
COUNTY SIZE D	10703	*566	9.5	5.3	72	663	11.4	6.2	87	1034	16.3	9.7	124				
METRO CENTRAL CITY	24518	1801	30.3	7.3	100	1684	29.1	6.9	96	1882	29.7	7.7	98				
METRO SUBURBAN	35919	2777	46.7	7.7	105	2726	47.0	7.6	106	2929	46.3	8.2	104				
NON METRO	20549	1370	23.0	6.7	91	1386	23.9	6.7	94	1517	24.0	7.4	94				
TOP 5 ADI'S	18341	1273	21.4	6.9	95	1271	21.9	6.9	97	1502	23.7	8.2	105				
TOP 10 ADI'S	25378	1669	28.1	6.6	90	1755	30.3	6.9	97	2010	31.8	7.9	101				
TOP 20 ADI'S	36488	2591	43.6	7.1	97	2600	44.9	7.1	100	2697	42.6	7.4	95				
HSHLD INC. \$50,000 OR MORE	6612	*554	9.3	8.4	114	*655	11.3	9.9	138	*531	8.4	8.0	103				
\$40,000 OR MORE	12659	1147	19.3	9.1	123	1210	20.9	9.6	134	1181	18.7	9.3	119				
\$30,000 OR MORE	24698	2263	38.1	9.2	125	2256	38.9	9.1	128	2355	37.2	9.5	122				
\$25,000 OR MORE	32077	2814	47.3	8.8	119	2864	49.4	8.9	125	3012	47.6	9.4	120				
\$20,000 - \$24,999	9144	*723	12.2	7.9	108	649	11.2	7.1	99	714	11.3	7.8	100				
\$15,000 - \$19,999	8728	*521	8.8	6.0	81	466	8.0	5.3	75	725	11.5	8.3	106				
\$10,000 - \$14,999	12562	839	14.1	6.7	91	1018	17.6	8.1	113	956	15.1	7.6	97				
UNDER \$10,000	18475	1050	17.7	5.7	77	798	13.8	4.3	60	921	14.6	5.0	64				
HOUSEHOLD OF 1 PERSON	11987	*171	2.9	1.4	19	429	7.4	3.6	50	482	7.6	4.0	51				
2 PEOPLE	26577	867	14.6	3.3	44	1419	24.5	5.3	75	1238	19.6	4.7	60				
3 OR 4 PEOPLE	30617	3167	53.3	10.3	141	2842	49.0	9.3	130	2941	46.5	9.6	123				
5 OR MORE PEOPLE	11804	1742	29.3	14.8	201	1105	19.1	9.4	131	1667	26.3	14.1	181				
NO CHILD IN HSHLD	46165	1342	22.6	2.9	40	2789	48.1	6.0	84	2359	37.3	5.1	65				
CHILD(REN) UNDER 2 YRS	5325	*511	8.6	9.6	131	*291	5.0	5.5	76	*368	5.8	6.9	88				
2 - 5 YEARS	14221	1692	28.5	11.9	162	1331	23.0	9.4	131	1265	20.0	8.9	114				
6 - 11 YEARS	15117	2316	38.9	15.3	209	1409	24.3	9.3	130	1685	26.6	11.1	143				
12 - 17 YEARS	16611	2315	38.9	13.9	190	1633	28.2	9.8	137	2429	38.4	14.6	187				
RESIDENCE OWNED	55884	3959	66.6	7.1	96	4313	74.4	7.7	108	4954	78.3	8.9	113				
VALUE: \$50,000 OR MORE	31744	2311	38.9	7.3	99	2724	47.0	8.6	120	2988	47.2	9.4	120				
VALUE: UNDER \$50,000	24140	1648	27.7	6.8	93	1588	27.4	6.6	92	1965	31.0	8.1	104				

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	COCOA PUFFS				CRISPY WHEATS 'N RAISINS				GOLDEN GRAHAMS							
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	5947	100.0	7.3	100	5795	100.0	7.2	100	6329	100.0	7.8	100				
MAGAZINES	QUINTILE 1	15799	1480	24.9	9.4	128	1531	26.4	9.7	135	1397	22.1	8.8	113				
	QUINTILE 2	17259	1145	19.3	6.6	90	1299	22.4	7.5	105	1499	23.7	8.7	111				
	QUINTILE 3	13545	971	16.3	7.2	98	864	14.9	6.4	89	898	14.2	6.6	85				
	QUINTILE 4	15133	1166	19.6	7.7	105	1017	17.5	6.7	94	1341	21.2	8.9	113				
	QUINTILE 5	19250	1186	19.9	6.2	84	1085	18.7	5.6	79	1194	18.9	6.2	79				
NEWSPAPERS	QUINTILE 1	12413	864	14.5	7.0	95	814	14.0	6.6	92	1111	17.6	9.0	115				
	QUINTILE 2	24116	1730	29.1	7.2	98	2040	35.2	8.5	118	2231	35.3	9.3	118				
	QUINTILE 3	11261	825	13.9	7.3	100	813	14.0	7.2	101	777	12.3	6.9	88				
	QUINTILE 4	20255	1567	26.3	7.7	105	1308	22.6	6.5	90	1406	22.2	6.9	89				
	QUINTILE 5	12940	961	16.2	7.4	101	821	14.2	6.3	89	804	12.7	6.2	80				
OUTDOOR	QUINTILE 1	14852	1388	23.3	9.3	127	1145	19.8	7.7	108	1077	17.0	7.3	93				
	QUINTILE 2	15725	1067	17.9	6.8	92	1049	18.1	6.7	93	1343	21.2	8.5	109				
	QUINTILE 3	16330	1150	19.3	7.0	96	1248	21.5	7.6	107	1282	20.3	7.9	100				
	QUINTILE 4	16744	1453	24.4	8.7	118	1135	19.6	6.8	95	1202	19.0	7.2	92				
	QUINTILE 5	17334	890	15.0	5.1	70	1219	21.0	7.0	98	1426	22.5	8.2	105				
RADIO-DRIVE TIME	QUINTILE 1	15911	1277	21.5	8.0	109	1252	21.6	7.9	110	1503	23.7	9.4	121				
	QUINTILE 2	14837	945	15.9	6.4	87	1126	19.4	7.6	106	1173	18.5	7.9	101				
	QUINTILE 3	15339	1270	21.4	8.3	113	1138	19.6	7.4	104	1301	20.6	8.5	109				
	QUINTILE 4	16723	1247	21.0	7.5	102	1249	21.6	7.5	104	1206	19.1	7.2	92				
	QUINTILE 5	18176	1208	20.3	6.6	91	1031	17.8	5.7	79	1145	18.1	6.3	81				
RADIO-MID- DAY	TERCILE 1	21020	1668	28.0	7.9	108	1470	25.4	7.0	98	1883	29.8	9.0	115				
	TERCILE 2	21610	1737	29.2	8.0	109	1686	29.1	7.8	109	1831	28.9	8.5	108				
	TERCILE 3	38355	2542	42.7	6.6	90	2639	45.5	6.9	96	2615	41.3	6.8	87				
RADIO-TOTAL	QUINTILE 1	15988	1316	22.1	8.2	112	1159	20.0	7.2	101	1518	24.0	9.5	121				
	QUINTILE 2	15626	1095	18.4	7.0	95	1219	21.0	7.8	109	1178	18.6	7.5	96				
	QUINTILE 3	16723	1422	23.9	8.5	116	1321	22.8	7.9	110	1442	22.8	8.6	110				
	QUINTILE 4	16342	1128	19.0	6.9	94	1200	20.7	7.3	103	1172	18.5	7.2	92				
	QUINTILE 5	16306	987	16.6	6.1	82	897	15.5	5.5	77	1019	16.1	6.2	80				
TV-PRIME TIME	QUINTILE 1	15953	923	15.5	5.8	79	1087	18.8	6.8	95	1300	20.5	8.1	104				
	QUINTILE 2	16137	1486	25.0	9.2	125	1212	20.9	7.5	105	1361	21.5	8.4	108				
	QUINTILE 3	16420	1290	21.7	7.9	107	1289	22.2	7.9	110	1158	18.3	7.1	90				
	QUINTILE 4	16687	1208	20.3	7.2	99	1081	18.7	6.5	91	1589	25.1	9.5	122				
	QUINTILE 5	15789	1040	17.5	6.6	90	1126	19.4	7.1	100	921	14.6	5.8	75				
TV-DAYTIME	TERCILE 1	27736	1895	31.9	6.8	93	2047	35.3	7.4	103	2101	33.2	7.6	97				
	TERCILE 2	26489	2055	34.6	7.8	106	1835	31.7	6.9	97	2038	32.2	7.7	98				
	TERCILE 3	26761	1997	33.6	7.5	102	1913	33.0	7.1	100	2190	34.6	8.2	105				
TV-TOTAL	QUINTILE 1	16345	1113	18.7	6.8	93	1107	19.1	6.8	95	1085	17.1	6.6	85				
	QUINTILE 2	16447	1071	18.0	6.5	89	1177	20.3	7.2	100	1627	25.7	9.9	127				
	QUINTILE 3	15980	1195	20.1	7.5	102	1170	20.2	7.3	102	1303	20.6	8.2	104				
	QUINTILE 4	15887	1449	24.4	9.1	124	1040	17.9	6.5	91	1255	19.8	7.9	101				
	QUINTILE 5	16326	1120	18.8	6.9	93	1302	22.5	8.0	111	1058	16.7	6.5	83				
MAGAZINES-NEWSPAPERS: DUAL		20721	1735	29.2	8.4	114	1827	31.5	8.8	123	1913	30.2	9.2	118				
MAGAZINE IMPERATIVE		19186	1471	24.7	7.7	104	1423	24.6	7.4	104	1383	21.9	7.2	92				
NEWSPAPER IMPERATIVE		21899	1353	22.8	6.2	84	1467	25.3	6.7	94	1825	28.8	8.3	107				
MAGAZINES-OUTDOOR: DUAL		15451	1174	19.7	7.6	103	1302	22.5	8.4	118	1324	20.9	8.6	110				
MAGAZINE IMPERATIVE		25953	1878	31.6	7.2	99	2036	35.1	7.8	110	2115	33.4	8.1	104				
OUTDOOR IMPERATIVE		24400	1790	30.1	7.3	100	1499	25.9	6.1	86	1770	28.0	7.3	93				
MAGAZINES-RADIO: DUAL		18049	1501	25.2	8.3	113	1604	27.7	8.9	124	1573	24.9	8.7	112				
MAGAZINE IMPERATIVE		23571	1670	28.1	7.1	96	1805	31.1	7.7	107	1822	28.8	7.7	99				
RADIO IMPERATIVE		23278	1732	29.1	7.4	101	1436	24.8	6.2	86	1824	28.8	7.8	100				
MAGAZINES-TELEVISION: DUAL		15459	1132	19.0	7.3	100	1114	19.2	7.2	101	1387	21.9	9.0	115				
MAGAZINE IMPERATIVE		25829	2122	35.7	8.2	112	2204	38.0	8.5	119	2052	32.4	7.9	102				
TELEVISION IMPERATIVE		26039	1551	26.1	6.0	81	1672	28.9	6.4	90	1885	29.8	7.2	93				
NEWSPAPERS-OUTDOOR: DUAL		16605	1180	19.8	7.1	97	1279	22.1	7.7	108	1379	21.8	8.3	106				
NEWSPAPER IMPERATIVE		26834	1869	31.4	7.0	95	2037	35.2	7.6	106	2498	39.5	9.3	119				
OUTDOOR IMPERATIVE		23346	1815	30.5	7.8	106	1541	26.6	6.6	92	1696	26.8	7.3	93				
NEWSPAPERS-RADIO: DUAL		17133	1364	22.9	8.0	108	1342	23.2	7.8	109	1574	24.9	9.2	118				
NEWSPAPER IMPERATIVE		25892	1662	27.9	6.4	87	1887	32.6	7.3	102	2148	33.9	8.3	106				
RADIO IMPERATIVE		23167	1870	31.4	8.1	110	1681	29.0	7.3	101	1669	26.4	7.2	92				
NEWSPAPERS-TELEVISION: DUAL		17159	1066	17.9	6.2	85	1130	19.5	6.6	92	1771	28.0	10.3	132				
NEWSPAPER IMPERATIVE		26214	1934	32.5	7.4	100	2123	36.6	8.1	113	2056	32.5	7.8	100				
TELEVISION IMPERATIVE		23412	1674	28.1	7.2	97	1597	27.6	6.8	95	1597	25.2	6.8	87				
OUTDOOR-RADIO: DUAL		15303	1325	22.3	8.7	118	1180	20.4	7.7	108	1308	20.7	8.5	109				
OUTDOOR IMPERATIVE		24901	1808	30.4	7.3	99	1771	30.6	7.1	99	1885	29.8	7.6	97				
RADIO IMPERATIVE		26492	1915	32.2	7.2	98	1980	34.2	7.5	104	2251	35.6	8.5	109				
OUTDOOR-TELEVISION: DUAL		14794	1243	20.9	8.4	114	955	16.5	6.5	90	1259	19.9	8.5	109				
OUTDOOR IMPERATIVE		25437	1980	33.3	7.8	106	1948	33.6	7.7	107	1950	30.8	7.7	98				
TELEVISION IMPERATIVE		27877	1700	28.6	6.1	83	1998	34.5	7.2	100	2324	36.7	8.3	107				
RADIO-TELEVISION: DUAL		15996	1053	17.7	6.6	90	1118	19.3	7.0	98	1494	23.6	9.3	120				
RADIO IMPERATIVE		25478	2179	36.6	8.6	116	1990	34.3	7.8	109	1962	31.0	7.7	99				
TELEVISION IMPERATIVE		26573	1744	29.3	6.6	89	1867	32.2	7.0	98	2087	33.0	7.9	100				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	COCOA PUFFS				CRISPY WHEATS 'N RAISINS				GOLDEN GRAHAMS				A '000	B DOWN	C % ACROSS	D % INDX
		A '000	B % ACROSS	C % INDX	D	A '000	B DOWN	C % ACROSS	D	A '000	B DOWN	C % ACROSS	D				
TOTAL FEMALE HOMEMAKERS	80986	5947	100.0	7.3	100	5795	100.0	7.2	100	6329	100.0	7.8	100				
ATLANTIC MONTHLY	415	**14	0.2	3.4	46	**35	0.6	8.4	118	**26	0.4	6.3	80				
BARRON'S	453	**64	1.1	14.1	192	**5	0.1	1.1	15	**54	0.9	11.9	153				
BETTER HOMES & GARDENS	16256	1353	22.8	8.3	113	1501	25.9	9.2	129	1586	25.1	9.8	125				
BON APPETIT	2535	**111	1.9	4.4	60	*165	2.8	6.5	91	**206	3.3	8.1	104				
BUSINESS WEEK	1278	**77	1.3	6.0	82	**115	2.0	9.0	126	**86	1.4	6.7	86				
CAR AND DRIVER	378	**31	0.5	8.2	112	**18	0.3	4.8	67	**21	0.3	5.6	71				
CBS MAGAZINE NETWORK (GROSS)	1498	**105	1.8	7.0	95	*153	2.6	10.2	143	**168	2.7	11.2	144				
CHANGING TIMES	1505	**115	1.9	7.6	104	**174	3.0	11.6	162	**98	1.5	6.5	83				
COLONIAL HOMES	1231	*105	1.8	8.5	116	*173	3.0	14.1	196	*125	2.0	10.2	130				
CONDE NAST MAG. PKG. (GROSS)	14146	1394	23.4	9.9	134	1075	18.6	7.6	106	973	15.4	6.9	88				
CONSUMERS DIGEST	1323	**76	1.3	5.7	78	**114	2.0	8.6	120	*180	2.8	13.6	174				
COSMOPOLITAN	7102	618	10.4	8.7	119	662	11.4	9.3	130	510	8.1	7.2	92				
COUNTRY LIVING	2481	*173	2.9	7.0	95	*176	3.0	7.1	99	*179	2.8	7.2	92				
CUISINE	1472	**74	1.2	5.0	68	**162	2.8	11.0	154	**126	2.0	8.6	110				
CYCLE WORLD	425	**45	0.8	10.6	144	**35	0.6	8.2	115	**67	1.1	15.8	202				
DCI:CREATIVE IDEAS FOR LIV	2510	*215	3.6	8.6	117	*222	3.8	8.8	124	*204	3.2	8.1	104				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	420	7.1	6.3	85	529	9.1	7.9	110	380	6.0	5.7	73				
DISCOVER	894	**69	1.2	7.7	105	**107	1.8	12.0	167	**82	1.3	9.2	117				
EBONY	3507	237	4.0	6.8	92	255	4.4	7.3	102	208	3.3	5.9	76				
ESQUIRE	1083	**134	2.3	12.4	168	**72	1.2	6.6	93	**101	1.6	9.3	119				
ESSENCE	1830	*147	2.5	8.0	109	*122	2.1	6.7	93	*121	1.9	6.6	85				
FAMILY CIRCLE	15930	1250	21.0	7.8	107	1201	20.7	7.5	105	1496	23.6	9.4	120				
THE FAMILY HANDYMAN	1126	**84	1.4	7.5	102	*152	2.6	13.5	189	**88	1.4	7.8	100				
FAMILY WEEKLY	11468	991	16.7	8.6	118	848	14.6	7.4	103	805	12.7	7.0	90				
FIELD & STREAM	2234	*189	3.2	8.5	115	*150	2.6	6.7	94	*317	5.0	14.2	182				
FOOD & WINE	579	**21	0.4	3.6	49	**94	1.6	16.2	227	**29	0.5	5.0	64				
FORBES	728	**86	1.4	11.8	161	**84	1.4	11.5	161	**40	0.6	5.5	70				
FORTUNE	906	**90	1.5	9.9	135	**110	1.9	12.1	170	**73	1.2	8.1	103				
GENTLEMEN'S QUARTERLY	791	**90	1.5	11.4	155	**56	1.0	7.1	99	**74	1.2	9.4	120				
GLAMOUR	5265	507	8.5	9.6	131	387	6.7	7.4	103	331	5.2	6.3	80				
GOLF DIGEST	636	**14	0.2	2.2	30	**48	0.8	7.5	105	**88	1.4	13.8	177				
GOLF DIGEST/TENNIS (GROSS)	1186	**45	0.8	3.8	52	**82	1.4	6.9	97	**110	1.7	9.3	119				
GOLF MAGAZINE	441	**15	0.3	3.4	46	**45	0.8	10.2	143	**65	1.0	14.7	189				
GOLF MAGAZINE/SKI (GROSS)	922	**99	1.7	10.7	146	**99	1.7	10.7	150	**104	1.6	11.3	144				
GOOD HOUSEKEEPING	16487	1254	21.1	7.6	104	1256	21.7	7.6	106	1768	27.9	10.7	137				
HARPER'S BAZAAR	2423	*216	3.6	8.9	121	*203	3.5	8.4	117	*172	2.7	7.1	91				
HEALTH	1994	**148	2.5	7.4	101	*166	2.9	8.3	116	*126	2.0	6.3	81				
HEARST MAG CORP. BUY (GROSS)	44101	3531	59.4	8.0	109	3621	62.5	8.2	115	4022	63.5	9.1	117				
HEARST MAN POWER (GROSS)	1993	*161	2.7	8.1	110	*168	2.9	8.4	118	*196	3.1	9.8	126				
HEARST WOMAN POWER (GROSS)	31274	2583	43.4	8.3	112	2541	43.8	8.1	114	3038	48.0	9.7	124				
HOUSE BEAUTIFUL	3623	*238	4.0	6.6	89	302	5.2	8.3	116	221	3.5	6.1	78				
INC.	283	**61	1.0	21.6	294	**18	0.3	6.4	89	**41	0.6	14.5	185				
LADIES' HOME JOURNAL	2928	*187	3.1	6.4	87	*169	2.9	5.8	81	*140	2.2	4.8	61				
LHJ FAMILY GRP COMBO(GROSS)	11918	951	16.0	8.0	109	887	15.3	7.4	104	1075	17.0	9.0	115				
LIFE	16764	1399	23.5	8.3	114	1296	22.4	7.7	108	1429	22.6	8.5	109				
L.A. TIMES HOME MAGAZINE	4254	375	6.3	8.8	120	543	9.4	12.8	178	327	5.2	7.7	98				
MADEMOISELLE	1145	**91	1.5	7.9	108	**36	0.6	3.1	44	**48	0.8	4.2	54				
MC CALL'S	2884	385	6.5	13.3	182	*219	3.8	7.6	106	*161	2.5	5.6	71				
MC CALL'S/MRK MOTHER (GROSS)	13460	1093	18.4	8.1	111	1000	17.3	7.4	104	1279	20.2	9.5	122				
MECHANIX ILLUSTRATED	14606	1191	20.0	8.2	111	1112	19.2	7.6	106	1453	23.0	9.9	127				
METROPOLITAN HOME	772	**43	0.7	5.6	76	**91	1.6	11.8	165	**78	1.2	10.1	129				
MONEY	967	**79	1.3	8.2	111	**78	1.3	8.1	113	**48	0.8	5.0	64				
MOTHER EARTH NEWS	1588	*162	2.7	10.2	139	**98	1.7	6.2	86	*177	2.8	11.1	143				
MS.	1002	**67	1.1	6.7	91	**65	1.1	6.5	91	**80	1.3	8.0	102				
NATIONAL ENQUIRER	825	**86	1.4	10.4	142	**92	1.6	11.2	156	**73	1.2	8.8	113				
NATIONAL GEOGRAPHIC	10336	958	16.1	9.3	126	674	11.6	6.5	91	832	13.1	8.0	103				
NATIONAL SUNDAY MAGAZINE PKG	9597	603	10.1	6.3	86	772	13.3	8.0	112	832	13.1	8.7	111				
NATURAL HISTORY	49558	3717	62.5	7.5	102	3898	67.3	7.9	110	4341	68.6	8.8	112				
NEW WOMAN	573	**14	0.2	2.4	33	**20	0.3	3.5	49	**64	1.0	11.2	143				
NEW YORK INCLUDING CUE	1699	*178	3.0	10.5	143	*150	2.6	8.8	123	*101	1.6	5.9	76				
THE NEW YORKER	443	**32	0.5	7.2	98	**34	0.6	7.7	107	**12	0.2	2.7	35				
NEWSWEEK	1270	**94	1.6	7.4	101	**87	1.5	6.9	96	**35	0.6	2.8	35				
THE N.Y. TIMES DAILY EDITION	6277	432	7.3	6.9	94	525	9.1	8.4	117	546	8.6	8.7	111				
THE N.Y. TIMES MAGAZINE	1205	**68	1.1	5.6	77	**81	1.4	6.7	94	**13	0.2	1.1	14				
OMNI	2081	**79	1.3	3.8	52	*152	2.6	7.3	102	**73	1.2	3.5	45				
ON CABLE	788	**106	1.8	13.5	183	**108	1.9	13.7	192	**57	0.9	7.2	93				
1001 HOME IDEAS	1158	**134	2.3	11.6	158	**139	2.4	12.0	168	**141	2.2	12.2	156				
ORGANIC GARDENING	2852	*299	5.0	10.5	143	*243	4.2	8.5	119	*229	3.6	8.0	103				
OUTDOOR LIFE	1658	**85	1.4	5.1	70	*191	3.3	11.5	161	*159	2.5	9.6	123				
PARADE MAGAZINE	896	**110	1.8	12.3	167	**110	1.9	12.3	172	*107	1.7	11.9	153				
	24275	1697	28.5	7.0	95	1785	30.8	7.4	103	2100	33.2	8.7	111				

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	COCOA PUFFS				CRISPY WHEATS 'N RAISINS				GOLDEN GRAHAMS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	5947	100.0	7.3	100	5795	100.0	7.2	100	6329	100.0	7.8	100				
PARENTS	3845	433	7.3	11.3	153	438	7.6	11.4	159	402	6.4	10.5	134				
PENTHOUSE	831	**66	1.1	7.9	108	**82	1.4	9.9	138	**67	1.1	8.1	103				
PEOPLE	11645	1041	17.5	8.9	122	941	16.2	8.1	113	988	15.6	8.5	109				
PLAYBOY	2006	*136	2.3	6.8	92	*154	2.7	7.7	107	**106	1.7	5.3	68				
POPULAR HOT RODDING	297	**31	0.5	10.4	142	**51	0.9	17.2	240	**87	1.4	29.3	375				
POPULAR MECHANICS	1018	**33	0.6	3.2	44	**83	1.4	8.2	114	**107	1.7	10.5	134				
POPULAR SCIENCE	878	**50	0.8	5.7	78	**51	0.9	5.8	81	**65	1.0	7.4	95				
PREVENTION	3913	*186	3.1	4.8	65	415	7.2	10.6	148	355	5.6	9.1	116				
PSYCHOLOGY TODAY	1710	*192	3.2	11.2	153	*160	2.8	9.4	131	**116	1.8	6.8	87				
READER'S DIGEST	22204	1623	27.3	7.3	100	1797	31.0	8.1	113	2028	32.0	9.1	117				
REDBOOK	7684	711	12.0	9.3	126	623	10.8	8.1	113	760	12.0	9.9	127				
ROAD & TRACK	410	**31	0.5	7.6	103	**81	1.4	19.8	276	**52	0.8	12.7	162				
ROLLING STONE	969	**116	2.0	12.0	163	**143	2.5	14.8	206	**72	1.1	7.4	95				
RUNNER'S WORLD	298	**23	0.4	7.7	105	**4	0.1	1.3	19	**39	0.6	13.1	167				
SATURDAY EVENING POST	1169	**109	1.8	9.3	127	*155	2.7	13.3	185	**121	1.9	10.4	132				
SCIENCE 84	587	**84	1.4	14.3	195	**38	0.7	6.5	90	**17	0.3	2.9	37				
SCIENCE DIGEST	482	**69	1.2	14.3	195	**32	0.6	6.6	93	**33	0.5	6.8	88				
SCIENTIFIC AMERICAN	594	**27	0.5	4.5	62	**39	0.7	6.6	92	**42	0.7	7.1	90				
SELF	2089	*189	3.2	9.0	123	*169	2.9	8.1	113	*185	2.9	8.9	113				
SEVENTEEN	2411	*261	4.4	10.8	147	*120	2.1	5.0	70	*207	3.3	8.6	110				
SKI	480	**84	1.4	17.5	238	**55	0.9	11.5	160	**39	0.6	8.1	104				
SMITHSONIAN	2760	*114	1.9	4.1	56	*234	4.0	8.5	118	*139	2.2	5.0	64				
SOAP OPERA DIGEST	3013	377	6.3	12.5	170	*216	3.7	7.2	100	*283	4.5	9.4	120				
SOUTHERN LIVING	4184	*205	3.4	4.9	67	306	5.3	7.3	102	*176	2.8	4.2	54				
SPORT	559	**48	0.8	8.6	117	**29	0.5	5.2	73	**29	0.5	5.2	66				
THE SPORTING NEWS	436	**78	1.3	17.9	244	**60	1.0	13.8	192	**50	0.8	11.5	147				
SPORTS AFIELD	493	**59	1.0	12.0	163	**53	0.9	10.8	150	**56	0.9	11.4	145				
SPORTS ILLUSTRATED	2758	*249	4.2	9.0	123	*294	5.1	10.7	149	268	4.2	9.7	124				
STAR	7456	708	11.9	9.5	129	464	8.0	6.2	87	640	10.1	8.6	110				
SUNDAY	24936	1792	30.1	7.2	98	2205	38.1	8.8	124	2431	38.4	9.7	125				
SUNSET	2124	**146	2.5	6.9	94	**196	3.4	9.2	129	**155	2.4	7.3	93				
TV GUIDE	21661	2099	35.3	9.7	132	1689	29.1	7.8	109	1567	24.8	7.2	93				
TENNIS	550	**31	0.5	5.6	77	**34	0.6	6.2	86	**23	0.4	4.2	54				
TIME	8880	602	10.1	6.8	92	692	11.9	7.8	109	622	9.8	7.0	90				
TOWN & COUNTRY	917	**55	0.9	6.0	82	**36	0.6	3.9	55	**57	0.9	6.2	80				
TRAVEL & LEISURE	972	**81	1.4	8.3	113	**92	1.6	9.5	132	**42	0.7	4.3	55				
TRUE STORY	3356	393	6.6	11.7	159	*307	5.3	9.1	128	264	4.2	7.9	101				
U.S. NEWS & WORLD REPORT	3410	*223	3.7	6.5	89	280	4.8	8.2	115	*219	3.5	6.4	82				
USA TODAY	1759	**124	2.1	7.0	96	*159	2.7	9.0	126	**146	2.3	8.3	106				
US	1873	*263	4.4	14.0	191	*224	3.9	12.0	167	*161	2.5	8.6	110				
VOGUE	3909	313	5.3	8.0	109	300	5.2	7.7	107	296	4.7	7.6	97				
WALL STREET JOURNAL	1886	**124	2.1	6.6	90	**169	2.9	9.0	125	**144	2.3	7.6	98				
WEIGHT WATCHERS	2120	*172	2.9	8.1	110	*163	2.8	7.7	107	*164	2.6	7.7	99				
WOMAN'S DAY	14172	1145	19.3	8.1	110	1239	21.4	8.7	122	1626	25.7	11.5	147				
WORKING MOTHER	1146	**98	1.6	8.6	116	**112	1.9	9.8	137	*174	2.7	15.2	194				
WORKING WOMAN	1322	*175	2.9	13.2	180	*138	2.4	10.4	146	*113	1.8	8.5	109				
WORLD TENNIS	*163	**13	0.2	8.0	109	*116	0.3	9.8	137	*119	0.3	11.7	149				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*195	3.3	7.7	105	*228	3.9	9.0	126	*242	3.8	9.6	122				
BLAIR INSERTS	43657	3027	50.9	6.9	94	3454	59.6	7.9	111	3842	60.7	8.8	113				
DAILY NEWSPAPERS																	
READ ANY	51633	3649	61.4	7.1	96	3783	65.3	7.3	102	4294	67.8	8.3	106				
READ ONE	43463	3088	51.9	7.1	97	3260	56.3	7.5	105	3541	55.9	8.1	104				
READ TWO OR MORE	8170	561	9.4	6.9	94	523	9.0	6.4	89	753	11.9	9.2	118				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3807	64.0	7.2	98	4014	69.3	7.6	106	4496	71.0	8.5	109				
READ ONE	46126	3286	55.3	7.1	97	3535	61.0	7.7	107	3887	61.4	8.4	108				
READ TWO OR MORE	6552	521	8.8	8.0	108	478	8.2	7.3	102	609	9.6	9.3	119				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.01				29.48				28.08							
30 DAY REACH	71455	5379	90.4	7.5	103	5093	87.9	7.1	100	5500	86.9	7.7	98				
50 SHWG - 30 DAY AV FREQ	14.56	14.97				15.56				14.71							
30 DAY REACH	67742	5226	87.9	7.7	105	4858	83.8	7.2	100	5280	83.4	7.8	100				
25 SHWG - 30 DAY AV FREQ	7.94	7.92				8.39				8.01							
30 DAY REACH	62117	4909	82.5	7.9	108	4504	77.7	7.3	101	4833	76.4	7.8	100				
CABLE TV: HOME WIRED	32077	2836	47.7	8.8	120	2636	45.5	8.2	115	2904	45.9	9.1	116				
HOME NOT WIRED	48909	3110	52.3	6.4	87	3159	54.5	6.5	90	3425	54.1	7.0	90				
HAVE PAY CABLE	15935	1631	27.4	10.2	139	1420	24.5	8.9	125	1622	25.6	10.2	130				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	COCOA PUFFS				CRISPY WHEATS 'N				GOLDEN GRAHAMS				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	5947	100.0	7.3	100	5795	100.0	7.2	100	6329	100.0	7.8	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3299	55.5	7.5	102	3302	57.0	7.5	105	3805	60.1	8.7	111				
10:00 AM - 3:00 PM	30659	2419	40.7	7.9	107	2247	38.8	7.3	102	2741	43.3	8.9	114				
3:00 PM - 7:00 PM	31045	2649	44.5	8.5	116	2541	43.8	8.2	114	2662	42.1	8.6	110				
7:00 PM - MIDNIGHT	15767	1168	19.6	7.4	101	1099	19.0	7.0	97	1260	19.9	8.0	102				
MIDNIGHT - 6:00 AM	9120	587	9.9	6.4	88	766	13.2	8.4	117	716	11.3	7.9	100				
6:00 AM - MIDNIGHT	58527	4574	76.9	7.8	106	4429	76.4	7.6	106	4896	77.4	8.4	107				
ENTIRE DAY	59311	4594	77.2	7.7	105	4482	77.3	7.6	106	4968	78.5	8.4	107				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1458	24.5	9.0	123	1138	19.6	7.0	98	1521	24.0	9.4	120				
ALL NEWS	2256	**123	2.1	5.5	74	*170	2.9	7.5	105	*137	2.2	6.1	78				
AOR/PROGRESSIVE	3874	346	5.8	8.9	122	354	6.1	9.1	128	397	6.3	10.2	131				
BEAUTIFUL MUSIC	5660	351	5.9	6.2	84	356	6.1	6.3	88	485	7.7	8.6	110				
BLACK	2204	*177	3.0	8.0	109	*115	2.0	5.2	73	*172	2.7	7.8	100				
CLASSICAL	1418	**87	1.5	6.1	84	**120	2.1	8.5	118	**120	1.9	8.5	108				
CHR/ROCK	9538	896	15.1	9.4	128	723	12.5	7.6	106	873	13.8	9.2	117				
COUNTRY	12648	932	15.7	7.4	100	867	15.0	6.9	96	1147	18.1	9.1	116				
GOLDEN OLDIES	1191	**80	1.3	6.7	91	**48	0.8	4.0	56	**42	0.7	3.5	45				
MOR/NOSTALGIA	4757	372	6.3	7.8	106	361	6.2	7.6	106	418	6.6	8.8	112				
NEWS/TALK	3863	*247	4.2	6.4	87	353	6.1	9.1	128	*227	3.6	5.9	75				
RELIGIOUS	3084	*193	3.2	6.3	85	*331	5.7	10.7	150	*280	4.4	9.1	116				
SOFT ROCK	521	**105	1.8	20.2	274	**63	1.1	12.1	169	**106	1.7	20.3	260				
URBAN CONTEMPORARY	1585	**112	1.9	7.1	96	*125	2.2	7.9	110	*99	1.6	6.2	80				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	396	6.7	12.1	165	262	4.5	8.0	112	448	7.1	13.7	176				
ABC DIRECTION	2316	*151	2.5	6.5	89	*246	4.2	10.6	148	*194	3.1	8.4	107				
ABC ENTERTAINMENT	4834	426	7.2	8.8	120	272	4.7	5.6	79	288	4.6	6.0	76				
ABC FM	2202	*186	3.1	8.4	115	*135	2.3	6.1	86	**116	1.8	5.3	67				
ABC INFORMATION	5425	313	5.3	5.8	79	457	7.9	8.4	118	502	7.9	9.3	118				
ABC ROCK	1677	*191	3.2	11.4	155	*185	3.2	11.0	154	*200	3.2	11.9	153				
CBS	4430	*238	4.0	5.4	73	379	6.5	8.6	120	372	5.9	8.4	107				
MUTUAL	4992	363	6.1	7.3	99	420	7.2	8.4	118	428	6.8	8.6	110				
NBC	4679	357	6.0	7.6	104	392	6.8	8.4	117	491	7.8	10.5	134				
RADIORADIO	1994	*160	2.7	8.0	109	**117	2.0	5.9	82	*231	3.6	11.6	148				
RKO ONE	2298	*181	3.0	7.9	107	*210	3.6	9.1	128	*160	2.5	7.0	89				
RKO TWO	3311	274	4.6	8.3	113	*165	2.8	5.0	70	271	4.3	8.2	105				
THE SOURCE	2114	*212	3.6	10.0	137	*143	2.5	6.8	95	*227	3.6	10.7	137				
NON-WIRED : BLAIR	8654	782	13.1	9.0	123	637	11.0	7.4	103	955	15.1	11.0	141				
INTERNET	12025	1102	18.5	9.2	125	1004	17.3	8.3	117	992	15.7	8.2	106				
KATZ RADIO GROUP	15359	1193	20.1	7.8	106	1156	19.9	7.5	105	1147	18.1	7.5	96				
SUPERNET	10628	884	14.9	8.3	113	797	13.8	7.5	105	1005	15.9	9.5	121				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	602	10.1	7.0	95	595	10.3	6.9	96	631	10.0	7.3	93				
WKDAY 9:00 AM - 1:00 PM	12163	877	14.7	7.2	98	830	14.3	6.8	95	916	14.5	7.5	96				
WKDAY 1:00 PM - 4:30 PM	16150	1142	19.2	7.1	96	1173	20.2	7.3	102	1241	19.6	7.7	98				
WKDAY 4:30 PM - 7:30 PM	22463	1470	24.7	6.5	89	1542	26.6	6.9	96	1751	27.7	7.8	100				
WKDAY 7:30 PM - 8:00 PM	31795	2027	34.1	6.4	87	2144	37.0	6.7	94	2569	40.6	8.1	103				
WKDAY 11:00 PM - 11:30 PM	23977	1651	27.8	6.9	94	1468	25.3	6.1	86	1941	30.7	8.1	104				
WKDAY 11:30 PM - 1:00 AM	7703	560	9.4	7.3	99	481	8.3	6.2	87	770	12.2	10.0	128				
M-SAT 8-11 PM+SUN 7-11 PM	33800	2464	41.4	7.3	99	2409	41.6	7.1	100	2738	43.3	8.1	104				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	516	8.7	7.9	107	475	8.2	7.3	102	499	7.9	7.6	98				
ANOTHER WORLD	A 4620	253	4.3	5.5	75	332	5.7	7.2	100	261	4.1	5.6	72				
AS THE WORLD TURNS	C 5614	393	6.6	7.0	95	544	9.4	9.7	135	438	6.9	7.8	100				
CAPITOL	C 3396	251	4.2	7.4	101	256	4.4	7.5	105	322	5.1	9.5	121				
CBS MORN. NEWS 1	C 1446	*65	1.1	4.5	61	*84	1.4	5.8	81	*67	1.1	4.6	59				
CBS MORN. NEWS 2	C 1207	*54	0.9	4.5	61	*79	1.4	6.5	91	*69	1.1	5.7	73				
DAYS OF OUR LIVES	N 5877	378	6.4	6.4	88	347	6.0	5.9	83	400	6.3	6.8	87				
FACTS OF LIFE - DAYTIME	N 2290	170	2.9	7.4	101	156	2.7	6.8	95	129	2.0	5.6	72				
FAMILY FEUD	A 3023	189	3.2	6.3	85	135	2.3	4.5	62	135	2.1	4.5	57				
GENERAL HOSPITAL	A 6097	503	8.5	8.2	112	410	7.1	6.7	94	530	8.4	8.7	111				
GOOD MORNING, AMERICA-730	A 3515	205	3.4	5.8	79	288	5.0	8.2	115	328	5.2	9.3	119				
GOOD MORNING, AMERICA-830	A 2818	181	3.0	6.4	87	266	4.6	9.4	132	253	4.0	9.0	115				
GUIDING LIGHT	C 5339	377	6.3	7.1	96	433	7.5	8.1	113	386	6.1	7.2	93				
ONE LIFE TO LIVE	A 4478	350	5.9	7.8	106	311	5.4	6.9	97	400	6.3	8.9	114				
PRESS YOUR LUCK	C 2244	168	2.8	7.5	102	135	2.3	6.0	84	213	3.4	9.5	121				
PRICE IS RIGHT 1	C 4348	270	4.5	6.2	85	284	4.9	6.5	91	409	6.5	9.4	120				
PRICE IS RIGHT 2	C 5014	335	5.6	6.7	91	318	5.5	6.3	89	465	7.3	9.3	119				
RYAN'S HOPE	A 3150	306	5.1	9.7	132	320	5.5	10.2	142	220	3.5	7.0	89				
SALE OF THE CENTURY	N 2695	*122	2.1	4.5	62	202	3.5	7.5	105	193	3.0	7.2	92				
SEARCH FOR TOMORROW	N 2319	*148	2.5	6.4	87	*78	1.3	3.4	47	*159	2.5	6.9	88				
TODAY SHOW 1	N 2693	*129	2.2	4.8	65	193	3.3	7.2	100	119	1.9	4.4	57				
TODAY SHOW 2	N 2498	*111	1.9	4.4	61	130	2.2	5.2	73	116	1.8	4.6	59				
\$25,000 PYRAMID	C 2753	141	2.4	5.1	70	117	2.0	4.2	59	211	3.3	7.7	98				
WHEEL OF FORTUNE	N 4388	322	5.4	7.3	100	312	5.4	7.1	99	284	4.5	6.5	83				
YOUNG AND THE RESTLESS	C 5695	453	7.6	8.0	108	456	7.9	8.0	112	477	7.5	8.4	107				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*94	1.6	5.3	73	*112	1.9	6.4	89	*145	2.3	8.2	105				
NBA PLAYOFF GAME -1 C	1136	**77	1.3	6.8	92	*127	2.2	11.2	156	**52	0.8	4.6	59				
NBC MAJOR LEAGUE PRE-GAME N	953	**50	0.8	5.2	71	**47	0.8	4.9	69	**74	1.2	7.8	99				
SPORTSWORLD - SUN N	1233	**105	1.8	8.5	116	*108	1.9	8.8	122	*113	1.8	9.2	117				
SUNDAY MORNING C	1611	**78	1.3	4.8	66	*151	2.6	9.4	131	*147	2.3	9.1	117				

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAkers)

	TOTAL U.S. '000	COCOA PUFFS				CRISPY WHEATS 'N RAISINS				GOLDEN GRAHAMS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	80986	5947	100.0	7.3	100	5795	100.0	7.2	100	6329	100.0	7.8	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1420	23.9	5.4	74	1676	28.9	6.4	90	1963	31.0	7.5	96				
NETWORK AFFILIATES - LATE	20261	1363	22.9	6.7	92	1287	22.2	6.4	89	1638	25.9	8.1	103				
INDEPENDENTS - LATE	2076	81	1.4	3.9	53	138	2.4	6.6	93	136	2.1	6.6	84				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	949	16.0	9.1	124	714	12.3	6.8	95	927	14.6	8.9	113				
ABC MONDAY NIGHT MOVIE	A 6412	487	8.2	7.6	103	616	10.6	9.6	134	608	9.6	9.5	121				
ABC SUNDAY NIGHT MOVIE	A 12407	939	15.8	7.6	103	801	13.8	6.5	90	1038	16.4	8.4	107				
ABC WORLD NEWS TONIGHT	A 6176	363	6.1	5.9	80	368	6.4	6.0	83	501	7.9	8.1	104				
AFTERMASH	C 5863	*377	6.3	6.4	88	*289	5.0	4.9	69	435	6.9	7.4	95				
ALICE	C 9594	604	10.2	6.3	86	540	9.3	5.6	79	709	11.2	7.4	95				
AMERICAN PARADE	C 6622	355	6.0	5.4	73	486	8.4	7.3	103	537	8.5	8.1	104				
BENSON	A 10886	731	12.3	6.7	91	764	13.2	7.0	98	744	11.8	6.8	87				
BLUE THUNDER	A 5036	400	6.7	7.9	108	437	7.5	8.7	121	388	6.1	7.7	99				
CAGNEY & LACEY	C 9965	671	11.3	6.7	92	710	12.3	7.1	100	853	13.5	8.6	110				
CBS EVENING NEWS-DEAN	C 3491	*157	2.6	4.5	61	*209	3.6	6.0	84	353	5.6	10.1	129				
CBS EVENING NEWS-RATHER	C 7123	294	4.9	4.1	56	459	7.9	6.4	90	620	9.8	8.7	111				
CBS SAT. NEWS-SCHIEFFER	C 3621	155	2.6	4.3	58	271	4.7	7.5	105	198	3.1	5.5	70				
CBS SATURDAY NIGHT MOVIE	C 5436	476	8.0	8.8	119	487	8.4	9.0	125	417	6.6	7.7	98				
CBS WEDNESDAY NIGHT MOVIE	C 6100	458	7.7	7.5	102	442	7.6	7.2	101	597	9.4	9.8	125				
CHEERS	N 8889	803	13.5	9.0	123	615	10.6	6.9	97	746	11.8	8.4	107				
DALLAS	C 22109	1354	22.8	6.1	83	1559	26.9	7.1	99	1796	28.4	8.1	104				
DIFF'RENT STROKES	N 6940	413	6.9	6.0	81	308	5.3	4.4	62	430	6.8	6.2	79				
DOUBLE TROUBLE	N 7223	627	10.5	8.7	118	412	7.1	5.7	80	662	10.5	9.2	117				
DUCK FACTORY	N 5595	445	7.5	8.0	108	312	5.4	5.6	78	465	7.3	8.3	106				
DUKES OF HAZZARD	C 5768	308	5.2	5.3	73	366	6.3	6.3	89	381	6.0	6.6	85				
DYNASTY	A 20053	1405	23.6	7.0	95	1402	24.2	7.0	98	1399	22.1	7.0	89				
FACTS OF LIFE	N 8087	739	12.4	9.1	124	552	9.5	6.8	95	819	12.9	10.1	130				
FALCON CREST	C 20046	1241	20.9	6.2	84	1316	22.7	6.6	92	1528	24.1	7.6	98				
FALL GUY	A 9084	809	13.6	8.9	121	714	12.3	7.9	110	777	12.3	8.6	109				
FAMILY TIES	N 7964	541	9.1	6.8	93	483	8.3	6.1	85	693	10.9	8.7	111				
FANTASY ISLAND	A 7687	350	5.9	4.6	62	528	9.1	6.9	96	554	8.8	7.2	92				
FOULUPS, BLEEPs & BLUNDERS	A 8861	704	11.8	7.9	108	693	12.0	7.8	109	711	11.2	8.0	103				
FOUR SEASONS	C 5095	360	6.1	7.1	96	*279	4.8	5.5	77	*347	5.5	6.8	87				
GIMME A BREAK	N 8838	482	8.1	5.5	74	449	7.7	5.1	71	680	10.7	7.7	98				
HART TO HART	A 8978	585	9.8	6.5	89	719	12.4	8.0	112	742	11.7	8.3	106				
HILL STREET BLUES	N 8590	724	12.2	8.4	115	579	10.0	6.7	94	761	12.0	8.9	113				
HOTEL	A 14085	989	16.6	7.0	96	955	16.5	6.8	95	1069	16.9	7.6	97				
JEFFERSONS	C 9360	641	10.8	6.8	93	571	9.9	6.1	85	671	10.6	7.2	92				
JENNIFER SLEPT HERE	N 5841	471	7.9	8.1	110	312	5.4	5.3	75	357	5.6	6.1	78				
KATE & ALLIE	C 9206	691	11.6	7.5	102	600	10.4	6.5	91	811	12.8	8.8	113				
KNIGHT RIDER	N 7076	599	10.1	8.5	115	435	7.5	6.1	86	534	8.4	7.5	97				
LOVE BOAT	A 12219	700	11.8	5.7	78	788	13.6	6.4	90	838	13.2	6.9	88				
MAGNUM PI	C 11199	1021	17.2	9.1	124	852	14.7	7.6	106	1015	16.0	9.1	116				
MAMA'S FAMILY	N 6057	350	5.9	5.8	79	449	7.7	7.4	104	511	8.1	8.4	108				
MASTER, THE	N 3598	*272	4.6	7.6	103	245	4.2	6.8	95	301	4.8	8.4	107				
MATT HOUSTON	A 6344	513	8.6	8.1	110	532	9.2	8.4	117	551	8.7	8.7	111				
NBC MONDAY NIGHT MOVIE	N 11994	977	16.4	8.1	111	912	15.7	7.6	106	1030	16.3	8.6	110				
NBC NIGHTLY NEWS	N 5132	302	5.1	5.9	80	408	7.0	8.0	111	405	6.4	7.9	101				
NBC NIGHTLY NEWS-SAT	N 3375	*214	3.6	6.3	86	*238	4.1	7.1	99	*205	3.2	6.1	78				
NBC NIGHTLY NEWS-SUN	N 3130	**154	2.6	4.9	67	*253	4.4	8.1	113	*312	4.9	10.0	128				
NBC SUNDAY NIGHT MOVIE	N 8284	716	12.0	8.6	118	662	11.4	8.0	112	718	11.3	8.7	111				
NEWHART	C 9240	644	10.8	7.0	95	683	11.8	7.4	103	850	13.4	9.2	118				
ONE DAY AT A TIME	C 7288	494	8.3	6.8	92	489	8.4	6.7	94	499	7.9	6.8	88				
PEOPLE ARE FUNNY	N 4855	357	6.0	7.4	100	320	5.5	6.6	92	358	5.7	7.4	94				
REAL PEOPLE	N 8869	599	10.1	6.8	92	516	8.9	5.8	81	739	11.7	8.3	107				
REMINGTON STEELE	N 7743	666	11.2	8.6	117	531	9.2	6.9	96	668	10.6	8.6	110				
RIPLY'S BELIEVE IT - NOT	A 5345	493	8.3	9.2	126	483	8.3	9.0	126	501	7.9	9.4	120				
RIPTIDE	N 6988	620	10.4	8.9	121	621	10.7	8.9	124	538	8.5	7.7	99				
SCARECROW & MRS. KING	C 10002	600	10.1	6.0	82	772	13.3	7.7	108	870	13.7	8.7	111				
SIMON & SIMON	C 10638	952	16.0	8.9	122	776	13.4	7.3	102	987	15.6	9.3	119				
60 MINUTES	C 13293	874	14.7	6.6	90	849	14.7	6.4	89	1016	16.1	7.6	98				
ST. ELSEWHERE	N 7017	629	10.6	9.0	122	546	9.4	7.8	109	691	10.9	9.8	126				
THREE'S COMPANY	A 10917	773	13.0	7.1	96	754	13.0	6.9	97	760	12.0	7.0	89				
T.J. HOOKER	A 9204	507	8.5	5.5	75	833	14.4	9.1	126	713	11.3	7.7	99				
TONIGHT SHOW	N 2372	108	1.8	4.6	62	124	2.1	5.2	73	166	2.6	7.0	90				
TRAPPER JOHN, M.D.	C 9846	628	10.6	6.4	87	707	12.2	7.2	100	744	11.8	7.6	97				
TV BLOOPERS & PRAC. JOKES	N 9105	683	11.5	7.5	102	638	11.0	7.0	98	784	12.4	8.6	110				
20/20	A 9387	586	9.9	6.2	85	650	11.2	6.9	97	696	11.0	7.4	95				
WEBSTER	A 11067	699	11.8	6.3	86	768	13.3	6.9	97	754	11.9	6.8	87				
WORLD NEWS - SUN	A 3062	*189	3.2	6.2	84	*157	2.7	5.1	72	*177	2.8	5.8	74				
YELLOW ROSE	N 4978	333	5.6	6.7	91	311	5.4	6.2	87	523	8.3	10.5	134				
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	553	9.3	6.2	85	734	12.7	8.3	116	822	13.0	9.3	118				
BASKETBALL - COLLEGE GAMES	4080	*282	4.7	6.9	94	**301	5.2	7.4	103	*412	6.5	10.1	129				
BASKETBALL - PRO GAMES	3607	*292	4.9	8.1	110	*348	6.0	9.6	135	*366	5.8	10.1	130				
BOWLING	3883	*388	6.5	10.0	136	*324	5.6	8.3	117	*352	5.6	9.1	116				
BOXING	3928	*513	8.6	13.1	178	*294	5.1	7.5	105	*285	4.5	7.3	93				
FOOTBALL - COLLEGE GAMES	6366	*618	10.4	9.7	132	*560	9.7	8.8	123	761	12.0	12.0	153				
FOOTBALL - PRO GAMES	11300	1015	17.1	9.0	122	865	14.9	7.7	107	991	15.7	8.8	112				
GOLF	3378	**291	4.9	8.6	117	*346	6.0	10.2	143	*417	6.6	12.3	158				
POST-SEASON COLL. FOOTBALL	4906	*399	6.7	8.1	111	*535	9.2	10.9	152	696	11.0	14.2	182				
POST-SEASON PRO FOOTBALL	6120	*430	7.2	7.0	96	*360	6.2	5.9	82	563	8.9	9.2	118				
TENNIS	3033	**230	3.9	7.6	103	*303	5.2	10.0	140	*295	4.7	9.7	124				
WRESTLING - PROFESSIONAL	3344	*348	5.9	10.4	142	*319	5.5	9.5	133	*306	4.8	9.2	117				

	TOTAL U.S. '000	KELLOGG'S ALL BRAN				KELLOGG'S APPLE JACKS				KELLOGG'S COCOA KRISPIES				KELLOGG'S CORN FLAKES			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	7747	100.0	9.6	100	6600	100.0	8.1	100	4341	100.0	5.4	100	25330	100.0	31.3	100
18 - 24	9282	*349	4.5	3.8	39	776	11.8	8.4	103	855	19.7	9.2	172	2406	9.5	25.9	83
25 - 34	19072	1075	13.9	5.6	59	1939	29.4	10.2	125	1453	33.5	7.6	142	4844	19.1	25.4	81
35 - 44	14591	934	12.1	6.4	67	2063	31.3	14.1	173	967	22.3	6.6	124	4869	19.2	33.4	107
45 - 54	11345	1291	16.7	11.4	119	914	13.8	8.1	99	*654	15.1	5.8	108	4196	16.6	37.0	118
55 - 64	11635	1610	20.8	13.8	145	*412	6.2	3.5	43	**173	4.0	1.5	28	3857	15.2	33.1	106
65 OR OLDER	15061	2488	32.1	16.5	173	496	7.5	3.3	40	**239	5.5	1.6	30	5158	20.4	34.2	109
18 - 34	28354	1424	18.4	5.0	53	2716	41.2	9.6	118	2308	53.2	8.1	152	7250	28.6	25.6	82
18 - 49	48339	3070	39.6	6.4	66	5299	80.3	11.0	135	3630	83.6	7.5	140	14105	55.7	29.2	93
25 - 54	45008	3300	42.6	7.3	77	4916	74.5	10.9	134	3073	70.8	6.8	127	13909	54.9	30.9	99
35 - 49	19985	1646	21.2	8.2	86	2583	39.1	12.9	159	1322	30.5	6.6	123	6855	27.1	34.3	110
50 OR OLDER	32647	4677	60.4	14.3	150	1302	19.7	4.0	49	711	16.4	2.2	41	11225	44.3	34.4	110
GRADUATED COLLEGE	11155	1253	16.2	11.2	117	581	8.8	5.2	64	*449	10.3	4.0	75	2730	10.8	24.5	78
ATTENDED COLLEGE	13682	1406	18.1	10.3	107	1159	17.6	8.5	104	672	15.5	4.9	92	3753	14.8	27.4	88
GRADUATED HIGH SCHOOL	33880	2766	35.7	8.2	85	3480	52.7	10.3	126	2203	50.7	6.5	121	10991	43.4	32.4	104
DID NOT GRADUATE HIGH SCHOOL	22270	2322	30.0	10.4	109	1381	20.9	6.2	76	1017	23.4	4.6	85	7856	31.0	35.3	113
EMPLOYED	40306	3365	43.4	8.3	87	3704	56.1	9.2	113	2486	57.3	6.2	115	11177	44.1	27.7	89
EMPLOYED FULL-TIME	32850	2740	35.4	8.3	87	3001	45.5	9.1	112	2009	46.3	6.1	114	8931	35.3	27.2	87
EMPLOYED PART-TIME	7456	625	8.1	8.4	88	703	10.7	9.4	116	*477	11.0	6.4	119	2247	8.9	30.1	96
NOT EMPLOYED	40680	4383	56.6	10.8	113	2896	43.9	7.1	87	1855	42.7	4.6	85	14153	55.9	34.8	111
PROFESSIONAL/MANAGER	10392	1079	13.9	10.4	109	*574	8.7	5.5	68	*407	9.4	3.9	73	2422	9.6	23.3	75
TECH/CLERICAL/SALES	17574	1316	17.0	7.5	78	1704	25.8	9.7	119	1109	25.5	6.3	118	4713	18.6	26.8	86
PRECISION/CRAFT	985	**170	2.2	17.3	180	*73	1.1	7.4	91	*664	1.5	6.5	121	*319	1.3	32.4	104
OTHER EMPLOYED	11354	800	10.3	7.0	74	1352	20.5	11.9	146	906	20.9	8.0	149	3724	14.7	32.8	105
SINGLE	9863	618	8.0	6.3	66	636	9.6	6.4	79	*440	10.1	4.5	83	2451	9.7	24.9	79
MARRIED	51375	5050	65.2	9.8	103	4473	67.8	8.7	107	3063	70.6	6.0	111	17048	67.3	33.2	106
DIVORCED/SEPARATED/WIDOWED	19748	2080	26.8	10.5	110	1491	22.6	7.6	93	838	19.3	4.2	79	5831	23.0	29.5	94
PARENTS	32590	2033	26.2	6.2	65	4694	71.1	14.4	177	3217	74.1	9.9	184	10665	42.1	32.7	105
WHITE	70416	6850	88.4	9.7	102	5468	82.8	7.8	95	3803	87.6	5.4	101	21611	85.3	30.7	98
BLACK	8778	761	9.8	8.7	91	1086	16.5	12.4	152	*384	8.8	4.4	82	3298	13.0	37.6	120
OTHER	1791	**137	1.8	7.6	80	**46	0.7	2.6	32	**154	3.5	8.6	160	**422	1.7	23.6	75
NORTHEAST-CENSUS	17786	2004	25.9	11.3	118	1517	23.0	8.5	105	869	20.0	4.9	91	5971	23.6	33.6	107
NORTH CENTRAL	20741	2142	27.6	10.3	108	1842	27.9	8.9	109	1138	26.2	5.5	102	6902	27.2	33.3	106
SOUTH	27775	2294	29.6	8.3	86	2361	35.8	8.5	104	1610	37.1	5.8	108	9002	35.5	32.4	104
WEST	14683	1307	16.9	8.9	93	881	13.3	6.0	74	724	16.7	4.9	92	3455	13.6	23.5	75
NORTHEAST-MKTG.	17961	1874	24.2	10.4	109	1433	21.7	8.0	98	860	19.8	4.8	89	5626	22.2	31.3	100
EAST CENTRAL	11885	1243	16.0	10.5	109	1134	17.2	9.5	117	592	13.6	5.0	93	3857	15.2	32.5	104
WEST CENTRAL	14090	1586	20.5	11.3	118	1115	16.9	7.9	97	802	18.5	5.7	106	4799	18.9	34.1	109
SOUTH	24081	1947	25.1	8.1	85	2171	32.9	9.0	111	1490	34.3	6.2	115	8057	31.8	33.5	107
PACIFIC	12969	1098	14.2	8.5	89	747	11.3	5.8	71	*597	13.8	4.6	86	2991	11.8	23.1	74
COUNTY SIZE A	32439	2934	37.9	9.0	95	2555	38.7	7.9	97	1688	38.9	5.2	97	9269	36.6	28.6	91
COUNTY SIZE B	24915	2226	28.7	8.9	93	2259	34.2	9.1	111	1414	32.6	5.7	106	7759	30.6	31.1	100
COUNTY SIZE C	12930	1541	19.9	11.9	125	933	14.1	7.2	89	766	17.6	5.9	111	4438	17.5	34.3	110
COUNTY SIZE D	10703	1046	13.5	9.8	102	853	12.9	8.0	98	*473	10.9	4.4	82	3865	15.3	36.1	115
METRO CENTRAL CITY	24518	1927	24.9	7.9	82	2208	33.5	9.0	111	1194	27.5	4.9	91	7220	28.5	29.4	94
METRO SUBURBAN	35919	3660	47.2	10.2	107	2811	42.6	7.8	96	2058	47.4	5.7	107	10865	42.9	30.2	97
NON METRO	20549	2161	27.9	10.5	110	1581	24.0	7.7	94	1088	25.1	5.3	99	7244	28.6	35.3	113
TOP 5 ADI'S	18341	1663	21.5	9.1	95	1191	18.0	6.5	80	981	22.6	5.3	100	5424	21.4	29.6	95
TOP 10 ADI'S	25378	2328	30.1	9.2	96	1954	29.6	7.7	94	1277	29.4	5.0	94	7278	28.7	28.7	92
TOP 20 ADI'S	36488	3462	44.7	9.5	99	2775	42.0	7.6	93	1837	42.3	5.0	94	10458	41.3	28.7	92
HSGLD INC. \$50,000 OR MORE	6612	760	9.8	11.5	120	*485	7.3	7.3	90	*393	9.1	5.9	111	1936	7.6	29.3	94
\$40,000 OR MORE	12659	1368	17.7	10.8	113	988	15.0	7.8	96	812	18.7	6.4	120	3405	13.4	26.9	86
\$30,000 OR MORE	24698	2558	33.0	10.4	108	2307	35.0	9.3	115	1594	36.7	6.5	120	7133	28.2	28.9	92
\$25,000 OR MORE	32077	3036	39.2	9.5	99	3121	47.3	9.7	119	1974	45.5	6.2	115	9152	36.1	28.5	91
\$20,000 - \$24,999	9144	735	9.5	8.0	84	692	10.5	7.6	93	*569	13.1	6.2	116	2958	11.7	32.3	103
\$15,000 - \$19,999	8728	824	10.6	9.4	99	583	8.8	6.7	82	*407	9.4	4.7	87	2438	9.6	27.9	89
\$10,000 - \$14,999	12562	1264	16.3	10.1	105	1032	15.6	8.2	101	648	14.9	5.2	96	4486	17.7	35.7	114
UNDER \$10,000	18475	1889	24.4	10.2	107	1172	17.8	6.3	78	744	17.1	4.0	75	6296	24.9	34.1	109
HOUSEHOLD OF 1 PERSON	11987	1314	17.0	11.0	115	*208	3.2	1.7	21	**104	2.4	0.9	16	3067	12.1	25.6	82
2 PEOPLE	26577	2878	37.1	10.8	113	1208	18.3	4.5	56	714	16.4	2.7	50	7815	30.9	29.4	94
3 OR 4 PEOPLE	30617	2717	35.1	8.9	93	3327	50.4	10.9	133	2386	55.0	7.8	145	10144	40.0	33.1	106
5 OR MORE PEOPLE	11804	839	10.8	7.1	74	1858	28.2	15.7	193	1138	26.2	9.6	180	4305	17.0	36.5	117
NO CHILD IN HSGLD	46165	5572	71.9	12.1	126	1605	24.3	3.5	43	1012	23.3	2.2	41	13841	54.6	30.0	96
CHLD(REN) UNDER 2 YRS	5325	*339	4.4	6.4	67	*451	6.8	8.5	104	**289	6.7	5.4	101	1501	5.9	28.2	90
2 - 5 YEARS	14221	751	9.7	5.3	55	1705	25.8	12.0	147	1244	28.7	8.7	163	4202	16.6	29.5	94
6 - 11 YEARS	15117	838	10.8	5.5	58	2341	35.5	15.5	190	1480	34.1	9.8	183	5145	20.3	34.0	109
12 - 17 YEARS	16611	1268	16.4	7.6	80	2800	42.4	16.9	207	1629	37.5	9.8	183	6141	24.2	37.0	118
RESIDENCE OWNED	55804	6121	79.0	11.0	115	4459	67.6	8.0	98	2664	61.4	4.8	89	18552	73.2	33.2	106
VALUE: \$50,000 OR MORE	31744	3551	45.8	11.2	117	2557	38.7	8.1	99	1602	36.9	5.0	94	9786	38.6	30.8	99
VALUE: UNDER \$50,000	24140	2570	33.2	10.6	111	1902	28.8	7.9	97	1062	24.5	4.4	82	8766	34.6	36.3	116

			TOTAL U.S. '000	KELLOGG'S ALL BRAN				KELLOGG'S APPLE JACKS				KELLOGG'S COCOA KRISPIES				KELLOGG'S CORN FLAKES			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS			80986	7747	100.0	9.6	100	6600	100.0	8.1	100	4341	100.0	5.4	100	25330	100.0	31.3	100
MAGAZINES	QUINTILE 1	15799	1675	21.6	10.6	111	1605	24.3	10.2	125	944	21.7	6.0	111	4983	19.7	31.5	101	
	QUINTILE 2	17259	1845	23.8	10.7	112	1337	20.3	7.7	95	902	20.8	5.2	98	5149	20.3	29.8	95	
	QUINTILE 3	13545	1067	13.8	7.9	82	1282	19.4	9.5	116	771	17.8	5.7	106	4085	16.1	30.2	96	
	QUINTILE 4	15133	1341	17.3	8.9	93	1215	18.4	8.0	99	893	20.6	5.9	110	4930	19.5	32.6	104	
	QUINTILE 5	19250	1820	23.5	9.5	99	1161	17.6	6.0	74	832	19.2	4.3	81	6183	24.4	32.1	103	
NEWSPAPERS	QUINTILE 1	12413	1324	17.1	10.7	112	1011	15.3	8.1	100	513	11.8	4.1	77	3872	15.3	31.2	100	
	QUINTILE 2	24116	2594	33.5	10.8	112	1936	29.3	8.0	99	1303	30.0	5.4	101	7857	31.0	32.6	104	
	QUINTILE 3	11261	1164	15.0	10.3	108	935	14.2	8.3	102	696	16.0	6.2	115	3374	13.3	30.0	96	
	QUINTILE 4	20255	1586	20.5	7.8	82	1826	27.7	9.0	111	1151	26.5	5.7	106	5935	23.4	29.3	94	
	QUINTILE 5	12940	1079	13.9	8.3	87	892	13.5	6.9	85	*678	15.6	5.2	98	4291	16.9	33.2	106	
OUTDOOR	QUINTILE 1	14852	1370	17.7	9.2	96	1359	20.6	9.2	112	984	22.7	6.6	124	4534	17.9	30.5	98	
	QUINTILE 2	15725	1382	17.8	8.8	92	1442	21.8	9.2	113	928	21.4	5.9	110	5060	20.0	32.2	103	
	QUINTILE 3	16330	1548	20.0	9.5	99	1290	19.5	7.9	97	816	18.8	5.0	93	4988	19.7	30.5	98	
	QUINTILE 4	16744	1584	20.4	9.5	99	1279	19.4	7.6	94	895	20.6	5.3	100	5131	20.3	30.6	98	
	QUINTILE 5	17334	1863	24.0	10.7	112	1231	18.7	7.1	87	717	16.5	4.1	77	5616	22.2	32.4	104	
RADIO-DRIVE TIME	QUINTILE 1	15911	1590	20.5	10.0	104	1516	23.0	9.5	117	887	20.4	5.6	104	5545	21.9	34.9	111	
	QUINTILE 2	14837	1196	15.4	8.1	84	1140	17.3	7.7	94	570	13.1	3.8	72	4573	18.1	30.8	99	
	QUINTILE 3	15339	1354	17.5	8.8	92	1256	19.0	8.2	100	931	21.4	6.1	113	4761	18.8	31.0	99	
	QUINTILE 4	16723	1749	22.6	10.5	109	1554	23.5	9.3	114	1031	23.8	6.2	115	4832	19.1	28.9	92	
	QUINTILE 5	18176	1859	24.0	10.2	107	1135	17.2	6.2	77	921	21.2	5.1	95	5618	22.2	30.9	99	
RADIO-MID- DAY	TERCILE 1	21020	2002	25.8	9.5	100	1869	28.3	8.9	109	924	21.3	4.4	82	6681	26.4	31.8	102	
	TERCILE 2	21610	2074	26.8	9.6	100	1960	29.7	9.1	111	1276	29.4	5.9	110	7046	27.8	32.6	104	
	TERCILE 3	38355	3671	47.4	9.6	100	2771	42.0	7.2	89	2142	49.3	5.6	104	11603	45.8	30.3	97	
RADIO-TOTAL	QUINTILE 1	15988	1506	19.4	9.4	98	1534	23.2	9.6	118	858	19.8	5.4	100	5329	21.0	33.3	107	
	QUINTILE 2	15626	1449	18.7	9.3	97	1307	19.8	8.4	103	650	15.0	4.2	78	5113	20.2	32.7	105	
	QUINTILE 3	16723	1593	20.6	9.5	100	1361	20.6	8.1	100	983	22.6	5.9	110	5003	19.8	29.9	96	
	QUINTILE 4	16342	1578	20.4	9.7	101	1328	20.1	8.1	100	965	22.2	5.9	110	4773	18.8	29.2	93	
	QUINTILE 5	16306	1622	20.9	9.9	104	1070	16.2	6.6	81	886	20.4	5.4	101	5112	20.2	31.4	100	
TV-PRIME TIME	QUINTILE 1	15953	1569	20.3	9.8	103	1208	18.3	7.6	93	752	17.3	4.7	88	5655	22.3	35.4	113	
	QUINTILE 2	16137	1591	20.5	9.9	103	1421	21.5	8.8	108	916	21.1	5.7	106	5015	19.8	31.1	99	
	QUINTILE 3	16420	1599	20.6	9.7	102	1455	22.0	8.9	109	1036	23.9	6.3	118	5029	19.9	30.6	98	
	QUINTILE 4	16687	1567	20.2	9.4	98	1496	22.7	9.0	110	921	21.2	5.5	103	4889	19.3	29.3	94	
	QUINTILE 5	15789	1423	18.4	9.0	94	1020	15.5	6.5	79	717	16.5	4.5	85	4742	18.7	30.0	96	
TV-DAYTIME	TERCILE 1	27736	2632	34.0	9.5	99	2201	33.3	7.9	97	1572	36.2	5.7	106	9360	37.0	33.7	108	
	TERCILE 2	26489	2681	34.6	10.1	106	2493	37.8	9.4	115	1467	33.8	5.5	103	8252	32.6	31.2	100	
	TERCILE 3	26761	2434	31.4	9.1	95	1907	28.9	7.1	87	1303	30.0	4.9	91	7718	30.5	28.8	92	
TV-TOTAL	QUINTILE 1	16345	1645	21.2	10.1	105	1137	17.2	7.0	85	793	18.3	4.9	91	5835	23.0	35.7	114	
	QUINTILE 2	16447	1706	22.0	10.4	108	1465	22.2	8.9	109	1058	24.4	6.4	120	5491	21.7	33.4	107	
	QUINTILE 3	15980	1730	22.3	10.8	113	1414	21.4	8.8	109	846	19.5	5.3	99	4751	18.8	29.7	95	
	QUINTILE 4	15887	1309	16.9	8.2	86	1504	22.8	9.5	116	836	19.3	5.3	98	4332	17.1	27.3	87	
	QUINTILE 5	16326	1357	17.5	8.3	87	1080	16.4	6.6	81	809	18.6	5.0	92	4921	19.4	30.1	96	
MAGAZINES-NEWSPAPERS: DUAL			20721	2416	31.2	11.7	122	1765	26.7	8.5	105	1108	25.5	5.3	100	6545	25.8	31.6	101
MAGAZINE IMPERATIVE			19186	1575	20.3	8.2	86	1853	28.1	9.7	119	1181	27.2	6.2	115	5614	22.2	29.3	94
NEWSPAPER IMPERATIVE			21899	2108	27.2	9.6	101	1723	26.1	7.9	97	1133	26.1	5.2	97	7041	27.8	32.2	103
MAGAZINES-OUTDOOR: DUAL			15451	1430	18.5	9.3	97	1455	22.0	9.4	116	969	22.3	6.3	117	4913	19.4	31.8	102
MAGAZINE IMPERATIVE			25953	2804	36.2	10.8	113	2254	34.2	8.7	107	1255	28.9	4.8	90	7712	30.4	29.7	95
OUTDOOR IMPERATIVE			24400	2069	26.7	8.5	89	2017	30.6	8.3	101	1403	32.3	5.8	107	7760	30.6	31.8	102
MAGAZINES-RADIO: DUAL			18049	1918	24.8	10.6	111	1676	25.4	9.3	114	1014	23.4	5.6	105	5701	22.5	31.6	101
MAGAZINE IMPERATIVE			23571	2372	30.6	10.1	105	2023	30.7	8.6	105	1366	31.5	5.8	108	6904	27.3	29.3	94
RADIO IMPERATIVE			23278	1859	24.0	8.0	83	1932	29.3	8.3	102	1089	25.1	4.7	87	7672	30.3	33.0	105
MAGAZINES-TELEVISION: DUAL			15459	1573	20.3	10.2	106	1286	19.5	8.3	102	855	19.7	5.5	103	4996	19.7	32.3	103
MAGAZINE IMPERATIVE			25829	2497	32.2	9.7	101	2451	37.1	9.5	116	1399	32.2	5.4	101	7232	28.6	28.0	90
TELEVISION IMPERATIVE			26039	2522	32.6	9.7	101	1860	28.2	7.1	88	1424	32.8	5.5	102	8988	35.5	34.5	110
NEWSPAPERS-OUTDOOR: DUAL			16605	1612	20.8	9.7	101	1242	18.8	7.5	92	888	20.5	5.3	100	5190	20.5	31.3	100
NEWSPAPER IMPERATIVE			26834	3053	39.4	11.4	119	2192	33.2	8.2	100	1259	29.0	4.7	88	8504	33.6	31.7	101
OUTDOOR IMPERATIVE			23346	1878	24.2	8.0	84	2283	34.6	9.8	120	1499	34.5	6.4	120	7154	28.2	30.6	98
NEWSPAPERS-RADIO: DUAL			17133	1603	20.7	9.4	98	1641	24.9	9.6	118	740	17.0	4.3	81	6036	23.8	35.2	113
NEWSPAPER IMPERATIVE			25892	2922	37.7	11.3	118	1885	28.6	7.3	89	1530	35.2	5.9	110	7663	30.3	29.6	95
RADIO IMPERATIVE			23167	1983	25.6	8.6	89	2036	30.8	8.8	108	1255	28.9	5.4	101	7084	28.0	30.6	98
NEWSPAPERS-TELEVISION: DUAL			17159	1805	23.3	10.5	110	1354	20.5	7.9	97	809	18.6	4.7	88	5873	23.2	34.2	109
NEWSPAPER IMPERATIVE			26214	2798	36.1	10.7	112	2121	32.1	8.1	99	1342	30.9	5.1	96	7599	30.0	29.0	93
TELEVISION IMPERATIVE			23412	2229	28.8	9.5	100	1941	29.4	8.3	102	1412	32.5	6.0	113	7670	30.3	32.8	105
OUTDOOR-RADIO: DUAL			15303	1425	18.4	9.3	97	1476	22.4	9.6	118	962	22.2	6.3	117	5035	19.9	32.9	105
OUTDOOR IMPERATIVE			24901	2186	28.2	8.8	92	2099	31.8	8.4	103	1527	35.2	6.1	114	7400	29.2	29.7	95
RADIO IMPERATIVE			26492	2517	32.5	9.5	99	2136	32.4	8.1	99	1094	25.2	4.1	77	8505	33.6</		

	TOTAL U.S. '000	KELLOGG'S ALL BRAN				KELLOGG'S APPLE JACKS				KELLOGG'S COCOA KRISPIES				KELLOGG'S CORN FLAKES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	7747	100.0	9.6	100	8400	100.0	8.1	100	4341	100.0	5.4	100	25330	100.0	31.3	100
ATLANTIC MONTHLY	415	**52	0.7	12.5	131	**65	1.0	15.7	192	**9	0.2	2.2	40	**90	0.4	21.7	69
BARRON'S	453	**81	1.0	17.9	187	**35	0.5	7.7	95	**17	0.4	3.8	70	**115	0.5	25.4	81
BETTER HOMES & GARDENS	16256	1796	23.2	11.0	115	1444	21.9	8.9	109	922	21.2	5.7	106	5430	21.4	33.4	107
BON APPETIT	2535	287	3.7	11.3	118	*155	2.3	6.1	75	**69	1.6	2.7	51	635	2.5	25.0	80
BUSINESS WEEK	1278	**117	1.5	9.2	96	**106	1.6	8.3	102	**35	0.8	2.7	51	316	1.2	24.7	79
CAR AND DRIVER	378	**40	0.5	10.6	111	**17	0.3	4.5	55	**8	0.2	2.1	39	**86	0.3	22.8	73
CBS MAGAZINE NETWORK (GROSS)	1498	**24	2.9	15.0	156	*161	2.4	10.7	132	**47	1.1	3.1	59	357	1.4	23.8	76
CHANGING TIMES	1505	*137	1.8	9.1	95	**176	2.7	11.7	143	**57	1.3	3.8	71	400	1.6	26.6	85
COLONIAL HOMES	1231	*152	2.0	12.3	129	*142	2.2	11.5	142	**41	0.9	3.3	62	424	1.7	34.4	110
CONDE NAST MAG. PKG. (GROSS)	14146	1229	15.9	8.7	91	1559	23.6	11.0	135	877	20.2	6.2	116	4210	16.6	29.8	95
CONSUMERS DIGEST	1323	*215	2.8	16.3	170	**121	1.8	9.1	112	**55	1.3	4.2	78	408	1.6	30.8	99
COSMOPOLITAN	7102	604	7.8	8.5	89	773	11.7	10.9	134	516	11.9	7.3	136	1968	7.8	27.7	89
COUNTRY LIVING	2481	347	4.5	14.0	146	*282	4.3	11.4	139	*189	4.4	7.6	142	852	3.4	34.3	110
CUISINE	1472	*196	2.5	13.3	139	**163	2.5	11.1	136	**38	0.9	2.6	48	451	1.8	30.6	98
CYCLE WORLD	425	**59	0.8	13.9	145	**53	0.8	12.5	153	**20	0.5	4.7	88	**115	0.5	27.1	87
DCI:CREATIVE IDEAS FOR LIV	2510	*314	4.1	12.5	131	*262	4.0	10.4	128	*190	4.4	7.6	141	941	3.7	37.5	120
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	802	10.4	12.0	125	608	9.2	9.1	111	360	8.3	5.4	100	2212	8.7	33.0	106
DISCOVER	894	**75	1.0	8.4	88	**80	1.2	8.9	110	**57	1.3	6.4	119	*218	0.9	24.4	78
EBONY	3507	233	3.7	8.1	84	511	7.7	14.6	179	*219	5.0	6.2	117	1333	5.3	38.0	122
ESQUIRE	1083	**134	1.7	12.4	129	*177	2.7	16.3	201	**72	1.7	6.6	124	430	1.7	39.7	127
ESSENCE	1830	*119	1.5	6.5	68	302	4.6	16.5	202	**91	2.1	5.0	93	718	2.8	39.2	125
FAMILY CIRCLE	15930	1649	21.3	10.4	108	1389	21.0	8.7	107	839	19.3	5.3	98	5226	20.6	32.8	105
THE FAMILY HANDYMAN	1126	**91	1.2	8.1	84	*139	2.1	12.3	151	**51	1.2	4.5	84	418	1.7	37.1	119
FAMILY WEEKLY	11468	1189	15.3	10.4	108	891	13.5	7.8	95	592	13.6	5.2	96	3995	15.8	34.8	111
FIELD & STREAM	2234	*201	2.6	9.0	94	281	4.3	12.6	154	**100	2.3	4.5	84	760	3.0	34.0	109
FOOD & WINE	579	**69	0.9	11.9	125	**89	1.3	15.4	189	**16	0.4	2.8	52	*186	0.7	32.1	103
FORBES	728	**108	1.4	14.8	155	**39	0.6	5.4	66	**36	0.8	4.9	92	*127	0.5	17.4	56
FORTUNE	906	**82	1.1	9.1	95	**45	0.7	5.0	61	**55	1.3	6.1	113	225	0.9	24.8	79
GENTLEMEN'S QUARTERLY	791	**6	0.1	0.8	8	**84	1.3	10.6	130	**33	0.8	4.2	78	*260	1.0	32.9	105
GLAMOUR	5265	479	6.2	9.1	95	584	8.8	11.1	136	361	8.3	6.9	128	1706	6.7	32.4	104
GOLF DIGEST	636	**103	1.3	16.2	169	**50	0.8	7.9	96	**6	0.1	0.9	18	*173	0.7	27.2	87
GOLF DIGEST/TENNIS (GROSS)	1186	*159	2.1	13.4	140	**96	1.5	8.1	99	**34	0.8	2.9	53	287	1.1	24.2	77
GOLF MAGAZINE	441	**54	0.7	12.2	128	**17	0.3	3.9	47	**7	0.2	1.6	30	**171	0.7	38.8	124
GOLF MAGAZINE/SKI (GROSS)	922	**100	1.3	10.8	113	**118	1.8	12.8	157	**51	1.2	5.5	103	*300	1.2	32.5	104
GOOD HOUSEKEEPING	16487	1869	24.1	11.3	119	1556	23.6	9.4	116	937	21.6	5.7	106	5425	21.4	32.9	105
HARPER'S BAZAAR	2423	302	3.9	12.5	130	290	4.4	12.0	147	**135	3.1	5.6	104	694	2.7	28.6	92
HEALTH	1994	*239	3.1	12.0	125	*208	3.2	10.4	128	**107	2.5	5.4	100	655	2.6	32.8	105
HEARST MAG CORP. BUY (GROSS)	44101	4946	33.8	11.2	117	4657	70.6	10.6	130	2635	50.7	6.0	111	13952	55.1	31.6	101
HEARST MAN POWER (GROSS)	1993	*231	3.0	11.6	121	*199	3.0	10.0	123	**157	3.6	7.9	147	722	2.9	36.2	116
HEARST WOMAN POWER (GROSS)	31274	3421	44.2	10.9	114	3230	48.9	10.3	127	1968	45.3	6.3	117	9756	38.5	31.2	100
HOUSE BEAUTIFUL	3623	387	5.0	10.7	112	382	5.8	10.5	129	**107	2.5	3.0	55	1218	4.8	33.6	107
INC.	283	**47	0.6	16.6	174	**39	0.6	13.8	169	**29	0.7	10.2	191	**66	0.3	23.3	75
JET	2928	*166	2.1	5.7	59	453	6.9	15.5	190	*157	3.6	5.4	100	1152	4.5	39.3	126
LADIES' HOME JOURNAL	11918	1348	17.4	11.3	118	1089	16.5	9.1	112	663	15.3	5.6	104	3939	15.6	33.1	106
LHJ FAMILY GRP COMBO(GROSS)	16764	1886	24.3	11.3	118	1616	24.5	9.6	118	927	21.4	5.5	103	5348	21.1	31.9	102
LIFE	4254	450	5.8	10.6	111	515	7.8	12.1	149	317	7.3	7.5	139	1262	5.0	29.7	95
L.A. TIMES HOME MAGAZINE	1145	**69	0.9	6.0	63	*36	0.5	3.1	39	**17	0.4	1.5	28	*241	1.0	21.0	67
MADMOISELLE	2884	243	3.1	8.4	88	347	5.3	12.0	148	*172	4.0	6.0	111	875	3.5	30.3	97
MC CALL'S	13460	1407	18.2	10.5	109	1201	18.2	8.9	109	750	17.3	5.6	104	4844	19.1	36.0	115
MC CALL'S/MRK MOTHER (GROSS)	14606	1490	19.2	10.2	107	1377	20.9	9.4	116	875	20.2	6.0	112	5250	20.7	35.9	115
MECHANIC ILLUSTRATED	772	**109	1.4	14.1	148	**47	0.7	6.1	75	**22	0.5	2.8	53	*251	1.0	32.5	104
METROPOLITAN HOME	967	*127	1.6	13.1	137	**79	1.2	8.2	100	**34	0.8	3.5	66	291	1.1	30.1	96
MONEY	1585	*177	2.3	11.1	117	**126	1.9	7.9	97	**40	0.9	2.5	47	364	1.4	22.9	73
MOTHER EARTH NEWS	1002	**48	0.6	4.8	50	**73	1.1	7.3	89	**56	1.3	5.6	104	*246	1.0	24.6	78
MS.	825	**51	0.7	6.2	65	**104	1.6	12.6	155	**60	1.4	7.3	136	304	1.2	36.8	118
NATIONAL ENQUIRER	10336	927	12.0	9.0	94	1142	17.3	11.0	136	726	16.7	7.0	131	3482	13.7	33.7	108
NATIONAL GEOGRAPHIC	9597	1243	16.0	13.0	135	761	11.5	7.9	97	419	9.7	4.4	81	2939	11.6	30.6	98
NATIONAL SUNDAY MAGAZINE PKG	49558	4960	64.0	10.0	105	4094	62.0	8.3	101	2680	51.7	5.4	101	15549	61.4	31.4	100
NATURAL HISTORY	573	**95	1.2	16.6	173	**68	1.0	11.9	146	**7	0.2	1.2	23	*131	0.5	22.9	73
NEW WOMAN	1699	*134	1.7	7.9	82	*215	3.3	12.7	155	**97	2.2	5.7	107	476	1.9	28.0	90
NEW YORK INCLUDING CUE	443	**73	0.9	16.5	172	**68	1.0	15.3	188	**21	0.5	4.7	88	*119	0.5	26.9	86
THE NEW YORKER	1270	*192	2.5	15.1	158	**129	2.0	10.2	125	**38	0.9	3.0	56	310	1.2	24.4	78
NEWSWEEK	6277	681	8.8	10.8	113	581	8.8	9.3	114	255	5.9	4.1	76	1924	7.6	30.7	98
THE N.Y. TIMES DAILY EDITION	1205	*155	2.0	12.9	134	**69	1.0	5.7	70	**53	1.2	4.4	82	334	1.3	27.7	89
THE N.Y. TIMES MAGAZINE	2081	234	3.0	11.2	118	**97	1.5	4.7	57	**77	1.8	3.7	69	553	2.2	26.6	85
ON CABLE	788	**30	0.4	3.8	40	**95	1.4	12.1	148	**62	1.4	7.9	147	*182	0.7	23.1	74
1001 HOME IDEAS	1158	**18	0.2	1.6	16	*188	2.8	16.2	199	**27	0.6	2.3	43	410	1.6	35.4	113
ORGANIC GARDENING	2852	*299	3.9	10.5	110	320	4.8	11.2	138	*158	3.6	5.5	103	753	3.0	26.4	84
OUTDOOR LIFE	1658	*227	2.9	13.7	143	*130	2.0	7.8	96	*39	0.9	2.4	44	475	1.9	28.6	92
PARADE MAGAZINE	896	**100	1.3	11.2	117	*149	2.3	16.6	204	**79	1.8	8.8	164	334	1.3	37.3	119
	24275	2328	30.1	9.6	100	2049	31.0	8.4	104	1291	29.7	5.3	99	7408	29.2	30.5	98

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	KELLOGG'S ALL BRAN				KELLOGG'S APPLE JACKS				KELLOGG'S COCOA KRISPIES				KELLOGG'S CORN FLAKES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	7747	100.0	9.6	100	6600	100.0	8.1	100	4341	100.0	5.4	100	25330	100.0	31.3	100
PARENTS	3845	307	4.0	8.0	83	430	6.5	11.2	137	331	7.6	8.6	161	1122	4.4	29.2	93
PENTHOUSE	831	**65	0.8	7.8	82	**96	1.5	11.6	142	**53	1.2	6.4	119	*257	1.0	30.9	99
PEOPLE	11645	837	10.8	7.2	75	1080	16.4	9.3	114	699	16.1	6.0	112	3434	13.6	29.5	94
PLAYBOY	2006	**107	1.4	5.3	56	*177	2.7	8.8	108	*118	2.7	5.9	110	528	2.1	26.3	84
POPULAR HOT RODDING	297	**32	0.4	10.8	113	**50	0.8	16.8	207	**44	1.0	14.8	276	**121	0.5	40.7	130
POPULAR MECHANICS	1018	**154	2.0	15.1	158	**82	1.2	8.1	99	**111	2.6	10.9	203	405	1.6	39.8	127
POPULAR SCIENCE	878	**126	1.6	14.4	150	**76	1.2	8.7	106	**67	1.5	7.6	142	*284	1.1	32.3	103
PREVENTION	3913	527	6.8	13.5	141	246	3.7	6.3	77	**97	2.2	2.5	46	1149	4.5	29.4	94
PSYCHOLOGY TODAY	1710	*121	1.6	7.1	74	*176	2.7	10.3	126	**92	2.1	5.4	100	542	2.1	31.7	101
READER'S DIGEST	22204	2615	33.8	11.8	123	1994	30.2	9.0	110	1083	24.9	4.9	91	7504	29.6	33.8	108
REDBOOK	7684	947	12.2	12.3	129	901	13.7	11.7	144	516	11.9	6.7	125	2364	9.3	30.8	98
ROAD & TRACK	410	**35	0.5	8.5	89	**39	0.6	9.5	117	**4	0.1	1.0	18	**116	0.5	28.3	90
ROLLING STONE	969	**48	0.6	5.0	52	*178	2.7	18.4	225	**92	2.1	9.5	177	424	1.7	43.8	140
RUNNER'S WORLD	298	**20	0.3	6.7	70	**51	0.8	17.1	210	**34	0.8	11.4	213	**63	0.2	21.1	68
SATURDAY EVENING POST	1169	*119	1.5	10.2	106	**112	1.7	9.6	118	**99	2.3	8.5	158	484	1.9	41.4	132
SCIENCE 84	587	**51	0.7	8.7	91	**52	0.8	8.9	109	**36	0.8	6.1	114	*122	0.5	20.8	66
SCIENCE DIGEST	482	**40	0.5	8.3	87	**65	1.0	13.5	165	**18	0.4	3.7	70	*153	0.6	31.7	101
SCIENTIFIC AMERICAN	594	**70	0.9	11.8	123	**69	1.0	11.6	143	**19	0.4	3.2	60	**67	0.3	11.3	36
SELF	2089	**135	1.7	6.5	68	*196	3.0	9.4	115	*126	2.9	6.0	113	577	2.3	27.6	88
SEVENTEEN	2411	*226	2.9	9.4	98	*237	3.6	9.8	121	*224	5.2	9.3	173	702	2.8	29.1	93
SKI	450	**46	0.6	9.6	100	**101	1.5	21.0	258	**45	1.0	9.4	175	**129	0.5	26.9	86
SMITHSONIAN	2760	332	4.3	12.0	126	*137	2.1	5.0	61	**75	1.7	2.7	51	675	2.7	24.5	78
SOAP OPERA DIGEST	3013	*243	3.1	8.1	84	473	7.2	15.7	193	*256	5.9	8.5	159	1032	4.1	34.3	110
SOUTHERN LIVING	4184	488	6.3	11.7	122	346	5.2	8.3	101	*170	3.9	4.1	76	1271	5.0	30.4	97
SPORT	559	**48	0.6	8.6	90	**85	1.3	15.2	187	**26	0.6	4.7	87	*192	0.8	34.3	110
THE SPORTING NEWS	436	**41	0.5	9.4	98	**44	0.7	10.1	124	**13	0.3	3.0	56	*227	0.9	52.1	166
SPORTS AFIELD	493	**37	0.5	7.5	78	**51	0.8	10.3	127	**29	0.7	5.9	110	*164	0.6	33.3	106
SPORTS ILLUSTRATED	2758	*229	3.0	8.3	87	353	5.3	12.8	157	*157	3.6	5.7	106	872	3.4	31.6	101
STAR	7456	674	8.7	9.0	94	813	12.3	10.9	134	582	13.4	7.8	146	2739	10.8	36.7	117
SUNDAY	24936	2644	34.1	10.6	111	2460	37.3	9.9	121	1361	31.4	5.5	102	7559	29.8	30.3	97
SUNSET	2124	*186	2.4	8.8	92	**122	1.8	5.7	70	**54	1.2	2.5	47	446	1.8	21.0	67
TV GUIDE	21661	2186	28.2	10.1	105	1998	30.3	9.2	113	1389	32.0	6.4	120	6937	27.4	32.0	102
TENNIS	550	*57	0.7	10.4	108	**45	0.7	8.2	100	**29	0.7	5.3	98	**114	0.5	20.7	66
TIME	8850	1024	13.2	11.5	121	749	11.3	8.4	103	438	10.1	4.9	92	2627	10.4	29.6	95
TOWN & COUNTRY	917	**100	1.3	10.9	114	**97	1.5	10.6	130	**22	0.5	2.4	45	264	1.0	28.8	92
TRAVEL & LEISURE	972	**91	1.2	9.4	98	**106	1.6	10.9	134	**30	0.7	3.1	58	211	0.8	21.7	69
TRUE STORY	3356	*274	3.5	8.2	85	400	6.1	11.9	146	*277	6.4	8.3	154	1324	5.2	39.5	126
U.S. NEWS & WORLD REPORT	3410	*115	5.4	12.2	127	265	4.0	7.8	95	*169	3.9	5.0	92	1043	4.1	30.6	98
USA TODAY	1759	*124	1.6	7.0	74	**126	1.9	7.2	88	**89	2.1	5.1	94	518	2.0	29.4	94
US	1873	**133	1.7	7.1	74	*310	4.7	16.6	203	*202	4.7	10.8	201	619	2.4	33.0	106
VOGUE	709	373	4.8	9.5	100	432	6.5	11.1	136	*218	5.0	5.6	104	1053	4.2	26.9	86
WALL STREET JOURNAL	1886	*193	2.5	10.2	107	**100	1.5	5.3	65	**74	1.7	3.9	73	557	2.2	29.5	94
WEIGHT WATCHERS	2120	*204	2.6	9.6	101	*236	3.6	11.1	137	**115	2.6	5.4	101	774	3.1	36.5	117
WOMAN'S DAY	14172	1441	18.6	10.2	106	1121	17.0	7.9	97	758	17.5	5.3	100	4790	18.9	33.8	108
WORKING MOTHER	1146	**83	1.1	7.2	76	*177	2.7	15.4	190	**125	2.9	10.9	203	406	1.6	35.4	113
WORKING WOMAN	1322	*135	1.7	10.2	107	*200	3.0	15.1	186	**102	2.3	7.7	144	336	1.3	25.4	81
WORLD TENNIS	*163	**16	0.2	9.8	103	**22	0.3	13.5	166	**9	0.2	5.5	103	**40	0.2	24.5	78
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*283	3.7	11.2	117	312	4.7	12.3	151	*156	3.6	6.2	115	756	3.0	29.9	95
BLAIR INSERTS	43657	4258	55.0	9.8	102	3646	55.2	8.4	102	2329	53.7	5.3	100	13213	52.2	30.3	97
DAILY NEWSPAPERS																	
READ ANY	51633	5457	70.4	10.6	110	4251	64.4	8.2	101	2533	58.4	4.9	92	16408	64.8	31.8	102
READ ONE	43463	4553	58.8	10.5	110	3642	55.2	8.4	103	2209	50.9	5.1	95	13850	54.7	31.9	102
READ TWO OR MORE	8170	904	11.7	11.1	116	610	9.2	7.5	92	324	7.5	4.0	74	2558	10.1	31.3	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5215	67.3	9.9	103	4420	67.0	8.4	103	2889	66.6	5.5	102	16337	64.5	31.0	99
READ ONE	46126	4479	57.8	9.7	102	3878	58.8	8.4	103	2553	58.8	5.5	103	14188	56.0	30.8	98
READ TWO OR MORE	6552	736	9.5	11.2	117	542	8.2	8.3	102	337	7.8	5.1	96	2150	8.5	32.8	105
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.45				30.34				32.28				26.94			
30 DAY REACH	71455	6586	85.0	9.2	96	5972	90.5	8.4	103	3864	89.0	5.4	101	22223	87.7	31.1	99
50 SHWG - 30 DAY AV FREQ	14.56	14.30				16.01				16.61				14.17			
30 DAY REACH	67742	6344	81.9	9.4	98	5685	86.1	8.4	103	3785	87.2	5.6	104	21223	83.8	31.3	100
25 SHWG - 30 DAY AV FREQ	7.94	7.96				8.79				8.87				7.83			
30 DAY REACH	62117	5707	73.7	9.2	96	5193	78.7	8.4	103	3508	80.8	5.6	105	19199	75.8	30.9	99
CABLE TV: HOME WIRED	32077	3244	41.9	10.1	106	3163	47.9	9.9	121	1939	44.7	6.0	112	10836	42.8	33.8	108
HOME NOT WIRED	48909	4503	58.1	9.2	96	3437	52.1	7.0	86	2402	55.3	4.9	92	14494	57.2	29.6	95
HAVE PAY CABLE	15935	1107	14.3	6.9	73	1836	27.8	11.5	141	1199	27.6	7.5	140	5219	20.6	32.8	105

	TOTAL U.S. '000	KELLOGG'S ALL BRAN				KELLOGG'S APPLE JACKS				KELLOGG'S COCOA KRISPIES				KELLOGG'S CORN FLAKES				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	7747	100.0	9.6	100	6600	100.0	8.1	100	4341	100.0	5.4	100	25330	100.0	31.3	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	4223	54.5	9.6	101	3717	56.3	8.5	104	2406	55.4	5.5	102	14156	55.9	32.2	103	
10:00 AM - 3:00 PM	30659	2941	38.0	9.6	100	2668	40.4	8.7	107	1605	37.0	5.2	98	9803	38.7	32.0	102	
3:00 PM - 7:00 PM	31045	2604	33.6	8.4	88	2872	43.5	9.3	114	1611	37.1	5.2	97	9356	36.9	30.1	96	
7:00 PM - MIDNIGHT	15767	1461	18.9	9.3	97	1317	20.0	8.4	102	794	18.3	5.0	94	5092	20.1	32.3	103	
MIDNIGHT - 6:00 AM	9120	997	12.9	10.9	114	755	11.4	8.3	102	495	11.4	5.4	101	2867	11.3	31.4	101	
6:00 AM - MIDNIGHT	58527	5474	70.7	9.4	98	5089	77.1	8.7	107	3194	73.6	5.5	102	18331	72.4	31.3	100	
ENTIRE DAY	59311	5591	72.2	9.4	99	5121	77.6	8.6	106	3215	74.1	5.4	101	18556	73.3	31.3	100	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	1533	19.8	9.5	99	1350	20.5	8.3	102	932	21.5	5.8	108	5033	19.9	31.1	100	
ALL NEWS	2256	329	4.2	14.6	152	*120	1.8	5.3	65	**64	1.5	2.8	53	532	2.1	23.6	75	
AOR/PROGRESSIVE	3874	267	3.4	6.9	72	399	6.0	10.3	126	263	6.1	6.8	127	984	3.9	25.4	81	
BEAUTIFUL MUSIC	5660	691	8.9	12.2	128	374	5.7	6.6	81	*246	5.7	4.3	81	1794	7.1	31.7	101	
BLACK	2204	*144	1.9	6.5	68	309	4.7	14.0	172	**106	2.4	4.8	90	741	2.9	33.6	107	
CLASSICAL	1418	*186	2.4	13.1	137	**109	1.7	7.7	94	**64	1.5	4.5	84	469	1.9	33.1	106	
CHR/ROCK	9538	603	7.8	6.3	66	993	15.0	10.4	128	680	15.7	7.1	133	2828	11.2	29.6	95	
COUNTRY	12648	1138	14.7	9.0	94	1162	17.6	9.2	113	693	16.0	5.5	102	4402	17.4	34.8	111	
GOLDEN OLDIES	1191	**49	0.6	4.1	43	**42	0.6	3.5	43	**57	1.3	4.8	89	*282	1.1	23.7	76	
MOR/NOSTALGIA	4757	498	6.4	10.5	109	249	3.8	5.2	64	*208	4.8	4.4	82	1476	5.8	31.0	99	
NEWS/TALK	3863	473	6.1	12.2	128	*250	3.8	6.5	79	**122	2.8	3.2	59	1111	4.4	28.8	92	
RELIGIOUS	3084	325	4.2	10.5	110	*189	2.9	6.1	75	**72	1.7	2.3	44	960	3.8	31.1	100	
SOFT ROCK	521	**27	0.3	5.2	54	**98	1.5	18.8	231	**181	1.9	15.5	290	**161	0.6	30.9	99	
URBAN CONTEMPORARY	1585	*143	1.8	9.0	94	*223	3.4	14.1	173	**164	3.8	10.3	193	597	2.4	37.7	120	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	*325	4.2	10.0	104	427	6.5	13.1	161	*286	6.6	8.8	164	1143	4.5	35.1	112	
ABC DIRECTION	2316	288	3.7	12.4	130	*148	2.2	6.4	78	**72	1.7	3.1	58	830	3.3	35.8	115	
ABC ENTERTAINMENT	4834	527	6.8	10.9	114	432	6.5	8.9	110	330	7.6	6.8	127	1757	6.9	36.3	116	
ABC FM	2202	*141	1.8	6.4	67	*240	3.6	10.9	134	*171	3.9	7.8	145	629	2.5	28.6	91	
ABC INFORMATION	5425	704	9.1	13.0	136	362	5.5	6.7	82	*236	5.4	4.4	81	1587	6.3	29.3	94	
ABC ROCK	1677	**118	1.5	7.0	74	239	3.6	14.3	175	**115	2.6	6.9	128	582	2.3	34.7	111	
CBS	4430	608	7.8	13.7	143	275	4.2	6.2	76	*186	4.3	4.2	78	1451	5.7	32.8	105	
MUTUAL	4992	604	7.8	12.1	126	330	5.0	6.6	81	*187	4.3	3.7	70	1537	6.1	30.8	98	
NBC	4679	536	6.9	11.5	120	419	6.3	9.0	110	*283	6.5	6.0	113	1589	6.3	34.0	109	
RADIORADIO	1994	**124	1.6	6.2	65	*213	3.2	10.7	131	**86	2.0	4.3	80	671	2.6	33.7	108	
RKO ONE	2298	**104	1.3	4.5	47	*175	2.7	7.6	93	**94	2.2	4.1	76	613	2.4	26.7	85	
RKO TWO	3311	286	3.7	8.6	90	328	5.0	9.9	122	*161	3.7	4.9	91	1119	4.4	33.8	108	
THE SOURCE	2114	*157	2.0	7.4	78	**119	1.8	5.6	69	**171	3.9	8.1	151	579	2.3	27.4	88	
NON-HIRED : BLAIR	8654	894	11.5	10.3	108	762	11.5	8.8	108	610	14.1	7.0	132	2788	11.0	32.2	103	
INTERNET	12025	1052	13.6	8.7	91	1061	16.1	8.8	108	846	19.5	7.0	131	3708	14.6	30.8	99	
KATZ RADIO GROUP	15359	1586	20.5	10.3	108	1235	18.7	8.0	99	797	18.4	5.2	97	4493	17.7	29.3	94	
SUPERNET	10628	763	9.8	7.2	75	1127	17.1	10.6	130	606	14.0	5.7	106	3405	13.4	32.0	102	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	964	12.4	11.1	116	661	10.0	7.6	94	421	9.7	4.9	91	2688	10.6	31.0	99	
MKDAY 9:00 AM - 1:00 PM	12163	1235	15.9	10.2	106	890	13.5	7.3	90	617	14.2	5.1	95	4130	16.3	34.0	109	
MKDAY 1:00 PM - 4:30 PM	16150	1570	20.3	9.7	102	1327	20.1	8.2	101	949	21.9	5.9	110	5564	22.0	34.5	110	
MKDAY 4:30 PM - 7:30 PM	22463	2425	31.3	10.8	113	1675	25.4	7.5	91	1094	25.2	4.9	91	7404	29.2	33.0	105	
MKDAY 7:30 PM - 8:00 PM	31795	3053	39.4	9.6	100	2432	36.8	7.6	94	1503	34.6	4.7	88	10539	41.6	33.1	106	
MKDAY 11:00 PM - 11:30 PM	23977	2425	31.3	10.1	106	2000	30.3	8.3	102	1229	28.3	5.1	96	7948	31.4	33.1	106	
MKDAY 11:30 PM - 1:00 AM	7703	678	8.8	8.8	92	683	10.3	8.9	109	455	10.5	5.9	110	2523	10.0	32.8	105	
M-SAT 8-11 PM-SUN 7-11 PM	33800	3302	42.6	9.8	102	2797	42.4	8.3	102	1813	41.8	5.4	100	10972	43.3	32.5	104	
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	568	7.3	8.7	91	560	8.5	8.6	105	331	7.6	5.1	94	2190	8.6	33.5	107
ANOTHER WORLD	N	4620	475	6.1	10.3	107	330	5.0	7.1	88	150	3.5	3.2	61	1726	6.8	37.4	119
AS THE WORLD TURNS	C	5614	588	7.6	10.5	109	407	6.2	7.2	89	357	8.2	6.4	119	1838	7.3	32.7	105
CAPITOL	C	3396	380	4.9	11.2	117	276	4.2	8.1	100	237	5.5	7.0	130	1168	4.6	34.4	110
CBS MORN. NEWS 1	C	1446	127	1.6	8.8	92	*79	1.2	5.5	67	*45	1.0	3.1	58	475	1.9	32.8	105
CBS MORN. NEWS 2	C	1207	108	1.4	8.9	94	*67	1.0	5.6	68	*41	0.9	3.4	63	401	1.6	33.2	106
DAYS OF OUR LIVES	N	5877	665	8.6	11.3	118	473	7.2	8.0	99	283	6.5	4.8	90	2212	8.7	37.6	120
FACTS OF LIFE - DAYTIME	N	2290	229	3.0	10.0	105	192	2.9	8.4	103	*82	1.9	3.6	67	648	2.6	28.3	90
FAMILY FEUD	A	3023	333	4.3	11.0	115	158	2.4	5.2	64	134	3.1	4.4	83	978	3.9	32.4	103
GENERAL HOSPITAL	A	6097	528	6.8	8.7	91	554	8.4	9.1	111	441	10.2	7.2	135	2199	8.7	36.1	115
GOOD MORNING, AMERICA-730 A	A	3515	418	5.4	11.9	124	276	4.2	7.9	96	186	4.3	5.3	99	1113	4.4	31.7	101
GOOD MORNING, AMERICA-830 A	A	2818	409	5.3	14.5	152	194	2.9	6.9	84	157	3.6	5.6	104	940	3.7	33.4	107
GUIDING LIGHT	C	5339	643	8.3	12.0	126	493	7.5	9.2	113	398	9.2	7.5	139	1882	7.4	35.3	113
ONE LIFE TO LIVE	A	4478	411	5.3	9.2	96	394	6.0	8.8	108	353	8.1	7.9	147	1640	6.5	36.6	117
PRESS YOUR LUCK	C	2244	188	2.4	8.4	88	167	2.5	7.4	91	*119	2.7	5.3	99	770	3.0	34.3	110
PRICE IS RIGHT 1	C	4348	436	5.6	10.0	105	331	5.0	7.6	93	249	5.7	5.7	107	1702	6.7	39.1	125
PRICE IS RIGHT 2	C	5014	546	7.0	10.9	114	383	5.8	7.6									

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	KELLOGG'S ALL BRAN				KELLOGG'S APPLE JACKS				KELLOGG'S COCOA KRISPIES				KELLOGG'S CORN FLAKES			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	7747	100.0	9.6	100	6600	100.0	8.1	100	4341	100.0	5.4	100	25330	100.0	31.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2907	37.5	11.2	117	1917	29.0	7.4	90	1126	25.9	4.3	81	8728	34.5	33.5	107
NETWORK AFFILIATES - LATE		20261	2103	27.1	10.4	109	1681	25.5	8.3	102	999	23.0	4.9	92	6629	26.2	32.7	105
INDEPENDENTS - LATE		2076	188	2.4	9.1	95	100	1.5	4.8	59	*61	1.4	2.9	55	630	2.5	30.3	97
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	773	10.0	7.4	77	1074	16.3	10.3	126	565	13.0	5.4	101	3434	13.6	32.9	105
ABC MONDAY NIGHT MOVIE		A 6412	639	8.2	10.0	104	522	7.9	8.1	100	416	9.6	6.5	121	2169	8.6	33.8	108
ABC SUNDAY NIGHT MOVIE		A 12407	1204	15.5	9.7	101	942	14.3	7.6	93	685	15.8	5.5	103	3782	14.9	30.5	97
ABC WORLD NEWS TONIGHT		A 6176	799	10.3	12.9	135	448	6.8	7.3	89	294	6.8	4.8	89	2233	8.8	36.2	116
AFTERMASH		C 5863	578	7.5	9.9	103	449	6.8	7.7	94	*288	6.6	4.9	92	1756	6.9	30.0	96
ALICE		C 9594	938	12.1	9.8	102	679	10.3	7.1	87	439	10.1	4.6	85	3020	11.9	31.5	101
AMERICAN PARADE		C 6622	761	9.8	11.5	120	470	7.1	7.1	87	272	6.3	4.1	77	2194	8.7	33.1	106
BENSON		A 10886	1066	13.8	9.8	102	791	12.0	7.3	89	510	11.7	4.7	87	3709	14.6	34.1	109
BLUE THUNDER		A 5036	402	5.2	8.0	83	450	6.8	8.9	110	*241	5.6	4.8	89	1697	6.7	33.7	108
CAGNEY & LACEY		C 9965	869	11.2	8.7	91	753	11.4	7.6	93	475	10.9	4.8	89	3240	12.8	32.5	104
CBS EVENING NEWS-DEAN		C 3491	464	6.0	13.3	139	*217	3.3	6.2	76	**143	3.3	4.1	76	1172	4.6	33.6	107
CBS EVENING NEWS-RATHER		C 7123	894	11.5	12.6	131	542	8.2	7.6	93	386	8.9	5.4	101	2258	8.9	31.7	101
CBS SAT. NEWS-SCHIEFFER		C 3621	461	6.0	12.7	133	224	3.4	6.2	76	170	3.9	4.7	88	1130	4.5	31.2	100
CBS SATURDAY NIGHT MOVIE		C 5436	513	6.6	9.4	99	428	6.5	7.9	97	353	8.1	6.5	121	1756	6.9	32.3	103
CBS WEDNESDAY NIGHT MOVIE		C 6100	669	8.6	11.0	115	391	5.9	6.4	79	282	6.5	4.6	86	2238	8.8	36.7	117
CHEERS		N 8889	821	10.6	9.2	97	814	12.3	9.2	112	466	10.7	5.2	98	2572	10.2	28.9	93
DALLAS		C 22109	2362	30.5	10.7	112	1890	28.6	8.5	105	1143	26.3	5.2	96	7455	29.4	33.7	108
DIFF'RENT STROKES		N 6940	614	7.9	8.8	92	657	10.0	9.5	116	*256	5.9	3.7	69	2380	9.4	34.3	110
DOUBLE TROUBLE		N 7223	634	8.2	8.8	92	794	12.0	11.0	135	401	9.2	5.6	104	2346	9.3	32.5	104
DUCK FACTORY		N 5595	556	7.2	9.9	104	471	7.1	8.4	103	*297	6.8	5.3	99	1544	6.1	27.6	88
DUKES OF HAZZARD		C 5768	603	7.8	10.5	109	523	7.9	9.1	111	331	7.6	5.7	107	2066	8.2	35.8	115
DYNASTY		A 20053	1811	23.4	9.0	94	1705	25.8	8.5	104	1093	25.2	5.5	102	6122	24.2	30.5	98
FACTS OF LIFE		N 8087	706	9.1	8.7	91	769	11.7	9.5	117	492	11.3	6.1	114	2728	10.8	33.7	108
FALCON CREST		C 20046	2160	27.9	10.8	113	1586	24.0	7.9	97	916	21.1	4.6	85	6809	26.9	34.0	109
FALL GUY		A 9084	935	12.1	10.3	108	898	13.6	9.9	121	559	12.9	6.2	115	3035	12.0	33.4	107
FAMILY TIES		N 7964	620	8.0	7.8	81	717	10.9	9.0	110	352	8.1	4.4	82	2575	10.2	32.3	103
FANTASY ISLAND		A 7687	732	9.4	9.5	100	717	10.9	9.3	114	314	7.2	4.1	76	2404	9.5	31.3	100
FOULUPS,BLEEPS & BLUNDERS		A 8861	945	12.2	10.7	111	675	10.2	7.6	93	410	9.4	4.6	86	3046	12.0	34.4	110
FOUR SEASONS		C 5095	509	6.6	10.0	104	380	5.8	7.5	92	*257	5.9	5.0	94	1521	6.0	29.9	95
GIMME A BREAK		N 8838	767	9.9	8.7	91	850	12.9	9.6	118	352	8.1	4.0	74	3091	12.2	35.0	112
HART TO HART		A 8978	843	10.9	9.4	98	722	10.9	8.0	99	421	9.7	4.7	87	3030	12.0	33.7	108
HILL STREET BLUES		N 8590	835	10.8	9.7	102	675	10.2	7.9	96	494	11.4	5.8	107	2494	9.8	29.0	93
HOTEL		A 14085	1413	18.2	10.0	105	1138	17.2	8.1	99	707	16.3	5.0	94	4608	18.2	32.7	105
JEFFERSONS		C 9360	1003	12.9	10.7	112	658	10.0	7.0	86	442	10.2	4.7	88	2828	11.2	30.2	97
JENNIFER SLEPT HERE		N 5841	463	6.0	7.9	83	529	8.0	9.1	111	*245	5.6	4.2	78	2006	7.9	34.3	110
KATE & ALLIE		C 9206	881	11.4	9.6	100	635	9.6	6.9	85	459	10.6	5.0	93	3010	11.9	32.7	105
KNIGHT RIDER		N 7076	652	8.4	9.2	96	589	8.9	8.3	102	373	8.6	5.3	98	2385	9.4	33.7	108
LOVE BOAT		A 12219	1113	14.4	9.1	95	944	14.3	7.7	95	437	10.1	3.6	67	3698	14.6	30.3	97
MAGNUM PI		C 11199	1015	13.1	9.1	95	1080	16.4	9.6	118	613	14.1	5.5	102	3682	14.5	32.9	105
MAMA'S FAMILY		N 6057	621	8.0	10.3	107	455	6.9	7.5	92	*226	5.2	3.7	70	2103	8.3	34.7	111
MASTER, THE		N 3598	234	3.0	6.5	68	360	5.5	10.0	123	*197	4.5	5.5	102	1077	4.3	29.9	96
MATT HOUSTON		A 6344	497	6.4	7.8	82	590	8.9	9.3	114	348	8.0	5.5	102	2118	8.4	33.4	107
NBC MONDAY NIGHT MOVIE		N 11994	1099	14.2	9.2	96	954	14.5	8.0	98	754	17.4	6.3	117	3748	14.8	31.2	100
NBC NIGHTLY NEWS		N 5132	566	7.3	11.0	115	321	4.9	6.3	77	173	4.0	3.4	63	1659	6.5	32.3	103
NBC NIGHTLY NEWS-SAT		N 3375	333	4.3	9.9	103	*220	3.3	6.5	80	**180	4.1	5.3	99	1156	4.6	34.3	110
NBC NIGHTLY NEWS-SUN		N 3130	430	5.6	13.7	144	*232	3.5	7.4	91	**78	1.8	2.5	46	974	3.8	31.1	99
NBC SUNDAY NIGHT MOVIE		N 8284	668	8.6	8.1	84	895	13.6	10.8	133	603	13.9	7.3	136	2701	10.7	32.6	104
NEWMART		C 9240	805	10.4	8.7	91	600	9.1	6.5	80	451	10.4	4.9	91	2897	11.4	31.4	100
ONE DAY AT A TIME		C 7288	542	7.0	7.4	78	532	8.1	7.3	90	330	7.6	4.5	84	2221	8.8	30.5	97
PEOPLE ARE FUNNY		N 4855	621	8.0	12.8	134	380	5.8	7.8	96	*285	6.6	5.9	110	1767	7.0	36.4	116
REAL PEOPLE		N 8869	880	11.4	9.9	104	679	10.3	7.7	94	480	11.1	5.4	101	3193	12.6	36.0	115
REMINGTON STEELE		N 7743	716	9.2	9.2	97	663	10.0	8.6	105	514	11.8	6.6	124	2422	9.6	31.3	100
REPLY'S BELIEVE IT - NOT		A 5345	477	6.2	8.9	93	407	6.2	7.6	93	357	8.2	6.7	125	1616	6.4	30.2	97
RIPTIDE		N 6988	583	7.5	8.3	87	649	9.8	9.3	114	459	10.6	6.6	123	2141	8.5	30.6	98
SCARECROW & MRS. KING		C 10002	1038	13.4	10.4	108	641	9.7	6.4	79	388	8.9	3.9	72	3355	13.2	33.5	107
SIMON & SIMON		C 10638	1037	13.4	9.7	102	1215	18.4	11.4	140	677	15.6	6.4	119	3875	15.3	36.4	116
60 MINUTES		C 13293	1565	20.2	11.8	123	961	14.6	7.2	89	564	13.0	4.2	79	4175	16.5	31.4	100
ST. ELSEWHERE		N 7017	676	8.7	9.6	101	584	8.8	8.3	102	497	11.4	7.1	132	2210	8.7	31.5	101
THREE'S COMPANY		A 10917	1001	12.9	9.2	96	1078	16.3	9.9									

	TOTAL U.S. '000	KELLOGG'S FROOT LOOPS				KELLOGG'S SUGAR FROSTED FLAKES				KELLOGG'S FROSTED MINI-WHEATS				KELLOGG'S FROSTED RICE KRISPIES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	11539	100.0	14.2	100	13499	100.0	16.7	100	5531	100.0	6.8	100	5762	100.0	7.1	100
18 - 24	9282	1876	16.3	20.2	142	1657	12.3	17.9	107	*456	8.2	4.9	72	862	15.0	9.3	131
25 - 34	19072	3777	32.7	19.8	139	4066	30.1	21.3	128	1410	25.5	7.4	108	1744	30.3	9.1	129
35 - 44	14591	3306	28.7	22.7	159	3395	25.2	23.3	140	1651	29.8	11.3	166	1179	20.5	8.1	114
45 - 54	11345	1415	12.3	12.5	88	2055	15.2	18.1	109	822	14.9	7.2	106	722	12.5	6.4	89
55 - 64	11635	671	5.8	5.8	40	1154	8.5	9.9	60	*662	12.0	5.7	83	*691	12.0	5.9	83
65 OR OLDER	15061	496	4.3	3.3	23	1173	8.7	7.8	47	531	9.6	3.5	52	563	9.8	3.7	53
18 - 34	28354	5653	49.0	19.9	140	5723	42.4	20.2	121	1866	33.7	6.6	96	2607	45.2	9.2	129
18 - 49	48339	9887	85.7	20.5	144	10167	75.3	21.0	126	3905	70.6	8.1	118	4217	73.2	8.7	123
25 - 54	45008	8497	73.6	18.9	133	9515	70.5	21.1	127	3883	70.2	8.6	126	3645	63.3	8.1	114
35 - 49	19985	4234	36.7	21.2	149	4445	32.9	22.2	133	2039	36.9	10.2	149	1610	27.9	8.1	113
50 OR OLDER	32647	1652	14.3	5.1	36	3332	24.7	10.2	61	1627	29.4	5.0	73	1546	26.8	4.7	67
GRADUATED COLLEGE	11155	901	7.8	8.1	57	1324	9.8	11.9	71	579	10.5	5.2	76	*490	8.5	4.4	62
ATTENDED COLLEGE	13682	1832	15.9	13.4	94	2112	15.6	15.4	93	1116	20.2	8.2	119	732	12.7	5.4	75
GRADUATED HIGH SCHOOL	33880	6102	52.9	18.0	126	6554	48.6	19.3	116	2885	52.2	8.5	125	2682	46.5	7.9	111
DID NOT GRADUATE HIGH SCHOOL	22270	2705	23.4	12.1	85	3510	26.0	15.8	95	951	17.2	4.3	63	1857	32.2	8.3	117
EMPLOYED	40306	6327	54.8	15.7	110	7195	53.3	17.9	107	2997	54.2	7.4	109	2845	49.4	7.1	99
EMPLOYED FULL-TIME	32850	5133	44.5	15.6	110	5859	43.4	17.8	107	2531	45.8	7.7	113	2280	39.6	6.9	98
EMPLOYED PART-TIME	7456	1193	10.3	16.0	112	1336	9.9	17.9	108	*466	8.4	6.3	92	*565	9.8	7.6	107
NOT EMPLOYED	40680	5213	45.2	12.8	90	6305	46.7	15.5	93	2534	45.8	6.2	91	2918	50.6	7.2	101
PROFESSIONAL/MANAGER	10392	1074	9.3	10.3	73	1488	11.0	14.3	86	*601	10.9	5.8	85	*497	8.6	4.8	67
TECH/CLERICAL/SALES	17574	2866	24.8	16.3	114	3240	24.0	18.4	111	1398	25.3	8.0	116	1068	18.8	6.1	85
PRECISION/CRAFT	985	**257	2.2	26.1	183	**108	0.8	11.0	66	*110	1.8	10.2	149	**109	1.9	11.1	156
OTHER EMPLOYED	11354	2130	18.5	18.8	132	2359	17.5	20.8	125	897	16.2	7.9	116	1171	20.3	10.3	145
SINGLE	9863	1180	10.2	12.0	84	1381	10.2	14.0	84	559	10.1	5.7	83	827	14.4	8.4	118
MARRIED	51375	8497	73.6	16.5	116	9275	68.7	18.1	108	3969	71.8	7.7	113	3672	63.7	7.1	100
DIVORCED/SEPARATED/WIDOWED	19748	1862	16.1	9.4	66	2843	21.1	14.4	86	1004	18.2	5.1	74	1263	21.9	6.4	90
PARENTS	32590	8565	74.2	26.3	184	8371	62.0	25.7	154	3206	58.0	9.8	144	3429	59.5	10.5	148
WHITE	70416	9646	83.6	13.7	96	10956	81.2	15.6	93	5056	91.4	7.2	105	4480	77.8	6.4	89
BLACK	8778	1590	13.8	18.1	127	2310	17.1	26.3	158	*395	7.1	4.5	66	1205	20.9	13.7	193
OTHER	1791	**304	2.6	17.0	119	**233	1.7	13.0	78	**80	1.4	4.5	65	**78	1.4	4.4	61
NORTHEAST-CENSUS	17786	2150	18.6	12.1	85	2517	18.6	14.2	85	1223	22.1	6.9	101	901	15.6	5.1	71
NORTH CENTRAL	20741	3156	27.4	15.2	107	3795	28.1	18.3	110	1748	31.6	8.4	123	1471	25.5	7.1	100
SOUTH	27775	4640	40.2	16.7	117	5412	40.1	19.5	117	1760	31.8	6.3	93	2851	49.5	10.3	144
WEST	14683	1593	13.8	10.8	76	1775	13.1	12.1	73	801	14.5	5.5	80	539	9.4	3.7	52
NORTHEAST-MKTG.	17961	2004	17.4	11.2	78	2510	18.6	14.0	84	1129	20.4	6.3	92	932	16.2	5.2	73
EAST CENTRAL	11885	1974	17.1	16.6	117	1907	14.1	16.0	96	1250	22.6	10.5	154	770	13.4	6.5	91
WEST CENTRAL	14090	2018	17.5	14.3	101	2746	20.3	19.5	117	939	17.0	6.7	98	996	17.3	7.1	99
SOUTH	24081	4188	36.3	17.4	122	4949	36.7	20.6	123	1522	27.5	6.3	93	2606	45.2	10.8	152
PACIFIC	12969	1356	11.8	10.5	73	1386	10.3	10.7	64	*692	12.5	5.3	78	*459	8.0	3.5	50
COUNTY SIZE A	32439	3916	33.9	12.1	85	5105	37.8	15.7	94	1924	34.8	5.9	87	1927	33.4	5.9	83
COUNTY SIZE B	24915	3971	34.4	15.9	112	4475	33.2	18.0	108	2039	36.9	8.2	120	2005	34.8	8.0	113
COUNTY SIZE C	12930	1853	16.1	14.3	101	2242	16.6	17.3	104	1007	18.2	7.8	114	877	15.2	6.8	95
COUNTY SIZE D	10703	1800	15.6	16.8	118	1678	12.4	15.7	94	562	10.2	5.3	77	953	16.5	8.9	125
METRO CENTRAL CITY	24518	3481	30.2	14.2	100	4061	30.1	16.6	99	1514	27.4	6.2	90	1662	28.8	6.8	95
METRO SUBURBAN	35919	4753	41.2	13.2	93	5892	43.6	16.4	98	2787	50.4	7.8	114	2394	41.5	6.7	94
NON METRO	20549	3305	28.6	16.1	113	3547	26.3	17.3	104	1230	22.2	6.0	88	1707	29.6	8.3	117
TOP 5 ADI'S	18341	2046	17.7	11.2	78	2646	19.6	14.4	87	989	17.9	5.4	79	1130	19.6	6.2	87
TOP 10 ADI'S	25378	2857	24.8	11.3	79	3662	27.1	14.4	87	1405	25.4	5.5	81	1515	26.3	6.0	84
TOP 20 ADI'S	36488	4339	37.6	11.9	83	5379	39.8	14.7	88	2076	37.5	5.7	83	2126	36.9	5.8	82
HSGLD INC. \$50,000 OR MORE	6612	819	7.1	12.4	87	1130	8.4	17.1	103	*493	8.9	7.5	109	**295	5.1	4.5	63
\$40,000 OR MORE	12659	1712	14.8	13.5	95	2167	16.1	17.1	103	1147	20.7	9.1	133	611	10.6	4.8	68
\$30,000 OR MORE	24698	3777	32.7	15.3	107	4189	31.0	17.0	102	2477	44.8	10.0	147	1524	26.4	6.2	87
\$25,000 OR MORE	32077	4735	41.0	14.8	104	5394	40.0	16.8	101	2968	53.7	9.3	135	1946	33.8	6.1	85
\$20,000 - \$24,999	9144	1446	12.5	15.8	111	1668	12.4	18.2	109	*639	11.6	7.0	102	*688	11.9	7.5	106
\$15,000 - \$19,999	8728	1260	10.9	14.4	101	1337	9.9	15.3	92	480	8.7	5.5	81	*603	10.5	6.9	97
\$10,000 - \$14,999	12562	1963	17.0	15.6	110	2376	17.6	18.9	113	753	13.6	6.0	88	1058	18.4	8.4	118
UNDER \$10,000	18475	2135	18.5	11.6	81	2725	20.2	14.7	88	690	12.5	3.7	55	1468	25.5	7.9	112
HOUSEHOLD OF 1 PERSON	11987	297	2.6	2.5	17	822	6.1	6.9	41	375	6.8	3.1	46	385	6.7	3.2	45
2 PEOPLE	26577	1848	16.0	7.0	49	2758	20.4	10.4	62	1257	22.7	4.7	69	1322	22.9	5.0	70
3 OR 4 PEOPLE	30617	6011	52.1	19.6	138	6603	48.9	21.6	129	2520	45.6	8.2	121	2675	46.4	8.7	123
5 OR MORE PEOPLE	11804	3384	29.3	28.7	201	3317	24.6	28.1	169	1379	24.9	11.7	171	1380	24.0	11.7	164
NO CHILD IN HSHLD	46165	2335	20.2	5.1	35	4594	34.0	10.0	60	2148	38.8	4.7	68	2038	35.4	4.4	62
CHILD(REN) UNDER 2 YRS	5325	1167	10.1	21.9	154	1091	8.1	20.5	123	*453	8.2	8.5	125	*478	8.3	9.0	126
2 - 5 YEARS	14221	3686	31.9	25.9	182	3399	25.2	23.9	143	1136	20.5	8.0	117	1495	25.9	10.5	148
6 - 11 YEARS	15117	4550	39.4	30.1	211	4144	30.7	27.4	164	1475	26.7	9.8	143	1966	34.1	13.0	183
12 - 17 YEARS	16611	4620	40.0	27.8	195	4771	35.3	28.7	172	2047	37.0	12.3	180	1869	32.4	11.3	158
RESIDENCE OWNED	55884	7696	66.7	13.8	97	9119	67.6	16.3	98	4153	75.1	7.4	109	3762	65.3	6.7	95
VALUE: \$50,000 OR MORE	31744	4052	35.1	12.8	90	4924	36.5	15.5	93	2581	46.7	8.1	119	1902	33.0	6.0	84
VALUE: UNDER \$50,000	24140	3644	31.6	15.1	106	4195	31.1	17.4	104	1573	28.4	6.5	95	1860	32.3	7.7	108

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEOWNERS)

			TOTAL U.S. '000	KELLOGG'S FROOT LOOPS				KELLOGG'S SUGAR FROSTED FLAKES				KELLOGG'S FROSTED MINI-WHEATS				KELLOGG'S FROSTED RICE KRISPIES			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS			80986	11539	100.0	14.2	100	13499	100.0	16.7	100	5531	100.0	6.8	100	5762	100.0	7.1	100
MAGAZINES	QUINTILE 1	15799	2640	22.9	16.7	117	3034	22.5	19.2	115	1494	27.0	9.5	138	1183	20.5	7.5	105	
	QUINTILE 2	17259	2393	20.7	13.9	97	3090	22.9	17.9	107	1308	23.6	7.6	111	1211	21.0	7.0	99	
	QUINTILE 3	13545	2200	19.1	16.2	114	2102	15.6	15.5	93	729	13.2	5.4	79	966	16.8	7.1	100	
	QUINTILE 4	15133	2066	17.9	13.7	96	2412	17.9	15.9	96	1246	22.5	8.2	121	1108	19.2	7.3	103	
	QUINTILE 5	19250	2241	19.4	11.6	82	2861	21.2	14.9	89	755	13.7	3.9	57	1295	22.5	6.7	95	
NEWSPAPERS	QUINTILE 1	12413	1457	12.6	11.7	82	1877	13.9	15.1	91	906	16.4	7.3	107	602	10.4	4.8	68	
	QUINTILE 2	24116	2998	26.0	12.4	87	3657	27.1	15.2	91	1906	34.5	7.9	116	1555	27.0	6.4	91	
	QUINTILE 3	11261	1798	15.6	16.0	112	2145	15.9	19.0	114	772	14.0	6.9	100	893	15.5	7.9	111	
	QUINTILE 4	20255	3396	29.4	16.8	118	3645	27.0	18.0	108	1458	26.4	7.2	105	1626	28.2	8.0	113	
	QUINTILE 5	12940	1889	16.4	14.6	102	2176	16.1	16.8	101	*489	8.8	3.8	55	1085	18.8	8.4	118	
OUTDOOR	QUINTILE 1	14852	2337	20.3	15.7	110	2585	19.1	17.4	104	1025	18.5	6.9	101	1087	18.9	7.3	103	
	QUINTILE 2	15725	2483	21.5	15.8	111	2628	19.5	16.7	100	1014	18.3	6.4	94	1282	22.2	8.2	115	
	QUINTILE 3	16330	2402	20.8	14.7	103	2875	21.3	17.6	106	1358	24.6	8.3	122	1196	20.8	7.3	103	
	QUINTILE 4	16744	1953	16.9	11.7	82	2718	20.1	16.2	97	955	17.3	5.7	84	1075	18.7	6.4	90	
	QUINTILE 5	17334	2364	20.5	13.6	96	2693	19.9	15.5	93	1179	21.3	6.8	100	1122	19.5	6.5	91	
RADIO-DRIVE TIME	QUINTILE 1	15911	2719	23.6	17.1	120	2936	21.7	18.5	111	1308	23.6	8.2	120	1112	19.3	7.0	98	
	QUINTILE 2	14837	2130	18.5	14.4	101	2529	18.7	17.0	102	1110	20.1	7.5	110	992	17.2	6.7	94	
	QUINTILE 3	15339	2180	18.9	14.2	100	2630	19.5	17.1	103	929	16.8	6.1	89	1132	19.6	7.4	104	
	QUINTILE 4	16723	2470	21.4	14.8	104	2899	21.5	17.3	104	1112	20.1	6.6	97	1418	24.6	8.5	119	
	QUINTILE 5	18176	2040	17.7	11.2	79	2506	18.6	13.8	83	1072	19.4	5.9	86	1108	19.2	6.1	86	
RADIO-MID- DAY	TERCILE 1	21020	3285	28.5	15.6	110	3810	28.2	18.1	109	1411	25.5	6.7	98	1540	26.7	7.3	103	
	TERCILE 2	21610	3551	30.8	16.4	115	3692	27.4	17.1	102	1548	28.0	7.2	105	1798	31.2	8.3	117	
	TERCILE 3	38355	4703	40.8	12.3	86	5998	44.4	15.6	94	2572	46.5	6.7	98	2425	42.1	6.3	89	
RADIO-TOTAL	QUINTILE 1	15988	2729	23.7	17.1	120	2921	21.6	18.3	110	1173	21.2	7.3	107	1031	17.9	6.4	91	
	QUINTILE 2	15626	2540	22.0	16.3	114	2871	21.3	18.4	110	1246	22.5	8.0	117	1538	26.7	9.8	138	
	QUINTILE 3	16723	2374	20.6	14.2	100	2812	20.8	16.8	101	1204	21.8	7.2	105	1138	19.8	6.8	96	
	QUINTILE 4	16342	2155	18.7	13.2	93	2679	19.8	16.4	98	904	16.3	5.5	81	1016	17.6	6.2	87	
	QUINTILE 5	16306	1742	15.1	10.7	75	2217	16.4	13.6	82	1004	18.2	6.2	90	1039	18.0	6.4	90	
TV-PRIME TIME	QUINTILE 1	15953	2291	19.9	14.4	101	2596	19.2	16.3	98	1033	18.7	6.5	95	1202	20.9	7.5	106	
	QUINTILE 2	16137	2405	20.8	14.9	105	2720	20.1	16.9	101	1121	20.3	6.9	102	1291	22.4	8.0	112	
	QUINTILE 3	16420	2546	22.1	15.5	109	2873	21.3	17.5	105	1116	20.2	6.8	100	1178	20.4	7.2	101	
	QUINTILE 4	16687	2278	19.7	13.7	96	2928	21.7	17.5	105	1250	22.6	7.5	110	1176	20.4	7.0	99	
	QUINTILE 5	15789	2020	17.5	12.8	90	2382	17.6	15.1	91	1012	18.3	6.4	94	915	15.9	5.8	81	
TV-DAYTIME	TERCILE 1	27736	4088	35.4	14.7	103	5041	37.3	18.2	109	1611	29.1	5.8	85	2312	40.1	8.3	117	
	TERCILE 2	26489	4153	36.0	15.7	110	4538	33.6	17.1	103	1858	33.6	7.0	103	2065	35.8	7.8	110	
	TERCILE 3	26761	3298	28.6	12.3	86	3921	29.0	14.7	88	2062	37.3	7.7	113	1386	24.1	5.2	73	
TV-TOTAL	QUINTILE 1	16345	2374	20.6	14.5	102	2724	20.2	16.7	100	847	15.3	5.2	76	1384	24.0	8.5	119	
	QUINTILE 2	16447	2197	19.0	13.4	94	3087	22.9	18.8	113	1117	20.2	6.8	99	1545	26.8	9.4	132	
	QUINTILE 3	15980	2469	21.4	15.5	108	2552	18.9	16.0	96	1309	23.7	8.2	120	995	17.3	6.2	88	
	QUINTILE 4	15887	2437	21.1	15.3	108	2693	19.9	17.0	102	1184	21.4	7.5	109	979	17.0	6.2	87	
	QUINTILE 5	16326	2063	17.9	12.6	89	2443	18.1	15.0	90	1075	19.4	6.6	96	859	14.9	5.3	74	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	2727	23.6	13.2	92	3326	24.6	16.1	96	1530	27.7	7.4	108	1270	22.0	6.1	86	
	NEWSPAPER IMPERATIVE	19186	3555	30.8	18.5	130	3850	28.5	20.1	120	1606	29.0	8.4	123	1650	28.6	8.6	121	
		21899	2738	23.7	12.5	88	3372	25.0	15.4	92	1628	29.4	7.4	109	1297	22.5	5.9	83	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	2559	22.2	16.6	116	2809	20.8	18.2	109	1152	20.8	7.5	109	1131	19.6	7.3	103	
	OUTDOOR IMPERATIVE	25953	3633	31.5	14.0	98	4495	33.3	17.3	104	2097	37.9	8.1	118	1853	32.2	7.1	100	
		24400	3597	31.2	14.7	103	3955	29.3	16.2	97	1447	26.2	5.9	87	1905	33.1	7.8	110	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	2994	25.9	16.6	116	3397	25.2	18.8	113	1538	27.8	8.5	125	1318	22.9	7.3	103	
	RADIO IMPERATIVE	23571	3193	27.7	13.5	95	3918	29.0	16.6	100	1660	30.0	7.0	103	1569	27.2	6.7	94	
		23278	3657	31.7	15.7	110	3986	29.5	17.1	103	1486	26.9	6.4	93	1858	32.2	8.0	112	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	2106	18.3	13.6	96	2843	21.1	18.4	110	1082	19.6	7.0	102	1321	22.9	8.5	120	
	TELEVISION IMPERATIVE	25829	4157	36.0	16.1	113	4422	32.8	17.1	103	2209	39.9	8.6	125	1586	27.5	6.1	86	
		26039	3541	30.7	13.6	95	4132	30.6	15.9	95	1457	26.3	5.6	82	2094	36.3	8.0	113	
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	2451	21.2	14.8	104	2736	20.3	16.5	99	1259	22.8	7.6	111	1113	19.3	6.7	94	
	OUTDOOR IMPERATIVE	26834	2990	25.9	11.1	78	4153	30.8	15.5	93	1990	36.0	7.4	109	1545	26.8	5.8	81	
		23346	4015	34.8	17.2	121	4338	32.1	18.6	111	1564	28.3	6.7	98	2107	36.6	9.0	127	
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	2674	23.2	15.6	110	2918	21.6	17.0	102	1497	27.1	8.7	128	1203	20.9	7.0	99	
	RADIO IMPERATIVE	25892	2835	24.6	10.9	77	3812	28.2	14.7	88	1796	32.5	6.9	102	1420	24.6	5.5	77	
		23167	4119	35.7	17.8	125	4494	33.3	19.4	116	1502	27.2	6.5	95	2053	35.6	8.9	125	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	2113	18.3	12.3	86	2621	19.4	15.3	92	1253	22.7	7.3	107	1104	19.2	6.4	90	
	TELEVISION IMPERATIVE	26214	3352	29.0	12.8	90	4111	30.5	15.7	94	2033	36.8	7.8	114	1382	24.0	5.3	74	
		23412	3850	33.4	16.4	115	4563	33.8	19.5	117	1369	24.8	5.8	86	2302	40.0	9.8	138	
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	2684	23.3	17.5	123	2717	20.1	17.8	107	1128	20.4	7.4	108	1310	22.7	8.6	120	
	RADIO IMPERATIVE																		

	TOTAL U.S. '000	KELLOGG'S FROOT LOOPS				KELLOGG'S SUGAR FROSTED FLAKES				KELLOGG'S FROSTED MINI-WHEATS				KELLOGG'S FROSTED RICE KRISPIES			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	11539	100.0	14.2	100	13499	100.0	16.7	100	5531	100.0	6.8	100	5762	100.0	7.1	100
ATLANTIC MONTHLY	415	**29	0.3	7.0	49	**40	0.3	9.6	58	**7	0.1	1.7	25	**27	0.5	6.5	91
BARRON'S	453	**67	0.6	14.8	104	**117	0.9	25.8	155	**33	0.6	7.3	107	**26	0.5	5.7	81
BETTER HOMES & GARDENS	16256	2552	22.1	15.7	110	2999	22.2	18.4	111	1502	27.2	9.2	135	1118	19.4	6.9	97
BON APPETIT	2535	234	2.0	9.2	65	310	2.3	12.2	73	**97	1.8	3.8	56	**96	1.7	3.8	53
BUSINESS WEEK	1278	*211	1.8	16.5	116	*192	1.4	15.0	90	**68	1.2	5.3	78	**74	1.3	5.8	81
CAR AND DRIVER	375	**70	0.6	18.5	130	**40	0.3	10.6	63	**20	0.4	5.3	77	**25	0.4	6.6	93
CBS MAGAZINE NETWORK (GROSS)	1498	292	2.5	19.5	137	243	1.8	16.2	97	*203	3.7	13.6	198	*124	2.2	8.3	116
CHANGING TIMES	1505	*223	1.9	14.8	104	*327	2.4	21.7	130	**93	1.7	6.2	90	**126	2.2	8.4	118
COLONIAL HOMES	1231	*250	2.2	20.3	143	*232	1.7	18.8	113	**122	2.2	9.9	145	*136	2.4	11.0	155
CONDE NAST MAG. PKG. (GROSS)	14146	2543	22.0	18.0	126	2475	18.3	17.5	105	1251	22.6	8.8	129	1187	20.6	8.4	118
CONSUMERS DIGEST	1323	*225	1.9	17.0	119	*278	2.1	21.0	126	**121	2.2	9.1	134	**56	1.0	4.2	59
COSMOPOLITAN	7102	1198	10.4	16.9	118	1132	8.4	15.9	96	*05	10.9	8.5	125	513	8.9	7.2	102
COUNTRY LIVING	2481	494	4.3	19.9	140	*523	3.9	21.1	126	*275	5.0	11.1	162	*200	3.5	8.1	113
CUISINE	1472	*153	1.3	10.4	73	**129	1.0	8.8	53	**97	1.8	6.6	96	**82	1.4	5.6	78
CYCLE WORLD	425	*131	1.1	30.8	216	**97	0.7	22.8	137	**45	0.8	10.6	155	**33	0.6	7.8	109
DCI:CREATIVE IDEAS FOR LIV	2510	516	4.5	20.6	144	472	3.5	18.8	113	*258	4.7	10.3	151	*225	3.9	9.0	126
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1052	9.1	15.7	110	1260	9.3	18.8	113	657	11.9	9.8	144	*590	10.2	8.8	124
DISCOVER	894	*168	1.5	18.8	132	*202	1.5	22.6	136	**98	1.8	11.0	161	**84	1.5	9.4	132
EBONY	3507	783	6.8	22.3	157	1064	7.9	30.3	182	*248	4.5	7.1	104	501	8.7	14.3	201
ESQUIRE	1083	268	2.3	24.7	174	299	2.2	27.6	166	**62	1.1	5.7	84	*116	2.0	10.7	151
ESSENCE	1830	457	4.0	25.0	175	601	4.5	32.8	197	**86	1.6	4.7	69	312	5.4	17.0	240
FAMILY CIRCLE	15930	2438	21.1	15.3	107	2740	20.3	17.2	103	1264	22.9	7.9	116	1003	17.4	6.3	88
THE FAMILY HANDYMAN	1126	*176	1.5	15.6	110	*181	1.3	16.1	96	**83	1.5	7.4	108	**63	1.1	5.6	79
FAMILY WEEKLY	11468	1802	15.6	15.7	110	1818	13.5	15.9	95	1051	19.0	9.2	134	783	13.6	6.8	96
FIELD & STREAM	2234	385	3.3	17.2	121	343	2.5	15.4	92	*220	4.0	9.8	144	*157	2.7	7.0	99
FOOD & WINE	579	**85	0.7	14.7	103	**67	0.5	11.6	69	**37	0.7	6.4	94	**46	0.8	7.9	112
FORBES	728	**90	0.8	12.4	87	**117	0.9	16.1	96	**33	0.6	4.5	66	**24	0.4	3.3	46
FORTUNE	906	*155	1.3	17.1	120	*169	1.3	18.7	112	**44	0.8	4.9	71	**50	0.9	5.5	78
GENTLEMEN'S QUARTERLY	791	*183	1.6	23.1	162	*154	1.1	19.5	117	*36	0.7	4.6	67	*71	1.2	9.0	126
GLAMOUR	5265	921	8.0	17.5	123	950	7.0	18.0	108	484	8.8	9.2	135	457	7.9	8.7	122
GOLF DIGEST	636	**73	0.6	11.5	81	**73	0.5	11.5	69	**27	0.5	4.2	62	**39	0.7	6.1	86
GOLF DIGEST/TENNIS (GROSS)	1186	*172	1.5	14.5	102	*204	1.5	17.2	103	**45	0.8	3.8	56	**88	1.5	7.4	104
GOLF MAGAZINE	441	**37	0.3	8.4	59	**46	0.3	10.4	63	**9	0.2	2.0	30	**44	0.8	10.0	140
GOLF MAGAZINE/SKI (GROSS)	922	*141	1.2	15.3	107	*162	1.2	17.6	105	**35	0.6	3.8	56	*107	1.9	11.6	163
GOOD HOUSEKEEPING	16487	2479	21.5	15.0	106	2954	21.9	17.9	107	1370	24.8	8.3	122	1158	20.1	7.0	99
HARPER'S BAZAAR	2423	476	4.1	19.6	138	463	3.4	19.1	115	*253	4.6	10.4	153	*200	3.5	8.3	116
HEALTH	1994	419	3.6	21.0	147	473	3.5	23.7	142	*134	2.4	6.7	98	*205	3.6	10.4	147
HEARST MAG CORP. BUY (GROSS)	44101	7356	63.7	16.7	117	7799	57.8	17.7	106	3943	71.3	8.9	131	3276	56.9	7.4	104
HEARST MAN POWER (GROSS)	1993	305	2.6	15.3	107	323	2.4	16.2	97	*194	3.5	9.7	143	*143	2.5	7.2	101
HEARST WOMAN POWER (GROSS)	31274	5144	44.6	16.4	115	5527	40.9	17.7	106	2749	49.7	8.8	129	2268	39.4	7.3	102
HOUSE BEAUTIFUL	3623	564	4.9	15.6	109	595	4.4	16.4	99	*282	5.1	7.8	114	*290	5.0	8.0	113
INC.	283	**97	0.8	34.3	241	**66	0.5	23.3	140	**15	0.3	5.3	78	*35	0.6	12.4	174
JET	2928	672	5.8	23.0	161	*18	6.9	31.7	190	*192	3.5	6.6	96	394	6.8	13.5	189
LADIES' HOME JOURNAL	11918	1836	15.9	15.4	108	2061	15.3	17.3	104	1147	20.7	9.6	141	857	14.9	7.2	101
LHJ FAMILY GRP COMBO(GROSS)	16764	2735	23.7	16.3	115	3033	22.5	18.1	109	1521	27.5	9.1	133	1230	21.3	7.3	103
LIFE	4254	727	6.3	17.1	120	*193	6.6	21.0	126	345	6.2	8.1	119	377	6.5	8.9	125
L.A. TIMES HOME MAGAZINE	1145	**95	0.8	8.3	58	**91	0.7	7.9	48	*34	0.6	3.0	43	*10	0.2	0.9	12
MADMOISELLE	2884	*58	4.7	18.7	131	*59	3.6	17.0	102	*252	4.6	8.7	128	298	5.2	10.3	145
MC CALL'S	13460	2287	19.8	17.0	119	2342	17.3	17.4	104	1145	20.7	8.5	125	984	17.1	7.3	103
MC CALL'S/WRK MOTHER (GROSS)	14606	2587	22.4	17.7	124	2644	19.6	18.1	109	1263	22.8	8.6	127	1118	19.4	7.7	108
MECHANIX ILLUSTRATED	772	*117	1.0	15.2	106	*151	1.1	19.6	117	**59	1.1	7.6	112	**43	0.7	5.6	78
METROPOLITAN HOME	967	*114	1.0	11.8	83	*154	1.1	15.9	96	**82	1.5	8.5	124	**80	1.4	8.3	116
MONEY	1588	*205	1.8	12.9	91	*228	1.7	14.4	86	**62	1.1	3.9	57	*102	1.8	6.4	90
MOTHER EARTH NEWS	1002	*166	1.4	16.6	116	*153	1.1	15.3	92	**54	1.0	5.4	79	*36	0.6	3.6	50
MS.	825	*128	1.1	15.5	109	*136	1.0	16.5	99	**67	1.2	8.1	119	*103	1.8	12.5	175
NATIONAL ENQUIRER	10336	2088	18.1	20.2	142	2218	16.4	21.5	129	844	15.3	8.2	120	*190	15.4	8.6	121
NATIONAL GEOGRAPHIC	9597	1092	9.5	11.4	80	1371	10.2	14.3	86	669	12.1	7.0	102	433	7.5	4.5	63
NATIONAL SUNDAY MAGAZINE PKG	49558	6546	56.7	13.2	93	7964	59.0	16.1	96	3806	68.8	7.7	112	3276	56.0	6.5	92
NATURAL HISTORY	573	*32	0.3	5.6	39	*38	0.3	6.6	40	*6	0.1	1.0	15	*24	0.4	4.2	59
NEW WOMAN	1699	293	2.5	17.2	121	*28	2.0	15.8	95	*132	2.4	7.8	114	*172	3.0	10.1	142
NEW YORK INCLUDING CUE	443	**50	0.4	11.3	79	**49	0.4	11.1	66	**17	0.3	3.8	56	**27	0.5	6.1	86
THE NEW YORKER	1270	*117	1.0	9.2	65	*120	0.9	9.4	57	**57	1.0	4.5	66	*71	1.2	5.6	79
NEWSWEEK	6277	1023	8.9	16.3	114	1010	7.5	16.1	97	*58	8.3	7.3	107	257	4.5	4.1	58
THE N.Y. TIMES DAILY EDITION	1205	**48	0.4	4.0	28	*96	0.7	8.0	48	**53	1.0	4.4	64	*23	0.4	1.9	27
THE N.Y. TIMES MAGAZINE	2081	*52	0.5	2.5	18	*149	1.1	7.2	43	**65	1.2	3.1	46	*51	0.9	2.5	34
OMNI	788	*143	1.2	18.1	127	*136	1.0	17.3	104	**88	1.6	11.2	164	*86	1.5	10.9	153
ON CABLE	1158	*113	1.0	9.8	68	*231	1.7	19.9	120	*122	2.2	10.5	154	*124	2.2	10.7	151
1001 HOME IDEAS	2852	481	4.2	16.9	118	499	3.7	17.5	105	*240	4.3	8.4	123	*165	2.9	5.8	81
ORGANIC GARDENING	1658	*166	1.4	10.0	70	*225	1.7	13.6	81	*188	3.4	11.3	166	*111	1.9	6.7	94
OUTDOOR LIFE	894	*234	2.0	26.1	183	267	2.0	29.8	179	*85	1.5	9.5	139	*110	1.9	12.3	173
PARADE MAGAZINE	24275	2931	25.4	12.1	85	3567	28.6	15.9	96	1595	28.8	6.6	96	1544	26.8	6.4	89

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	KELLOGG'S FROOT LOOPS				KELLOGG'S SUGAR FROSTED FLAKES				KELLOGG'S FROSTED MINI-WHEATS				KELLOGG'S FROSTED RICE KRISPIES			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	11539	100.0	14.2	100	13499	100.0	16.7	100	5531	100.0	6.8	100	5762	100.0	7.1	100
PARENTS	3845	814	7.1	21.2	149	783	5.8	20.4	122	378	6.8	9.8	144	420	7.3	10.9	154
PENTHOUSE	831	*213	1.8	25.6	180	*235	1.7	28.3	170	**44	0.8	5.3	78	**139	2.4	16.7	235
PEOPLE	11645	1784	15.5	15.3	108	2242	16.6	19.3	116	926	16.7	8.0	116	987	17.1	8.5	119
PLAYBOY	2006	317	2.7	15.8	111	353	2.6	17.6	106	*127	2.3	6.3	93	*167	2.9	8.3	117
POPULAR HOT RODDING	297	**81	0.7	27.3	191	**53	0.4	17.8	107	**44	0.8	14.8	217	**51	0.9	17.2	241
POPULAR MECHANICS	1018	**122	1.1	12.0	84	**133	1.0	13.1	78	**107	1.9	10.5	154	**70	1.2	6.9	97
POPULAR SCIENCE	878	**135	1.2	15.4	108	**149	1.1	17.0	102	**30	0.5	3.4	50	**78	1.4	8.9	125
PREVENTION	3913	400	3.5	10.2	72	390	2.9	10.0	60	*293	5.3	7.5	110	*202	3.5	5.2	73
PSYCHOLOGY TODAY	1710	*229	2.0	13.4	94	304	2.3	17.8	107	*150	2.7	8.8	128	*74	1.3	4.3	61
READER'S DIGEST	22204	3054	26.5	13.8	97	3678	27.2	16.6	99	1895	34.3	8.5	125	1576	27.4	7.1	100
REDBOOK	7684	1466	12.7	19.1	134	1441	10.7	18.8	113	774	14.0	10.1	147	597	10.4	7.8	109
ROAD & TRACK	410	**87	0.8	21.2	149	**45	0.3	11.0	66	**30	0.5	7.3	107	**37	0.6	9.0	127
ROLLING STONE	969	*222	1.9	22.9	161	*257	1.9	26.5	159	**110	2.0	11.4	166	**108	1.9	11.1	157
RUNNER'S WORLD	298	**55	0.5	18.5	130	**52	0.4	17.4	105	**4	0.1	1.3	20	**43	0.7	14.4	203
SATURDAY EVENING POST	1169	*161	1.4	13.8	97	*217	1.6	18.6	111	**113	2.0	9.7	142	**96	1.7	8.2	115
SCIENCE 84	587	**92	0.8	15.7	110	**104	0.8	17.7	106	**24	0.4	4.1	60	**36	0.6	6.1	86
SCIENCE DIGEST	482	**69	0.6	14.3	100	**74	0.5	15.4	92	**10	0.2	2.1	30	**38	0.7	7.9	111
SCIENTIFIC AMERICAN	594	**37	0.3	6.2	44	**54	0.4	9.1	55	**20	0.4	3.4	49	**33	0.6	5.6	78
SELF	2089	414	3.6	19.8	139	416	3.1	19.9	119	*227	4.1	10.9	159	*135	2.3	6.5	91
SEVENTEEN	2411	380	3.3	15.8	111	454	3.4	18.8	113	*304	5.5	12.6	185	*241	4.2	10.0	140
SKI	480	**104	0.9	21.7	152	**117	0.9	24.4	146	**26	0.5	5.4	79	**64	1.1	13.3	187
SMITHSONIAN	2760	*238	2.1	8.6	61	294	2.2	10.7	64	*195	3.5	7.1	103	**106	1.8	3.8	54
SOAP OPERA DIGEST	3013	714	6.2	23.7	166	780	5.8	25.9	155	*246	4.4	8.2	120	428	7.4	14.2	200
SOUTHERN LIVING	4184	537	4.7	12.8	90	788	5.8	18.8	113	398	7.2	9.5	139	365	6.3	8.7	123
SPORT	559	**99	0.9	17.7	124	*129	1.0	23.1	138	**64	1.2	11.4	168	**59	1.0	10.6	148
THE SPORTING NEWS	436	**122	1.1	28.0	196	**135	1.0	31.0	186	**58	1.0	13.3	195	**42	0.7	9.6	135
SPORTS AFIELD	493	**114	1.0	23.1	162	**117	0.9	23.7	142	**77	1.4	15.6	229	**35	0.6	7.1	100
SPORTS ILLUSTRATED	2758	556	4.8	20.2	141	607	4.5	22.0	132	*176	3.2	6.4	93	*209	3.6	7.6	107
STAR	7456	1314	11.4	17.6	124	1490	11.0	20.0	120	521	9.4	7.0	102	691	12.0	9.3	130
SUNDAY	24936	3397	29.4	13.6	96	3997	29.6	16.0	96	1994	36.1	8.0	117	1633	28.3	6.5	92
SUNSET	2124	*148	1.3	7.0	49	*257	1.9	12.1	73	**131	2.4	6.2	90	**64	1.1	3.0	42
TV GUIDE	21661	3909	33.9	18.0	127	4182	31.0	19.3	116	1761	31.8	8.1	119	1869	32.4	8.6	121
TENNIS	550	**100	0.9	18.2	128	*131	1.0	23.8	143	**18	0.3	3.3	48	**49	0.9	8.9	125
TIME	8880	1331	11.5	15.0	105	1371	10.2	15.4	93	755	13.7	8.5	124	462	8.0	5.2	73
TOWN & COUNTRY	917	**75	0.6	8.2	57	**109	0.8	11.9	71	**47	0.8	5.1	75	**23	0.4	2.5	35
TRAVEL & LEISURE	972	**115	1.0	11.8	83	*173	1.3	17.8	107	**51	0.9	5.2	77	**66	1.1	6.8	95
TRUE STORY	3356	923	8.0	27.5	193	931	6.9	27.7	166	286	5.2	8.5	125	469	8.1	14.0	196
U.S. NEWS & WORLD REPORT	3410	355	3.1	10.4	73	537	4.0	15.7	94	*178	3.2	5.2	76	*209	3.6	6.1	86
USA TODAY	1759	*209	1.8	11.9	83	348	2.6	19.8	119	**74	1.3	4.2	62	**59	1.0	3.4	47
US	1873	420	3.6	22.4	157	479	3.5	25.6	153	*268	4.8	14.3	210	*202	3.5	10.8	152
VOGUE	3909	671	5.8	17.2	120	619	4.6	15.8	95	*288	5.2	7.4	108	297	5.2	7.6	107
WALL STREET JOURNAL	1886	**133	1.2	7.1	49	*240	1.8	12.7	76	**72	1.3	3.8	56	**74	1.3	3.9	55
WEIGHT WATCHERS	2120	375	3.2	17.7	124	464	3.4	21.9	131	*173	3.1	8.2	119	*201	3.5	9.5	133
WOMAN'S DAY	14172	2131	18.5	15.0	106	2411	17.9	17.0	102	1129	20.4	8.0	117	1075	18.7	7.6	107
WORKING MOTHER	1146	300	2.6	26.2	184	302	2.2	26.4	158	**118	2.1	10.3	151	*134	2.3	11.7	164
WORKING WOMAN	1322	275	2.4	20.8	146	225	1.7	17.0	102	*169	3.1	12.8	187	*111	1.9	8.4	118
WORLD TENNIS	*163	**28	0.2	17.2	121	**37	0.3	22.7	136	**13	0.2	8.0	117	**25	0.4	15.3	216
ZIFF-DAVIS MAG NETWK (GROSS)	2532	533	4.6	21.1	148	447	3.3	17.7	106	*203	3.7	8.0	117	330	5.7	13.0	183
BLAIR INSERTS	43657	5457	47.3	12.5	88	6958	51.5	15.9	96	3114	56.3	7.1	104	2639	45.8	6.0	85
DAILY NEWSPAPERS																	
READ ANY	51633	7097	61.5	13.7	96	8408	62.3	16.3	98	3810	68.9	7.4	108	3368	58.5	6.5	92
READ ONE	43463	6174	53.5	14.2	100	7132	52.8	16.4	98	3216	58.1	7.4	108	2954	51.3	6.8	96
READ TWO OR MORE	8170	922	8.0	11.3	79	1276	9.5	15.6	94	595	10.8	7.3	107	414	7.2	5.1	71
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6883	59.6	13.1	92	8531	63.2	16.2	97	3936	71.2	7.5	109	3435	59.6	6.5	92
READ ONE	46126	6069	52.6	13.2	92	7545	55.9	16.4	98	3532	63.9	7.7	112	3151	54.7	6.8	96
READ TWO OR MORE	6552	813	7.0	12.4	87	986	7.3	15.0	90	403	7.3	6.2	90	284	4.9	4.3	61
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.37				28.76				29.43				29.38			
30 DAY REACH	71455	10127	87.8	14.2	99	11801	87.4	16.5	99	4847	87.6	6.8	99	5092	88.4	7.1	100
50 SHWG - 30 DAY AV FREQ	14.56	15.96				14.97				15.39				15.19			
30 DAY REACH	67742	9662	83.7	14.3	100	11366	84.2	16.8	101	4648	84.0	6.9	100	4941	85.8	7.3	103
25 SHWG - 30 DAY AV FREQ	7.94	8.51				8.16				8.41				8.27			
30 DAY REACH	62117	9066	78.6	14.6	102	10427	77.2	16.8	101	4270	77.2	6.9	101	4523	78.5	7.3	102
CABLE TV: HOME WIRED	32077	5285	45.8	16.5	116	5930	43.9	18.5	111	2662	48.1	8.3	122	2565	44.5	8.0	112
HOME NOT WIRED	48909	6255	54.2	12.8	90	7570	56.1	15.5	93	2869	51.9	5.9	86	3197	55.5	6.5	92
HAVE PAY CABLE	15935	2828	24.5	17.7	125	3288	24.4	20.6	124	1507	27.2	9.5	138	1362	23.6	8.5	120

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	KELLOGG'S FROOT LOOPS				KELLOGG'S SUGAR FROSTED FLAKES				KELLOGG'S FROSTED MINI-WHEATS				KELLOGG'S FROSTED RICE KRISPIES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	11539	100.0	14.2	100	13499	100.0	16.7	100	5531	100.0	6.8	100	5762	100.0	7.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6666	57.8	15.2	107	7698	57.0	17.5	105	3160	57.1	7.2	105	3108	53.9	7.1	99
10:00 AM - 3:00 PM	30659	4831	41.9	15.8	111	5255	38.9	17.1	103	2211	40.0	7.2	106	2351	40.8	7.7	108
3:00 PM - 7:00 PM	31045	4888	42.4	15.7	111	5528	41.0	17.8	107	2356	42.6	7.6	111	2044	35.5	6.6	93
7:00 PM - MIDNIGHT	15767	2534	22.0	16.1	113	2834	21.0	18.0	108	1198	21.7	7.6	111	1248	21.7	7.9	111
MIDNIGHT - 6:00 AM	9120	1420	12.3	15.6	109	1672	12.4	18.3	110	761	13.8	8.3	122	610	10.6	6.7	94
6:00 AM - MIDNIGHT	58527	8986	77.9	15.4	108	10370	76.8	17.7	106	4241	76.7	7.2	106	4345	75.4	7.4	104
ENTIRE DAY	59311	9074	78.6	15.3	107	10472	77.6	17.7	106	4299	77.7	7.2	106	4403	76.4	7.4	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2534	22.0	15.7	110	2772	20.5	17.1	103	1270	23.0	7.9	115	1107	19.2	6.8	96
ALL NEWS	2256	*234	2.0	10.4	73	*217	1.6	9.6	58	*167	3.0	7.4	108	**104	1.8	4.6	65
AOR/PROGRESSIVE	3874	612	5.3	15.8	111	691	5.1	17.8	107	272	4.9	7.0	103	*267	4.6	6.9	97
BEAUTIFUL MUSIC	5660	767	6.6	13.6	95	803	5.9	14.2	85	369	6.7	6.5	95	*257	4.5	4.5	64
BLACK	2204	410	3.6	18.6	131	598	4.4	27.1	163	*119	2.2	5.4	79	*218	3.8	9.9	139
CLASSICAL	1418	**129	1.1	9.1	64	**132	1.0	9.3	56	**116	2.1	8.2	120	**78	1.4	5.5	77
CHR/ROCK	9538	1943	16.8	20.4	143	1939	14.4	20.3	122	706	12.8	7.4	108	856	14.9	9.0	126
COUNTRY	12648	2146	18.6	17.0	119	2414	17.9	19.1	115	950	17.2	7.5	110	1042	18.1	8.2	116
GOLDEN OLDIES	1191	*209	1.8	17.5	123	*216	1.6	18.1	109	**55	1.0	4.6	68	**24	0.4	2.0	28
MOR/NOSTALGIA	4757	501	4.3	10.5	74	777	5.8	16.3	98	364	6.6	7.7	112	248	4.3	5.2	73
NEWS/TALK	3863	297	2.6	7.7	54	421	3.1	10.9	65	*246	4.4	6.4	93	*152	2.6	3.9	55
RELIGIOUS	3084	378	3.3	12.3	86	486	3.6	15.8	95	*249	4.5	8.1	118	**110	1.9	3.6	50
SOFT ROCK	521	**150	1.3	28.8	202	**45	0.3	8.6	52	**24	0.4	4.6	67	**96	1.7	18.4	259
URBAN CONTEMPORARY	1585	326	2.8	20.6	144	486	3.6	30.7	184	**61	1.1	3.8	56	*249	4.3	15.7	221
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	822	7.1	25.2	177	726	5.4	22.3	134	*233	4.2	7.1	105	371	6.4	11.4	160
ABC DIRECTION	2316	382	3.3	16.5	116	458	3.4	19.8	119	*257	4.6	11.1	162	*160	2.8	6.9	97
ABC ENTERTAINMENT	4834	831	7.2	17.2	121	1013	7.5	21.0	126	329	5.9	6.8	100	*340	5.9	7.0	99
ABC FM	2202	473	4.1	21.5	151	479	3.5	21.8	131	*136	2.5	6.2	90	*256	4.4	11.6	163
ABC INFORMATION	5425	651	5.6	12.0	84	808	6.0	14.9	89	288	5.2	5.3	78	282	4.9	5.2	73
ABC ROCK	1677	379	3.3	22.6	159	356	2.6	21.2	127	*137	2.5	8.2	120	*142	2.5	8.5	119
CBS	4430	450	3.9	10.2	71	499	3.7	11.3	68	309	5.6	7.0	102	*235	4.1	5.3	75
MUTUAL	4992	740	6.4	14.8	104	778	5.8	15.6	94	379	6.9	7.6	111	310	5.4	6.2	87
NBC	4679	619	5.4	13.2	93	804	6.0	17.2	103	390	7.1	8.3	122	340	5.9	7.3	102
RADIORADIO	1994	372	3.2	18.7	131	394	2.9	19.8	119	*153	2.8	7.7	112	*222	3.9	11.1	156
RKO ONE	2298	310	2.7	13.5	95	432	3.2	18.8	113	*201	3.6	8.7	128	*158	2.7	6.9	97
RKO TWO	3311	578	5.0	17.5	123	645	4.8	19.5	117	262	4.7	7.9	116	*198	3.4	6.0	84
THE SOURCE	2114	389	3.4	18.4	129	463	3.4	21.9	131	*186	3.4	8.8	129	**130	2.3	6.1	86
NON-WIRED : BLAIR	8654	1545	13.4	17.9	125	1700	12.6	19.6	118	590	10.7	6.8	100	623	10.8	7.2	101
INTERNET	12025	1946	16.9	16.2	114	2232	16.5	18.6	111	931	16.8	7.7	113	820	14.2	6.8	96
KATZ RADIO GROUP	15359	2106	18.3	13.7	96	2405	17.8	15.7	94	1103	19.9	7.2	105	884	15.3	5.8	81
SUPERNET	10628	1636	14.2	15.4	108	2058	15.2	19.4	116	750	13.6	7.1	103	956	16.6	9.0	126
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1097	9.5	12.7	89	1356	10.0	15.7	94	509	9.2	5.9	86	671	11.6	7.7	109
MKDAY 9:00 AM - 1:00 PM	12163	1725	14.9	14.2	100	2119	15.7	17.4	105	660	11.9	5.4	79	1035	18.0	8.5	120
MKDAY 1:00 PM - 4:30 PM	16150	2517	21.8	15.6	109	2991	22.2	18.5	111	978	17.7	6.1	89	1446	25.1	9.0	126
MKDAY 4:30 PM - 7:30 PM	22463	2911	25.2	13.0	91	3594	26.6	16.0	96	1364	24.7	6.1	89	1707	29.6	7.6	107
MKDAY 7:30 PM - 8:00 PM	31795	4110	35.6	12.9	91	5019	37.2	15.8	95	2047	37.0	6.4	94	2328	40.4	7.3	103
MKDAY 11:00 PM - 11:30 PM	23977	3470	30.1	14.5	102	4184	31.0	17.5	105	1708	30.9	7.1	104	2002	34.7	8.3	117
MKDAY 11:30 PM - 1:00 AM	7703	1238	10.7	16.1	113	1501	11.1	19.5	117	628	11.4	8.2	119	788	13.7	10.2	144
M-SAT 8-11 PM+SUN 7-11 PM	33800	4926	42.7	14.6	102	5719	42.4	16.9	102	2314	41.8	6.8	100	2540	44.1	7.5	106
MKDY DAYTIME NTKK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1150	10.0	17.6	123	1324	9.8	20.3	121	395	7.1	6.0	88	495	8.6	7.6	106
ANOTHER WORLD	N 4620	585	5.1	12.7	89	761	5.6	16.5	99	251	4.5	5.4	80	389	6.8	8.4	118
AS THE WORLD TURNS	C 5614	805	7.0	14.3	101	970	7.2	17.3	104	372	6.7	6.6	97	501	8.7	8.9	125
CAPITOL	C 3396	570	4.9	16.8	118	632	4.7	18.6	112	269	4.9	7.9	116	351	6.1	10.3	145
CBS MORN. NEWS 1	C 1446	143	1.2	9.9	69	234	1.7	16.2	97	*46	0.8	3.2	47	112	1.9	7.7	109
CBS MORN. NEWS 2	C 1207	120	1.0	9.9	70	151	1.1	12.5	75	*61	1.1	5.1	74	*74	1.3	6.1	86
DAYS OF OUR LIVES	N 5877	828	7.2	14.1	99	957	7.1	16.3	98	366	6.6	6.2	91	442	7.7	7.5	106
FACTS OF LIFE - DAYTIME	N 2290	334	2.9	14.6	102	396	2.9	17.3	104	93	1.7	4.1	59	588	4.5	11.3	158
FAMILY FEUD	A 3023	393	3.4	13.0	91	522	3.9	17.3	104	148	2.7	4.9	72	239	4.1	7.9	111
GENERAL HOSPITAL	A 6097	1103	9.6	18.1	127	1336	9.9	21.9	131	320	5.8	5.2	77	585	10.2	9.6	135
GOOD MORNING, AMERICA-730	A 3515	449	3.9	12.8	90	472	3.5	13.4	81	214	3.9	6.1	89	213	3.7	6.1	85
GOOD MORNING, AMERICA-830	A 2818	309	2.7	11.0	77	431	3.2	15.3	92	226	4.1	8.0	117	195	3.4	6.9	97
GUIDING LIGHT	C 5339	811	7.0	15.2	107	1015	7.5	19.0	114	357	6.5	6.7	98	589	10.2	11.0	155
ONE LIFE TO LIVE	A 4478	755	6.5	16.9	118	929	6.9	20.7	124	288	5.2	6.4	94	418	7.3	9.3	131
PRESS YOUR LUCK	C 2244	347	3.0	15.5	109	364	2.7	16.2	97	140	2.5	6.2	91	181	3.1	8.1	113
PRICE IS RIGHT 1	C 4348	662	5.7	15.2	107	802	5.9	18.4	111	245	4.4	5.6	83	391	6.8	9.0	126
PRICE IS RIGHT 2	C 5014	763	6.6	15.2	107	910	6.7										

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEOWNERS)

		KELLOGG'S FROOT LOOPS				KELLOGG'S SUGAR FROSTED FLAKES				KELLOGG'S FROSTED MINI-WHEATS				KELLOGG'S FROSTED RICE KRISPIES				
		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	11539	100.0	14.2	100	13499	100.0	16.7	100	5531	100.0	6.8	100	5762	100.0	7.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2841	24.6	10.9	77	3795	28.1	14.6	87	1623	29.3	6.2	91	1911	33.2	7.3	103
NETWORK AFFILIATES - LATE		20261	2812	24.4	13.9	97	3436	25.5	17.0	102	1504	27.2	7.4	109	1652	28.7	8.2	115
INDEPENDENTS - LATE		2076	201	1.7	9.7	68	255	1.9	12.3	74	160	2.9	7.7	113	*89	1.5	4.3	60
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	1867	16.2	17.9	125	2022	15.0	19.3	116	760	13.7	7.3	106	939	16.3	9.0	126
ABC MONDAY NIGHT MOVIE		A 6412	988	8.6	15.4	108	1144	8.5	17.8	107	449	8.1	7.0	103	468	8.1	7.3	103
ABC SUNDAY NIGHT MOVIE		A 12407	1770	15.3	14.3	100	1969	14.6	15.9	95	764	13.8	6.2	90	900	15.6	7.3	100
ABC WORLD NEWS TONIGHT		A 6176	707	6.1	11.4	80	795	5.9	12.9	77	357	6.5	5.8	85	489	8.5	7.9	111
AFTERMASH		C 5863	799	6.9	13.6	96	939	7.0	16.0	96	*415	7.5	7.1	104	454	7.9	7.7	109
ALICE		C 9594	1320	11.4	13.8	97	1615	12.0	16.8	101	669	12.1	7.0	102	714	12.4	7.4	105
AMERICAN PARADE		C 6622	734	6.4	11.1	78	1009	7.5	15.2	91	413	7.5	6.2	91	460	8.0	6.9	98
BENSON		A 10886	1240	10.7	11.4	80	1565	11.6	14.4	86	570	10.3	5.2	77	711	12.3	6.5	92
BLUE THUNDER		A 5036	778	6.7	15.4	108	918	6.8	18.2	109	268	4.8	5.3	78	464	8.1	9.2	129
CAGNEY & LACEY		C 9965	1344	11.6	13.5	95	1634	12.1	16.4	98	617	11.2	6.2	91	766	13.3	7.7	108
CBS EVENING NEWS-DEAN		C 3491	285	2.5	8.2	57	450	3.3	12.9	77	*217	3.9	6.2	91	*250	4.3	7.2	101
CBS EVENING NEWS-RATHER		C 7123	725	6.3	10.2	71	1088	8.1	15.3	92	463	8.4	6.5	95	505	8.8	7.1	100
CBS SAT. NEWS-SCHIEFFER		C 3621	322	2.8	8.9	62	417	3.1	11.5	69	157	2.8	4.3	63	255	4.4	7.0	99
CBS SATURDAY NIGHT MOVIE		C 5436	836	7.2	15.4	108	908	6.7	16.7	100	381	6.9	7.0	103	367	6.4	6.8	95
CBS WEDNESDAY NIGHT MOVIE		C 6100	890	7.7	14.6	102	915	6.8	15.0	90	313	5.7	5.1	75	426	7.4	7.0	98
CHEERS		N 8889	1526	13.2	17.2	120	1588	11.8	17.9	107	758	13.7	8.5	125	541	9.4	6.1	86
DALLAS		C 22109	3137	27.2	14.2	100	3794	28.1	17.2	103	1631	29.5	7.4	108	1763	30.6	8.0	112
DIFF'RENT STROKES		N 6940	984	8.5	14.2	100	1096	8.1	15.8	95	407	7.4	5.9	86	572	9.9	8.2	116
DOUBLE TROUBLE		N 7223	1204	10.4	16.7	117	1500	11.1	20.8	125	536	9.7	7.4	109	624	10.8	8.6	121
DUCK FACTORY		N 5595	968	8.4	17.3	121	985	7.3	17.6	106	392	7.1	7.0	103	427	7.4	7.6	107
DUKES OF HAZZARD		C 5768	897	7.8	15.6	109	950	7.0	16.5	99	492	8.9	8.5	125	524	9.1	9.1	128
DYNASTY		A 20053	2859	24.8	14.3	100	3398	25.2	16.9	102	1293	23.4	6.4	94	1329	23.1	6.6	93
FACTS OF LIFE		N 8087	1278	11.1	15.8	111	1623	12.0	20.1	120	640	11.6	7.9	116	750	13.0	9.3	130
FALCON CREST		C 20046	2812	24.4	14.0	98	3614	26.8	18.0	108	1509	27.3	7.5	110	1698	29.5	8.5	119
FALL GUY		A 9084	1426	12.4	15.7	110	1796	13.3	19.8	119	731	13.2	8.0	118	781	13.6	8.6	121
FAMILY TIES		N 7964	1218	10.6	15.3	107	1428	10.6	17.9	108	550	9.9	6.9	101	613	10.6	7.7	108
FANTASY ISLAND		A 7687	1161	10.1	15.1	106	1250	9.3	16.3	98	409	7.4	5.3	78	575	10.0	7.5	105
FOULUPS, BLEEPERS & BLUNDERS		A 8861	1268	11.0	14.3	100	1359	10.1	15.3	92	579	10.5	6.5	96	686	11.9	7.7	109
FOUR SEASONS		C 5095	757	6.6	14.9	104	902	6.7	17.7	106	443	8.0	8.7	127	360	6.2	7.1	99
GIMME A BREAK		N 8838	1181	10.2	13.4	94	1565	11.6	17.7	106	526	9.5	6.0	87	846	14.7	9.6	135
HART TO HART		A 8978	1208	10.5	13.5	94	1619	12.0	18.0	108	578	10.5	6.4	94	616	10.7	6.9	96
HILL STREET BLUES		N 8590	1549	13.4	18.0	127	1615	12.0	18.8	113	658	11.9	7.7	112	603	10.5	7.0	99
HOTEL		A 14085	1988	17.2	14.1	99	2564	19.0	18.2	109	944	17.1	6.7	98	995	17.3	7.1	99
JEFFERSONS		C 9360	1260	10.9	13.5	94	1564	11.6	16.7	100	603	10.9	6.4	94	619	10.7	6.6	93
JENNIFER SLEPT HERE		N 5841	905	7.8	15.5	109	924	6.8	15.8	95	372	6.7	6.4	93	440	7.6	7.5	106
KATE & ALLIE		C 9206	1307	11.3	14.2	100	1491	11.0	16.2	97	664	12.0	7.2	106	643	11.2	7.0	98
KNIGHT RIDER		N 7076	1106	9.6	15.6	110	1153	8.5	16.3	98	507	9.2	7.2	105	520	9.0	7.3	103
LOVE BOAT		A 12219	1557	13.5	12.7	89	1782	13.2	14.6	87	697	12.6	5.7	84	768	13.3	6.3	88
MAGNUM PI		C 11199	1727	15.0	15.4	108	2076	15.4	18.5	111	923	16.7	8.2	121	886	15.4	7.9	111
MAMA'S FAMILY		N 6057	904	7.8	14.9	105	959	7.1	15.8	95	367	6.6	6.1	89	405	7.0	6.7	94
MASTER, THE		N 3598	670	5.8	18.6	131	580	4.3	16.1	97	*192	3.5	5.3	78	277	4.8	7.7	108
MATT HOUSTON		A 6344	942	8.2	14.8	104	1079	8.0	17.0	102	415	7.5	6.5	96	474	8.2	7.5	105
NBC MONDAY NIGHT MOVIE		N 11994	2011	17.4	16.8	118	2321	17.2	19.4	116	872	15.8	7.3	106	1039	18.0	8.7	122
NBC NIGHTLY NEWS		N 5132	538	4.7	10.5	74	782	5.8	15.2	91	318	5.7	6.2	91	346	6.0	6.7	95
NBC NIGHTLY NEWS-SAT		N 3375	342	3.0	10.1	71	457	3.4	13.5	81	*210	3.8	6.2	91	*251	4.4	7.4	105
NBC NIGHTLY NEWS-SUN		N 3130	309	2.7	9.9	69	364	2.7	11.6	70	*171	3.1	5.5	80	*198	3.4	6.3	89
NBC SUNDAY NIGHT MOVIE		N 8284	1691	14.7	20.4	143	1759	13.0	21.2	127	574	10.4	6.9	101	685	11.9	8.3	116
NENHART		C 9240	1185	10.3	12.8	90	1543	11.4	16.7	100	567	10.3	6.1	90	727	12.6	7.9	111
ONE DAY AT A TIME		C 7288	1100	9.5	15.1	106	1221	9.0	16.8	101	450	8.1	6.2	90	624	10.8	8.6	120
PEOPLE ARE FUNNY		N 4855	725	6.3	14.9	105	719	5.3	14.8	89	352	6.4	7.3	106	350	6.1	7.2	101
REAL PEOPLE		N 8869	1248	10.8	14.1	99	1484	11.0	16.7	100	576	10.4	6.5	95	810	14.1	9.1	128
REMINGTON STEELE		N 7743	1293	11.2	16.7	117	1360	10.1	17.6	105	591	10.7	7.6	112	683	11.9	8.8	124
RIPLEY'S BELIEVE IT - NOT		A 5345	917	7.9	17.2	120	1001	7.4	18.7	112	365	6.6	6.8	100	393	6.8	7.4	103
RIP TIDE		N 6988	1264	11.0	18.1	127	1145	8.5	16.4	98	574	10.4	8.2	120	581	10.1	8.3	117
SCARECROW & MRS. KING		C 10002	1230	10.7	12.3	86	1631	12.1	16.3	98	663	12.0	6.6	97	746	12.9	7.5	105
SIMON & SIMON		C 10638	1715	14.9	16.1	113	2232	16.5	21.0	126	782	14.1	7.4	108	983	17.1	9.2	130
60 MINUTES		C 13293	1245	10.8	9.4	66	1926	14.3	14.5	87	811	14.7	6.1	89	776	13.5	5.8	82
ST. ELSEWHERE		N 7017	1242	10.8	17.7	124	1474	10.9	21.0	126	565	10.2	8.1	118				

	TOTAL U.S. '000	KELLOGG'S PRODUCT 19				KELLOGG'S RAISIN BRAN				KELLOGG'S RICE KRISPIES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	4535	100.0	5.6	100	18635	100.0	23.0	100	20502	100.0	25.3	100				
18 - 24	9282	617	13.6	6.6	119	1771	9.5	19.1	83	2245	11.0	24.2	96				
25 - 34	19072	1047	23.1	5.5	98	4771	25.6	25.0	109	5892	28.7	30.9	122				
35 - 44	14591	792	17.5	5.4	97	3922	21.0	26.9	117	4299	21.0	29.5	116				
45 - 54	11345	*335	7.4	3.0	53	3257	17.5	28.7	125	2895	14.1	25.5	101				
55 - 64	11635	777	17.1	6.7	119	2380	12.8	20.5	89	2464	12.0	21.2	84				
65 OR OLDER	15061	967	21.3	6.4	115	2533	13.6	16.8	73	2707	13.2	18.0	71				
18 - 34	28354	1664	36.7	5.9	105	6542	35.1	23.1	100	8137	39.7	28.7	113				
18 - 49	48339	2659	58.6	5.5	98	12169	65.3	25.2	109	13793	67.3	28.5	113				
25 - 54	45008	2173	47.9	4.8	86	11950	64.1	26.6	115	13086	63.8	29.1	115				
35 - 49	19985	995	21.9	5.0	89	5627	30.2	28.2	122	5657	27.6	28.3	112				
50 OR OLDER	32647	1876	41.4	5.7	103	6466	34.7	19.8	86	6709	32.7	20.6	81				
GRADUATED COLLEGE	11155	482	10.6	4.3	77	2737	14.7	24.5	107	2441	11.9	21.9	86				
ATTENDED COLLEGE	13682	543	12.0	4.0	71	3854	20.7	28.2	122	3883	18.9	28.4	112				
GRADUATED HIGH SCHOOL	33880	2252	49.7	6.6	119	8053	43.2	23.8	103	9324	45.5	27.5	109				
DID NOT GRADUATE HIGH SCHOOL	22270	1258	27.7	5.6	101	3990	21.4	17.9	78	4854	23.7	21.8	86				
EMPLOYED	40306	1934	42.6	4.8	86	9970	53.5	24.7	107	10431	50.9	25.9	102				
EMPLOYED FULL-TIME	32850	1576	34.8	4.8	86	8070	43.3	24.6	107	8119	39.6	24.7	98				
EMPLOYED PART-TIME	7456	*358	7.9	4.8	86	1900	10.2	25.5	111	2312	11.3	31.0	122				
NOT EMPLOYED	40680	2601	57.4	6.4	114	8665	46.5	21.3	93	10071	49.1	24.8	98				
PROFESSIONAL/MANAGER	10392	*378	8.3	3.6	65	2757	14.8	26.5	115	2354	11.5	22.7	89				
TECH/CLERICAL/SALES	17574	820	18.1	4.7	83	4512	24.2	25.7	112	4712	23.0	26.8	106				
PRECISION/CRAFT	985	**78	1.7	7.9	141	**203	1.1	20.6	90	**277	1.4	28.1	111				
OTHER EMPLOYED	11354	658	14.5	5.8	103	2499	13.4	22.0	96	3088	15.1	27.2	107				
SINGLE	9863	483	10.7	4.9	87	1683	9.0	17.1	74	2007	9.8	20.3	80				
MARRIED	51375	3003	66.2	5.8	104	13270	71.2	25.8	112	14863	72.5	28.9	114				
DIVORCED/SEPARATED/WIDOWED	19748	1049	23.1	5.3	95	3682	19.8	18.6	81	3632	17.7	18.4	73				
PARENTS	32590	1969	43.4	6.0	108	9275	49.8	28.5	124	10865	53.0	33.3	132				
WHITE	70416	4048	89.3	5.7	103	16799	90.1	23.9	104	18479	90.1	26.2	104				
BLACK	8778	437	9.6	5.0	89	1573	8.4	17.9	78	1591	7.8	18.1	72				
OTHER	1791	**51	1.1	2.8	51	**262	1.4	14.6	64	**432	2.1	24.1	95				
NORTHEAST-CENSUS	17786	1340	29.5	7.5	135	3800	20.4	21.4	93	4393	21.4	24.7	98				
NORTH CENTRAL	20741	954	21.0	4.6	82	5064	27.2	24.4	106	7152	34.9	34.5	136				
SOUTH	27775	1529	33.7	5.5	98	6402	34.4	23.0	100	5916	28.9	21.3	84				
WEST	14683	712	15.7	4.8	87	3369	18.1	22.9	100	3040	14.8	20.7	82				
NORTHEAST-MKTG.	17961	1384	30.5	7.7	138	3757	20.2	20.9	91	4158	20.3	23.2	91				
EAST CENTRAL	11885	549	12.1	4.6	82	2867	15.4	24.1	105	3313	16.2	27.9	110				
WEST CENTRAL	14090	662	14.6	4.7	84	3517	18.9	25.0	108	5130	25.0	36.4	144				
SOUTH	24081	1308	28.8	5.4	97	5615	30.1	23.3	101	5358	26.1	22.2	88				
PACIFIC	12969	633	14.0	4.9	87	2879	15.4	22.2	96	2542	12.4	19.6	77				
COUNTY SIZE A	32439	1596	35.2	4.9	88	6582	35.3	20.3	88	7118	34.7	21.9	87				
COUNTY SIZE B	24915	1477	32.6	5.9	106	6411	34.4	25.7	112	6555	32.0	26.3	104				
COUNTY SIZE C	12930	890	19.6	6.9	123	3191	17.1	24.7	107	3377	16.5	26.1	103				
COUNTY SIZE D	10703	573	12.6	5.4	96	2451	13.2	22.9	100	3452	16.8	32.3	127				
METRO CENTRAL CITY	24518	1498	33.0	6.1	109	5365	28.8	21.9	95	5606	27.3	22.9	90				
METRO SUBURBAN	35919	1865	41.1	5.2	93	8673	46.5	24.1	105	9147	44.6	25.5	101				
NON METRO	20549	1171	25.8	5.7	102	4597	24.7	22.4	97	5749	28.0	28.0	111				
TOP 5 ADI'S	18341	1082	23.9	5.9	105	3642	19.5	19.9	86	3969	19.4	21.6	85				
TOP 10 ADI'S	25378	1342	29.6	5.3	94	4919	26.4	19.4	84	5269	25.7	20.8	82				
TOP 20 ADI'S	36488	1809	39.9	5.0	89	7377	39.6	20.2	88	8100	39.5	22.2	88				
HSGLD INC. \$50,000 OR MORE	6612	*325	7.2	4.9	88	2033	10.9	30.7	134	1966	9.6	29.7	117				
\$40,000 OR MORE	12659	664	14.6	5.2	94	3660	19.6	28.9	126	3716	18.1	29.4	116				
\$30,000 OR MORE	24698	1329	29.3	5.4	96	6919	37.1	28.0	122	7426	36.2	30.1	119				
\$25,000 OR MORE	32077	1740	38.4	5.4	97	8781	47.1	27.4	119	9439	46.0	29.4	116				
\$20,000 - \$24,999	9144	*418	9.2	4.6	82	2240	12.0	24.5	106	2621	12.8	28.7	113				
\$15,000 - \$19,999	8728	524	11.6	6.0	107	1800	9.7	20.6	90	1973	9.6	22.6	89				
\$10,000 - \$14,999	12562	901	19.9	7.2	128	2388	12.8	19.0	83	3026	14.8	24.1	95				
UNDER \$10,000	18475	953	21.0	5.2	92	3426	18.4	18.5	81	3444	16.8	18.6	74				
HOUSEHOLD OF 1 PERSON	11987	550	12.1	4.6	82	1737	9.3	14.5	63	1713	8.4	14.3	56				
2 PEOPLE	26577	1296	28.6	4.9	87	5095	27.3	19.2	83	5119	25.0	19.3	76				
3 OR 4 PEOPLE	30617	1862	41.1	6.1	109	8199	44.0	26.8	116	9323	45.5	30.5	120				
5 OR MORE PEOPLE	11804	827	18.2	7.0	125	3604	19.3	30.5	133	4347	21.2	36.8	145				
NO CHILD IN HSHLD	46165	2418	53.3	5.2	94	8783	47.1	19.0	83	8873	43.3	19.2	76				
CHILD(REN) UNDER 2 YRS	5325	*346	7.6	6.5	116	1326	7.1	24.9	108	1675	8.2	31.5	124				
2 - 5 YEARS	14221	1206	26.6	8.5	151	3711	19.9	26.1	113	4906	23.9	34.5	136				
6 - 11 YEARS	15117	883	19.5	5.8	104	4512	24.2	29.8	130	5383	26.3	35.6	141				
12 - 17 YEARS	16611	874	19.3	5.3	94	5040	27.0	30.3	132	5675	27.7	34.2	135				
RESIDENCE OWNED	55884	3108	68.5	5.6	99	13831	74.2	24.7	108	15088	73.6	27.0	107				
VALUE: \$50,000 OR MORE	31744	1897	41.8	6.0	107	8296	44.5	26.1	114	8902	43.4	28.0	111				
VALUE: UNDER \$50,000	24140	1211	26.7	5.0	90	5535	29.7	22.9	100	6187	30.2	25.6	101				

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

			TOTAL U.S. '000	KELLOGG'S PRODUCT 19					KELLOGG'S RAISIN BRAN					KELLOGG'S RICE KRISPIES									
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
																				'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS			80986	4535	100.0	5.6	100	18635	100.0	23.0	100	20502	100.0	25.3	100								
MAGAZINES	QUINTILE 1	15799	1098	24.2	6.9	124	4669	25.1	29.6	128	4908	23.9	31.1	123									
	QUINTILE 2	17259	936	20.6	5.4	97	4509	24.2	26.1	114	4500	21.9	26.1	103									
	QUINTILE 3	13545	687	15.1	5.1	91	2986	16.0	22.0	96	3442	16.8	25.4	100									
	QUINTILE 4	15133	879	19.4	5.8	104	3284	17.6	21.7	94	3902	19.0	25.8	102									
	QUINTILE 5	19250	935	20.6	4.9	87	3187	17.1	16.6	72	3751	18.3	19.5	77									
NEWSPAPERS	QUINTILE 1	12413	727	16.0	5.9	105	3150	16.9	25.4	110	3184	15.5	25.7	101									
	QUINTILE 2	24116	1358	29.9	5.6	101	5512	29.6	22.9	99	6102	29.8	25.3	100									
	QUINTILE 3	11261	603	13.3	5.4	96	2947	15.8	26.2	114	3029	14.8	26.9	106									
	QUINTILE 4	20255	1138	25.1	5.6	100	4663	25.0	23.0	100	5400	26.3	26.7	105									
	QUINTILE 5	12940	709	15.6	5.5	98	2362	12.7	18.3	79	2787	13.6	21.5	85									
OUTDOOR	QUINTILE 1	14852	845	18.6	5.7	102	3375	18.1	22.7	99	3777	18.4	25.4	100									
	QUINTILE 2	15725	844	18.6	5.4	96	3619	19.4	23.0	100	4582	22.3	29.1	115									
	QUINTILE 3	16330	895	19.7	5.5	98	3728	20.0	22.8	99	4214	20.6	25.8	102									
	QUINTILE 4	16744	964	21.3	5.8	103	4020	21.6	24.0	104	4122	20.1	24.6	97									
	QUINTILE 5	17334	987	21.8	5.7	102	3893	20.9	22.5	98	3808	18.6	22.0	87									
RADIO-DRIVE TIME	QUINTILE 1	15911	971	21.4	6.1	109	4042	21.7	25.4	110	4476	21.8	28.1	111									
	QUINTILE 2	14837	768	16.9	5.2	92	3660	19.6	24.7	107	4174	20.4	28.1	111									
	QUINTILE 3	15339	852	18.8	5.6	99	3199	17.2	20.9	91	3752	18.3	24.5	97									
	QUINTILE 4	16723	847	18.7	5.1	90	3995	21.4	23.9	104	4091	20.0	24.5	97									
	QUINTILE 5	18176	1096	24.2	6.0	108	3739	20.1	20.6	89	4008	19.5	22.1	87									
RADIO-MID- DAY	TERCILE 1	21020	1282	28.3	6.1	109	5120	27.5	24.4	106	5617	27.4	26.7	106									
	TERCILE 2	21610	1193	26.3	5.5	99	5156	27.7	23.9	104	5880	28.7	27.2	107									
	TERCILE 3	38355	2060	45.4	5.4	96	8360	44.9	21.8	95	9005	43.9	23.5	93									
RADIO-TOTAL	QUINTILE 1	15988	911	20.1	5.7	102	3992	21.4	25.0	109	4431	21.6	27.7	109									
	QUINTILE 2	15626	1047	23.1	6.7	120	3764	20.2	24.1	105	4231	20.6	27.1	107									
	QUINTILE 3	16723	927	20.4	5.5	99	4097	22.0	24.5	106	4444	21.7	26.6	105									
	QUINTILE 4	16342	630	13.9	3.9	69	3597	19.3	22.0	96	4089	19.9	25.0	99									
	QUINTILE 5	16306	1021	22.5	6.3	112	3185	17.1	19.5	85	3307	16.1	20.3	80									
TV-PRIME TIME	QUINTILE 1	15953	1140	25.1	7.1	128	3611	19.4	22.6	98	3998	19.5	25.1	99									
	QUINTILE 2	16137	1049	23.1	6.5	116	3786	20.3	23.5	102	4258	20.8	26.4	104									
	QUINTILE 3	16420	924	20.4	5.6	100	3799	20.4	23.1	101	4274	20.8	26.0	103									
	QUINTILE 4	16687	538	11.9	3.2	58	3989	21.4	23.9	104	4286	20.9	25.7	101									
	QUINTILE 5	15789	884	19.5	5.6	100	3450	18.5	21.9	95	3686	18.0	23.3	92									
TV-DAYTIME	TERCILE 1	27736	1821	40.2	6.6	117	6221	33.4	22.4	97	6808	33.2	24.5	97									
	TERCILE 2	26489	1486	32.8	5.6	100	6523	35.0	24.6	107	7337	35.8	27.7	109									
	TERCILE 3	26761	1227	27.1	4.6	82	5890	31.6	22.0	96	6357	31.0	23.8	94									
TV-TOTAL	QUINTILE 1	16345	1148	25.3	7.0	125	3716	19.9	22.7	99	3816	18.6	23.3	92									
	QUINTILE 2	16447	991	21.9	6.0	108	3845	20.6	23.4	102	4321	21.1	26.3	104									
	QUINTILE 3	15980	877	19.3	5.5	98	3730	20.0	23.3	101	4174	20.4	26.1	103									
	QUINTILE 4	15887	831	18.3	5.2	93	3439	18.5	21.6	94	4090	19.9	25.7	102									
	QUINTILE 5	16326	687	15.1	4.2	75	3904	20.9	23.9	104	4102	20.0	25.1	99									
MAGAZINES-NEWSPAPERS: DUAL			20721	1253	27.6	6.0	108	5417	29.1	26.1	114	5713	27.9	27.6	109								
MAGAZINE IMPERATIVE			19186	1092	24.1	5.7	102	5220	28.0	27.2	118	5431	26.5	28.3	112								
NEWSPAPER IMPERATIVE			21899	1150	25.4	5.3	94	4490	24.1	20.5	89	5174	25.2	23.6	93								
MAGAZINES-OUTDOOR: DUAL			15451	885	19.5	5.7	102	3748	20.1	24.3	105	4857	23.7	31.4	124								
MAGAZINE IMPERATIVE			25953	1569	34.6	6.0	108	7206	38.7	27.8	121	6567	32.0	25.3	100								
OUTDOOR IMPERATIVE			24400	1250	27.6	5.1	91	4837	26.0	19.8	86	5822	28.4	23.9	94								
MAGAZINES-RADIO: DUAL			18049	1142	25.2	6.3	113	4957	26.6	27.5	119	5118	25.0	28.4	112								
MAGAZINE IMPERATIVE			23571	1281	28.2	5.4	97	6017	32.3	25.5	111	6310	30.8	26.8	106								
RADIO IMPERATIVE			23278	1388	30.6	6.0	106	4801	25.8	20.6	90	5881	28.7	25.3	100								
MAGAZINES-TELEVISION: DUAL			15459	967	21.3	6.3	112	4191	22.5	27.1	118	4217	20.6	27.3	108								
MAGAZINE IMPERATIVE			25829	1310	28.9	5.1	91	6896	37.0	26.7	116	7167	35.0	27.7	110								
TELEVISION IMPERATIVE			26039	1562	34.4	6.0	107	5039	27.0	19.4	84	5965	29.1	22.9	90								
NEWSPAPERS-OUTDOOR: DUAL			16605	1016	22.4	6.1	109	4184	22.5	25.2	110	4569	22.3	27.5	109								
NEWSPAPER IMPERATIVE			26834	1431	31.6	5.3	95	6370	34.2	23.7	103	6570	32.0	24.5	97								
OUTDOOR IMPERATIVE			23346	1164	25.7	5.0	89	4960	26.6	21.2	92	6146	30.0	26.3	104								
NEWSPAPERS-RADIO: DUAL			17133	1057	23.3	6.2	110	4322	23.2	25.2	110	4654	22.7	27.2	107								
NEWSPAPER IMPERATIVE			25892	1336	29.5	5.2	92	5955	32.0	23.0	100	6313	30.8	24.4	96								
RADIO IMPERATIVE			23167	1494	32.9	6.4	115	5498	29.5	23.7	103	6355	31.0	27.4	108								
NEWSPAPERS-TELEVISION: DUAL			17159	1070	23.6	6.2	111	3920	21.0	22.8	99	4358	21.3	25.4	100								
NEWSPAPER IMPERATIVE			26214	1311	28.9	5.0	89	6351	34.1	24.2	105	6685	32.6	25.5	101								
TELEVISION IMPERATIVE			23412	1522	33.6	6.5	116	5231	28.1	22.3	97	5843	28.5	25.0	99								
OUTDOOR-RADIO: DUAL			15303	974	21.5	6.4	114	3584	19.2	23.4	102	4356	21.2	28.5	112								
OUTDOOR IMPERATIVE			24901	1185	26.1	4.8	85	5531	29.7	22.2	97	6343	30.9	25.5	101								
RADIO IMPERATIVE			26492	1605	35.4	6.1	108	6578	35.3	24.8	108	6903	33.7	26.1	103								
OUTDOOR-TELEVISION: DUAL			14794	970	21.4	6.6	117	3273	17.6	22.1	96	4156	20.3	28.1	111								
OUTDOOR IMPERATIVE			25437	1222	26.9	4.8	86	5932	31.8	23.3	101	6772	33.0	26.6	105								
TELEVISION IMPERATIVE			27877	1818	40.1	6.5	116	6569	35.3	23.6	102	6539	31.9	23.5	93								
RADIO-TELEVISION: DUAL			15996	1249	27.5	7.8	139	3818	20.5	23.9	104	4165	20.3	26.0	103								
RADIO IMPERATIVE			25478	1306	28.8	5.1	92	6290	33.8	24.7	107	6901	33.7	27.1	107								
TELEVISION IMPERATIVE			26573	1415	31.2	5.3	95	5981	32.1	22.5	98	6541	31.9	24.6	97								

	TOTAL U.S. '000	KELLOGG'S PRODUCT 19				KELLOGG'S RAISIN BRAN				KELLOGG'S RICE KRISPIES				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	4535	100.0	5.6	100	18635	100.0	23.0	100	20502	100.0	25.3	100				
ATLANTIC MONTHLY	415	**19	0.4	4.6	82	**64	0.3	15.4	67	**69	0.3	16.6	66				
BARRON'S	453	**26	0.6	5.7	102	**154	0.8	34.0	148	**168	0.8	37.1	146				
BETTER HOMES & GARDENS	16256	1072	23.6	6.6	118	4455	23.9	27.4	119	5060	24.7	31.1	123				
BON APPETIT	2535	*132	2.9	5.2	93	607	3.3	23.9	104	650	3.2	25.6	101				
BUSINESS WEEK	1278	**53	1.2	4.1	74	344	1.8	26.9	117	271	1.3	21.2	84				
CAR AND DRIVER	378	**9	0.2	2.4	43	**54	0.3	14.3	62	**85	0.4	22.5	89				
CBS MAGAZINE NETWORK (GROSS)	1498	**64	1.4	4.3	76	447	2.4	29.8	130	358	1.7	23.9	94				
CHANGING TIMES	1505	**112	2.5	7.4	133	440	2.4	29.2	127	369	1.8	24.5	97				
COLONIAL HOMES	1231	**140	3.1	11.4	203	335	1.8	27.2	118	426	2.1	34.6	137				
CONDE NAST MAG. PKG. (GROSS)	14146	846	18.7	6.0	107	3490	18.7	24.7	107	4250	20.7	30.0	119				
CONSUMERS DIGEST	1323	**76	1.7	5.7	103	374	2.0	28.3	123	368	1.8	27.8	110				
COSMOPOLITAN	7102	525	11.6	7.4	132	1655	8.9	23.3	101	1778	8.7	25.0	99				
COUNTRY LIVING	2481	*109	2.4	4.4	78	684	3.7	27.6	120	927	4.5	37.4	148				
CUISINE	1472	**102	2.2	6.9	124	427	2.3	29.0	126	372	1.8	25.3	100				
CYCLE WORLD	425	**17	0.4	4.0	71	**99	0.5	23.3	101	**108	0.5	25.4	100				
DCI:CREATIVE IDEAS FOR LIV	2510	*303	6.7	12.1	216	694	3.7	27.6	120	797	3.9	31.8	125				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	587	12.9	8.8	157	2104	11.3	31.4	137	1706	8.3	25.5	101				
DISCOVER	894	**53	1.2	5.9	106	*297	1.6	33.2	144	276	1.3	30.9	122				
EBONY	3507	197	4.3	5.6	100	*755	4.1	21.5	94	*753	3.7	21.5	85				
ESQUIRE	1083	**110	2.4	10.2	181	280	1.5	25.9	112	317	1.5	29.3	116				
ESSENCE	1830	*108	2.4	5.9	105	459	2.5	25.1	109	449	2.2	24.5	97				
FAMILY CIRCLE	15930	986	21.7	6.2	111	4194	22.5	26.3	114	5153	25.1	32.3	128				
THE FAMILY HANDYMAN	1126	**63	1.4	5.6	100	307	1.6	27.3	118	356	1.7	31.6	125				
FAMILY WEEKLY	11468	868	19.1	7.6	135	2789	15.0	24.3	106	2971	14.5	25.9	102				
FIELD & STREAM	2234	*133	2.9	6.0	106	676	3.6	30.3	132	661	3.2	29.6	117				
FOOD & WINE	579	**51	1.1	8.8	157	*116	0.6	20.0	87	*130	0.6	22.5	89				
FORBES	728	**12	0.3	1.6	29	*179	1.0	24.6	107	*140	0.7	19.2	76				
FORTUNE	906	**25	0.6	2.8	49	*298	1.6	32.9	143	*289	1.4	31.9	126				
GENTLEMEN'S QUARTERLY	791	**61	1.3	7.7	138	*175	0.9	22.1	96	*217	1.1	27.4	108				
GLAMOUR	5265	336	7.4	6.4	114	1396	7.5	26.5	115	1523	7.4	28.9	114				
GOLF DIGEST	636	**22	0.5	3.5	62	*178	1.0	28.0	122	*222	1.1	34.9	138				
GOLF DIGEST/TENNIS (GROSS)	1186	**58	1.3	4.9	87	342	1.8	28.8	125	349	1.7	29.4	116				
GOLF MAGAZINE	441	**9	0.2	2.0	36	**111	0.6	25.2	109	**104	0.5	23.6	93				
GOLF MAGAZINE/SKI (GROSS)	922	**31	0.7	3.4	60	*273	1.5	29.6	129	*248	1.2	26.9	106				
GOOD HOUSEKEEPING	16487	1082	23.9	6.6	117	4561	24.5	27.7	120	5170	25.2	31.4	124				
HARPER'S BAZAAR	2423	*190	4.2	7.8	140	488	2.6	20.1	88	763	3.7	31.5	124				
HEALTH	1994	**102	2.2	5.1	91	542	2.9	27.2	118	590	2.9	29.6	117				
HEARST MAG CORP. BUY (GROSS)	44101	2976	65.6	6.7	121	11999	64.4	27.2	118	13642	66.5	30.9	122				
HEARST MAN POWER (GROSS)	1993	*137	3.0	6.9	123	718	3.9	36.0	157	723	3.5	36.3	143				
HEARST WOMAN POWER (GROSS)	31274	2120	46.7	6.8	121	8523	45.7	27.3	118	9443	46.1	30.2	119				
HOUSE BEAUTIFUL	3623	226	5.0	6.2	111	926	5.0	25.6	111	1037	5.1	28.6	115				
INC.	283	**22	0.5	7.8	139	**54	0.3	19.1	83	**109	0.5	38.5	152				
JET	2928	*204	4.5	7.0	124	598	3.2	20.4	89	630	3.1	21.5	85				
LADIES' HOME JOURNAL	11918	686	15.1	5.8	103	3188	17.1	26.7	116	3734	18.2	31.3	124				
LHJ FAMILY GRP COMBO(GROSS)	16764	1001	22.1	6.0	107	4644	24.9	27.7	120	5150	25.1	30.7	121				
LIFE	4254	298	6.6	7.0	125	1026	5.5	24.1	105	1154	5.6	27.1	107				
L.A. TIMES HOME MAGAZINE	1145	**33	0.7	2.9	51	*200	1.1	17.5	76	*190	0.9	16.6	66				
MADMOISELLE	2884	*156	3.4	5.4	97	721	3.9	25.0	109	993	4.8	34.4	136				
MC CALL'S	13460	886	19.5	6.6	118	3513	18.9	26.1	113	4236	20.7	31.5	124				
MC CALL'S/WRK MOTHER (GROSS)	14606	951	21.0	6.5	116	3985	21.4	27.3	119	4612	22.5	31.6	125				
MECHANIX ILLUSTRATED	772	**49	1.1	6.3	113	*172	0.9	22.3	97	*227	1.1	29.4	116				
METROPOLITAN HOME	967	**85	1.9	8.8	157	*224	1.2	23.2	101	*219	1.1	22.6	89				
MONEY	1588	**48	1.1	3.0	54	416	2.2	26.2	114	362	1.8	22.8	90				
MOTHER EARTH NEWS	1002	**29	0.6	2.9	52	*254	1.4	25.3	110	310	1.5	30.9	122				
MS.	825	**63	1.4	7.6	136	249	1.3	30.2	131	*192	0.9	23.3	92				
NATIONAL ENQUIRER	10336	670	14.8	6.5	116	2503	13.4	24.2	105	2699	13.2	26.1	103				
NATIONAL GEOGRAPHIC	9597	588	13.0	6.1	109	2437	13.1	25.4	110	2358	11.5	24.6	97				
NATIONAL SUNDAY MAGAZINE PKG	49558	2827	62.3	5.7	102	12110	65.0	24.4	106	12857	62.7	25.9	102				
NATURAL HISTORY	573	**5	0.1	0.9	16	*154	0.8	26.9	117	*116	0.6	20.2	80				
NEW WOMAN	1699	**65	1.4	3.8	68	422	2.3	24.8	108	487	2.4	28.7	113				
NEW YORK INCLUDING CUE	443	**33	0.7	7.4	133	*126	0.7	28.4	124	**111	0.5	25.1	99				
THE NEW YORKER	1270	**61	1.3	4.8	86	313	1.7	24.6	107	277	1.4	21.8	86				
NEWSWEEK	6277	320	7.1	5.1	91	1806	9.7	28.8	125	1686	8.2	26.9	106				
THE N.Y. TIMES DAILY EDITION	1205	*104	2.3	8.6	154	*205	1.1	17.0	74	221	1.1	18.3	72				
THE N.Y. TIMES MAGAZINE	2081	*121	2.7	5.8	104	394	2.1	18.9	82	355	1.7	17.1	67				
OMNI	788	**29	0.6	3.7	66	*175	0.9	22.2	97	*182	0.9	23.1	91				
ON CABLE	1158	**44	1.0	3.8	68	*281	1.5	24.3	105	*311	1.5	26.9	106				
1001 HOME IDEAS	2852	*213	4.7	7.5	133	914	4.9	32.0	139	827	4.0	29.0	115				
ORGANIC GARDENING	1658	*142	3.1	8.6	153	470	2.5	28.3	123	451	2.2	27.2	107				
OUTDOOR LIFE	896	**58	1.3	6.5	116	309	1.7	34.5	150	368	1.8	41.1	162				
PARADE MAGAZINE	24275	1252	27.6	5.2	92	5921	31.8	24.4	106	6098	29.7	25.1	99				

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	KELLOGG'S PRODUCT 19				KELLOGG'S RAISIN BRAN				KELLOGG'S RICE KRISPIES				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	4535	100.0	5.6	100	18635	100.0	23.0	100	20502	100.0	25.3	100				
PARENTS	3845	275	6.1	7.2	128	1213	6.5	31.5	137	1357	6.6	35.3	139				
PENTHOUSE	831	**68	1.5	8.2	146	*238	1.3	28.6	124	*217	1.1	26.1	103				
PEOPLE	11645	615	13.6	5.3	94	3020	16.2	25.9	113	3095	15.1	26.6	105				
PLAYBOY	2006	**89	2.0	4.4	79	485	2.6	24.2	105	522	2.5	26.0	103				
POPULAR HOT RODDING	297	**20	0.4	6.7	120	**38	0.2	12.8	56	**139	0.7	46.8	185				
POPULAR MECHANICS	1018	**72	1.6	7.1	126	*360	1.9	35.4	154	359	1.8	35.3	139				
POPULAR SCIENCE	878	**60	1.3	6.8	122	*172	0.9	19.6	85	*257	1.3	29.3	116				
PREVENTION	3913	*198	4.4	5.1	90	920	4.9	23.5	102	984	4.8	25.1	99				
PSYCHOLOGY TODAY	1710	**38	0.8	2.2	40	464	2.5	27.1	118	448	2.2	26.2	103				
READER'S DIGEST	22204	1423	31.4	6.4	114	5899	31.7	26.6	115	6418	31.3	28.9	114				
REDBOOK	7684	512	11.3	6.7	119	2307	12.4	30.0	130	2495	12.2	32.5	128				
ROAD & TRACK	410	**17	0.4	4.1	74	**106	0.6	25.9	112	**129	0.6	31.5	124				
ROLLING STONE	969	**47	1.0	4.9	87	*256	1.4	26.4	115	334	1.6	34.5	136				
RUNNER'S WORLD	298	**8	0.2	2.7	48	**54	0.3	18.1	79	**51	0.2	17.1	68				
SATURDAY EVENING POST	1169	**91	2.0	7.8	139	348	1.9	29.8	129	390	1.9	33.4	132				
SCIENCE 84	587	**43	0.9	7.3	131	*160	0.9	27.3	118	*142	0.7	24.2	96				
SCIENCE DIGEST	482	**13	0.3	2.7	48	*169	0.9	35.1	152	*173	0.8	35.9	142				
SCIENTIFIC AMERICAN	594	**20	0.4	3.4	60	**143	0.8	24.1	105	**88	0.4	14.8	59				
SELF	2089	**100	2.2	4.8	85	462	2.5	22.1	96	707	3.4	33.8	134				
SEVENTEEN	2411	**92	2.0	3.8	68	486	2.6	20.2	88	725	3.5	30.1	119				
SKI	480	**21	0.5	4.4	78	*162	0.9	33.8	147	*144	0.7	30.0	119				
SMITHSONIAN	2760	*167	3.7	6.1	108	747	4.0	27.1	118	633	3.1	22.9	91				
SOAP OPERA DIGEST	3013	*136	3.0	4.5	81	821	4.4	27.2	118	787	3.8	26.1	103				
SOUTHERN LIVING	4184	*283	6.2	6.8	121	1409	7.6	33.7	146	909	4.4	21.7	86				
SPORT	559	**33	0.7	5.9	105	**95	0.5	17.0	74	**152	0.7	27.2	107				
THE SPORTING NEWS	436	**12	0.3	2.8	49	**117	0.6	26.8	117	**239	1.2	54.8	217				
SPORTS AFIELD	493	**52	1.1	10.5	188	*189	1.0	38.3	167	*190	0.9	38.5	152				
SPORTS ILLUSTRATED	2758	**106	2.3	3.8	69	727	3.9	26.4	115	801	3.9	29.0	115				
STAR	7456	581	12.8	7.8	139	1962	10.5	26.3	114	1984	9.7	26.6	105				
SUNDAY	24936	1334	29.4	5.3	96	6041	32.4	24.2	105	6513	31.8	26.1	103				
SUNSET	2124	**157	3.5	7.4	132	533	2.9	25.1	109	449	2.2	21.1	84				
TV GUIDE	21661	1375	30.3	6.3	113	5602	30.1	25.9	112	5804	28.3	26.8	106				
TENNIS	550	**36	0.8	6.5	117	*164	0.9	29.8	130	**127	0.6	23.1	91				
TIME	8880	556	12.3	6.3	112	2319	12.4	26.1	113	2363	11.5	26.6	105				
TOWN & COUNTRY	917	**38	0.8	4.1	74	250	1.3	27.3	118	264	1.3	28.8	114				
TRAVEL & LEISURE	972	**66	1.5	6.8	121	283	1.5	29.1	127	242	1.2	24.9	98				
TRUE STORY	3356	*257	5.7	7.7	137	1039	5.6	31.0	135	1116	5.4	33.3	131				
U.S. NEWS & WORLD REPORT	3410	*214	4.7	6.3	112	1027	5.5	30.1	131	815	4.0	23.9	94				
USA TODAY	1759	*110	2.4	6.3	112	438	2.4	24.9	108	460	2.2	26.2	103				
US	1873	**161	3.6	8.6	154	435	2.3	23.2	101	657	3.2	35.1	139				
VOGUE	3909	254	5.6	6.5	116	911	4.9	23.3	101	1027	5.0	26.3	104				
WALL STREET JOURNAL	1886	**73	1.6	3.9	69	438	2.4	23.2	101	374	1.8	19.8	78				
WEIGHT WATCHERS	2120	**108	2.4	5.1	91	700	3.8	33.0	143	625	3.0	29.5	116				
WOMAN'S DAY	14172	925	20.4	6.5	117	3722	20.0	26.3	114	4467	21.8	31.5	125				
WORKING MOTHER	1146	**64	1.4	5.6	100	472	2.5	41.2	179	376	1.8	32.8	130				
WORKING WOMAN	1322	**88	1.9	6.7	119	406	2.2	30.7	133	360	1.8	27.2	108				
WORLD TENNIS	*163	**6	0.1	3.7	66	*36	0.2	22.1	96	**55	0.3	33.7	133				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*154	3.4	6.1	109	635	3.4	25.1	109	720	3.5	28.4	112				
BLAIR INSERTS	43657	2244	49.5	5.1	92	10675	57.3	24.5	106	11192	54.6	25.6	101				
DAILY NEWSPAPERS																	
READ ANY	51633	3032	66.9	5.9	105	12441	66.8	24.1	105	13437	65.5	26.0	103				
READ ONE	43463	2521	55.6	5.8	104	10399	55.8	23.9	104	11403	55.6	26.2	104				
READ TWO OR MORE	8170	511	11.3	6.3	112	2041	11.0	25.0	109	2033	9.9	24.9	98				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2843	62.7	5.4	96	12590	67.6	23.9	104	13550	66.1	25.7	102				
READ ONE	46126	2509	55.3	5.4	97	10980	58.9	23.8	103	11793	57.5	25.6	101				
READ TWO OR MORE	6552	334	7.4	5.1	91	1610	8.6	24.6	107	1757	8.6	26.8	106				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.59				28.45				28.25							
30 DAY REACH	71455	3887	85.7	5.4	97	16337	87.7	22.9	99	18344	89.5	25.7	101				
50 SHWG - 30 DAY AV FREQ	14.56	13.61				14.95				14.77							
30 DAY REACH	67742	3808	84.0	5.6	100	15588	83.6	23.0	100	17584	85.8	26.0	103				
25 SHWG - 30 DAY AV FREQ	7.94	7.57				8.08				7.99							
30 DAY REACH	62117	3422	75.5	5.5	98	14428	77.4	23.2	101	16297	79.5	26.2	104				
CABLE TV: HOME WIRED	32077	1781	39.3	5.6	99	8327	44.7	26.0	113	9013	44.0	28.1	111				
HOME NOT WIRED	48909	2754	60.7	5.6	101	10308	55.3	21.1	92	11489	56.0	23.5	93				
HAVE PAY CABLE	15935	786	17.3	4.9	88	4229	22.7	26.5	115	4744	23.1	29.8	118				

	TOTAL U.S. '000	KELLOGG'S PRODUCT 19				KELLOGG'S RAISIN BRAN				KELLOGG'S RICE KRISPIES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% ACROSS	% ACROSS	% ACROSS	'000	% DOWN	% DOWN	% DOWN	'000	% DOWN	% DOWN	% DOWN	'000	% DOWN	% DOWN	% DOWN
TOTAL FEMALE HOMEMAKERS	80986	4535	100.0	5.6	100	18635	100.0	23.0	100	20502	100.0	25.3	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2332	51.4	5.3	95	10672	57.3	24.3	106	11861	57.9	27.0	107				
10:00 AM - 3:00 PM	30659	1755	38.7	5.7	102	7416	39.8	24.2	105	8344	40.7	27.2	108				
3:00 PM - 7:00 PM	31045	1643	36.2	5.3	95	7621	40.9	24.5	107	8366	40.8	26.9	106				
7:00 PM - MIDNIGHT	15767	819	18.1	5.2	93	3903	20.9	24.8	108	4154	20.3	26.3	104				
MIDNIGHT - 6:00 AM	9120	441	9.7	4.8	86	2329	12.5	25.5	111	2446	11.9	26.8	106				
6:00 AM - MIDNIGHT	58527	3183	70.2	5.4	97	14170	76.0	24.2	105	15688	76.5	26.8	106				
ENTIRE DAY	59311	3237	71.4	5.5	97	14358	77.0	24.2	105	15892	77.5	26.8	106				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	848	18.7	5.2	94	4097	22.0	25.3	110	4806	23.4	29.7	117				
ALL NEWS	2256	*144	3.2	6.4	114	472	2.5	20.9	91	500	2.4	22.2	88				
AOR/PROGRESSIVE	3874	*228	5.0	5.9	105	893	4.8	23.1	100	984	4.8	25.4	100				
BEAUTIFUL MUSIC	5660	266	5.9	4.7	84	1468	7.9	25.9	113	1387	6.8	24.5	97				
BLACK	2204	**81	1.8	3.7	66	450	2.4	20.4	89	493	2.4	22.4	88				
CLASSICAL	1418	**108	2.4	7.6	136	395	2.1	27.9	121	280	1.4	19.7	78				
CHR/ROCK	9538	640	14.1	6.7	120	2357	12.6	24.7	107	2885	14.1	30.2	119				
COUNTRY	12648	622	13.7	4.9	88	3106	16.7	24.6	107	3578	17.5	28.3	112				
GOLDEN OLDIES	1191	**73	1.6	6.1	109	*228	1.2	19.1	83	*321	1.6	27.0	106				
MOR/NOSTALGIA	4757	253	5.6	5.3	95	1107	5.9	23.3	101	1232	6.0	25.9	102				
NEWS/TALK	3863	216	4.8	5.6	100	860	4.6	22.3	97	769	3.8	19.9	79				
RELIGIOUS	3084	**135	3.0	4.4	78	710	3.8	23.0	100	710	3.5	23.0	91				
SOFT ROCK	521	*225	0.6	4.8	86	**102	0.5	19.6	85	**140	0.7	26.9	106				
URBAN CONTEMPORARY	1585	*128	2.8	8.1	144	323	1.7	20.4	89	371	1.8	23.4	92				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	247	5.4	7.6	135	883	4.7	27.1	118	1062	5.2	32.6	129				
ABC DIRECTION	2316	*174	3.8	7.5	134	626	3.4	27.0	117	684	3.3	29.5	117				
ABC ENTERTAINMENT	4834	303	6.7	6.3	112	982	5.3	20.3	88	1501	7.3	31.1	123				
ABC FM	2202	*72	1.6	3.3	58	459	2.5	20.8	91	563	2.7	25.6	101				
ABC INFORMATION	5425	278	6.1	5.1	92	1434	7.7	26.4	115	1484	7.2	27.4	108				
ABC ROCK	1677	**128	2.8	7.6	136	325	1.7	19.4	84	557	2.7	33.2	131				
CBS	4430	314	6.9	7.1	127	965	5.2	21.8	95	1147	5.6	25.9	102				
MUTUAL	4992	*182	4.0	3.6	65	1254	6.7	25.1	109	1265	6.2	25.3	100				
NBC	4679	290	6.4	6.2	111	1291	6.9	27.6	120	1271	6.2	27.2	107				
RADIORADIO	1994	**90	2.0	4.5	81	427	2.3	21.4	93	570	2.8	28.6	113				
RKO ONE	2298	**98	2.2	4.3	76	472	2.5	20.5	89	587	2.9	25.5	101				
RKO TWO	3311	182	4.0	5.5	98	722	3.9	21.8	95	829	4.0	25.0	99				
THE SOURCE	2114	**113	2.5	5.3	95	476	2.6	22.5	98	480	2.3	22.7	90				
NON-WIRED : BLAIR	8654	513	11.3	5.9	106	2180	11.7	25.2	109	2699	13.2	31.2	123				
INTERNET	12025	778	17.2	6.5	116	2986	16.0	24.8	108	3304	16.1	27.5	109				
KATZ RADIO GROUP	15359	747	16.5	4.9	87	3658	19.6	23.8	104	3762	18.3	24.5	97				
SUPERNET	10628	680	15.0	6.4	114	2631	14.1	24.8	108	2786	13.6	26.2	104				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	561	12.4	6.5	116	2020	10.8	23.3	101	1998	9.7	23.1	91				
MKDAY 9:00 AM - 1:00 PM	12163	819	18.1	6.7	120	2774	14.9	22.8	99	2952	14.4	24.3	96				
MKDAY 1:00 PM - 4:30 PM	16150	1076	23.7	6.7	119	3628	19.5	22.5	98	3931	19.2	24.3	96				
MKDAY 4:30 PM - 7:30 PM	22463	1332	29.4	5.9	106	4744	25.5	21.1	92	5313	25.9	23.7	93				
MKDAY 7:30 PM - 8:00 PM	31795	1775	39.1	5.6	100	7143	38.3	22.5	98	7701	37.6	24.2	96				
MKDAY 11:00 PM - 11:30 PM	23977	1419	31.3	5.9	106	5730	30.7	23.9	104	6331	30.9	26.4	104				
MKDAY 11:30 PM - 1:00 AM	7703	456	10.1	5.9	106	1980	10.6	25.7	112	2117	10.3	27.5	109				
M-SAT 8-11 PM-SUN 7-11 PM	33800	2079	45.8	6.2	110	7792	41.8	23.1	100	8672	42.3	25.7	101				
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	423	9.3	6.5	116	1555	8.3	23.8	103	1648	8.0	25.2	100				
ANOTHER WORLD	N 4620	374	8.2	8.1	145	931	5.0	20.2	88	1029	5.0	22.3	88				
AS THE WORLD TURNS	C 5614	328	7.2	5.8	104	1126	6.0	20.1	87	1218	5.9	21.7	86				
CAPITOL	C 3396	265	5.8	7.8	139	761	4.1	22.4	97	819	4.0	24.1	95				
CBS MORN. NEWS 1	C 1446	*102	2.2	7.1	126	294	1.6	20.3	88	260	1.3	18.0	71				
CBS MORN. NEWS 2	C 1207	*64	1.4	5.3	95	216	1.2	17.9	78	217	1.1	18.0	71				
DAYS OF OUR LIVES	N 5877	407	9.0	6.9	124	1388	7.4	23.6	103	1531	7.5	26.1	103				
FACTS OF LIFE - DAYTIME	N 2290	137	3.0	6.0	107	551	3.0	24.1	105	563	2.7	24.6	97				
FAMILY FEUD	A 3023	192	4.2	6.4	113	626	3.4	20.7	90	661	3.2	21.9	86				
GENERAL HOSPITAL	A 6097	353	7.8	5.8	103	1483	8.0	24.3	106	1680	8.2	27.6	109				
GOOD MORNING, AMERICA-730	A 3515	257	5.7	7.3	131	821	4.4	23.4	102	927	4.5	26.4	104				
GOOD MORNING, AMERICA-830	A 2818	206	4.5	7.3	131	729	3.9	25.9	112	804	3.9	28.5	113				
GUIDING LIGHT	C 5339	433	9.5	8.1	145	1149	6.2	21.5	94	1264	6.2	23.7	94				
ONE LIFE TO LIVE	A 4478	223	4.9	5.0	89	1101	5.9	24.6	107	1193	5.8	26.6	105				
PRESS YOUR LUCK	C 2244	143	3.2	6.4	114	504	2.7	22.5	98	623	3.0	27.8	110				
PRICE IS RIGHT 1	C 4348	264	5.8	6.1	108	925	5.0	21.3	92	1032	5.0	23.7	94				
PRICE IS RIGHT 2	C 5014	392	8.6	7.8	140	1093	5.9	21.8	95	1267	6.2	25.3	100				
RYAN'S HOPE	A 3150	237	5.2	7.5	134	942	5.1	29.9	130	957	4.7	30.4	120				
SALE OF THE CENTURY	N 2695	225	5.0	8.3	149	602	3.2	22.3	97	592	2.9	22.0	87				
SEARCH FOR TOMORROW	N 2319	216	4.8	9.3	166	466	2.5	20.1	87	537	2.6	23.2	91				
TODAY SHOW 1	N 2693	111	2.4	4.1	74	609	3.3	22.6	98	570	2.8	21.2	84				
TODAY SHOW 2	N 2498	133	2.9	5.3	95	497	2.7	19.9	86	550	2.7	22.0	87				
\$25,000 PYRAMID	C 2753	202	4.5	7.3	131	592	3.2	21.5	93	756	3.7	27.5	108				
WHEEL OF FORTUNE	N 4388	419	9.2	9.5	171	1069	5.7	24.4	106	1063	5.2	24.2	96				
YOUNG AND THE RESTLESS	C 5695	329	7.3	5.8	103	1172	6.3	20.6	89	1201	5.9	21.1	83				
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	*84	1.9	4.8	85	272	1.5	15.5	67	407	2.0	23.1	91				
NBA PLAYOFF GAME -1	C 1136	**81	1.8	7.1	127	321	1.7	28.3	123	259	1.3	22.8	90				
NBC MAJOR LEAGUE PRE-GAME	N 953	**56	1.2	5.9	105	*156	0.8	16.4	71	*134	0.7	14.1	56				
SPORTSWORLD - SUN	N 1233	**75	1.7	6.1	109	284	1.5	23.0	100	291	1.4	23.6	93				
SUNDAY MORNING	C 1611	*100	2.2	6.2	111	373	2.0	23.2	101	368	1.8	22.8	90				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEKEMERS)

		KELLOGG'S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
		TOTAL				KELLOGG'S PRODUCT 19				KELLOGG'S RAISIN BRAN				RICE KRISPIES				A				B				C				D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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	TOTAL U.S. '000	KELLOGG'S SPECIAL K				KELLOGG'S SUGAR CORN POPS				KELLOGG'S SUGAR SMACKS				KELLOGG'S 40% BRAN FLAKES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAkers	80986	10526	100.0	13.0	100	5066	100.0	6.3	100	6076	100.0	7.5	100	6448	100.0	8.0	100
18 - 24	9282	824	7.8	8.9	68	926	18.3	10.0	159	922	15.2	9.9	132	*446	6.9	4.8	60
25 - 34	19072	2321	22.1	12.2	94	1545	30.5	8.1	130	1951	32.1	10.2	136	1331	20.6	7.0	88
35 - 44	14591	1714	16.3	11.7	90	1064	21.0	7.3	117	1511	24.9	10.4	138	915	14.2	6.3	79
45 - 54	11345	1484	14.1	13.1	101	747	14.7	6.6	105	898	14.8	7.9	106	977	15.2	8.6	108
55 - 64	11635	1895	18.0	16.3	125	*413	8.2	3.5	57	*387	6.4	3.3	44	1283	19.9	11.0	138
65 OR OLDER	15061	2290	21.8	15.2	117	*372	7.3	2.5	39	*407	6.7	2.7	36	1497	23.2	9.9	125
18 - 34	28354	3144	29.9	11.1	85	2471	48.8	8.7	139	2873	47.3	10.1	135	1777	27.6	6.3	79
18 - 49	48339	5567	52.9	11.5	89	4014	79.2	8.3	133	4921	81.0	10.2	136	3104	48.1	6.4	81
25 - 54	45008	5518	52.4	12.3	94	3356	66.2	7.5	119	4360	71.8	9.7	129	3223	50.0	7.2	90
35 - 49	19985	2423	23.0	12.1	93	1543	30.5	7.7	123	2048	33.7	10.2	137	1327	20.6	6.6	83
50 OR OLDER	32647	4959	47.1	15.2	117	1053	20.8	3.2	52	1155	19.0	3.5	47	3344	51.9	10.2	129
GRADUATED COLLEGE	11155	1497	14.2	13.4	103	*396	7.8	3.5	57	*394	6.5	3.5	47	922	14.3	8.3	104
ATTENDED COLLEGE	13682	1769	16.8	12.9	99	651	12.9	4.8	76	845	13.9	6.2	82	1270	19.7	9.3	117
GRADUATED HIGH SCHOOL	33880	4528	43.0	13.4	103	2636	52.0	7.8	124	3087	50.8	9.1	121	2688	41.7	7.9	100
DID NOT GRADUATE HIGH SCHOOL	22270	2731	25.9	12.3	94	1383	27.3	6.2	99	1749	28.8	7.9	105	1568	24.3	7.0	88
EMPLOYED	40306	5011	47.6	12.4	96	2621	51.7	6.5	104	3226	53.1	8.0	107	2829	43.9	7.0	88
EMPLOYED FULL-TIME	32850	4142	39.4	12.6	97	2158	42.6	6.6	105	2571	42.3	7.8	104	2283	35.4	6.9	87
EMPLOYED PART-TIME	7456	869	8.3	11.7	90	*463	9.1	6.2	99	655	10.8	8.8	117	545	8.5	7.3	92
NOT EMPLOYED	40680	5515	52.4	13.6	104	2446	48.3	6.0	96	2850	46.9	7.0	93	3620	56.1	8.9	112
PROFESSIONAL/MANAGER	10392	1156	11.0	11.1	86	*399	7.9	3.8	61	*589	9.7	5.7	76	*748	11.6	7.2	90
TECH/CLERICAL/SALES	17574	2132	20.3	12.1	93	1094	21.6	6.2	100	1359	22.4	7.7	103	1186	18.4	6.7	85
PRECISION/CRAFT	985	**123	1.2	12.5	96	*336	0.7	3.7	58	**82	1.3	8.3	111	**126	2.0	12.8	161
OTHER EMPLOYED	11354	1599	15.2	14.1	108	1091	21.5	9.6	154	1196	19.7	10.5	140	769	11.9	6.8	85
SINGLE	9863	953	9.1	9.7	74	673	13.3	6.8	109	913	15.0	9.3	123	570	8.8	5.8	73
MARRIED	51375	6975	66.3	13.6	104	3276	64.7	6.4	102	3952	65.0	7.7	103	4330	67.2	8.4	106
DIVORCED/SEPARATED/WIDOWED	19748	2598	24.7	13.2	101	1117	22.0	5.7	90	1211	19.9	6.1	82	1548	24.0	7.8	98
PARENTS	32590	4029	38.3	12.4	95	3317	65.5	10.2	163	4222	69.5	13.0	173	2093	32.5	6.4	81
WHITE	70416	9449	89.8	13.4	103	3992	78.8	5.7	91	4829	79.5	6.9	91	6060	94.0	8.6	108
BLACK	8778	896	8.5	10.2	79	1009	19.9	11.5	184	1100	18.1	12.5	167	*361	5.6	4.1	52
OTHER	1791	**181	1.7	10.1	78	**66	1.3	3.7	59	**147	2.4	8.2	109	**27	0.4	1.5	19
NORTHEAST-CENSUS	17786	2979	28.3	16.7	129	900	17.8	5.1	81	1241	20.4	7.0	93	1155	17.9	6.5	82
NORTH CENTRAL	20741	2720	25.8	13.1	101	1447	28.6	7.0	112	1629	26.8	7.9	105	1976	30.6	9.5	120
SOUTH	27775	3416	32.5	12.3	95	1919	37.9	6.9	110	2314	38.1	8.3	111	1845	28.6	6.6	83
WEST	14683	1412	13.4	9.6	74	801	15.8	5.5	87	892	14.7	6.1	81	1471	22.8	10.0	126
NORTHEAST-MKTG.	17961	2824	26.8	15.7	121	832	16.4	4.6	74	1123	18.5	6.3	83	1093	17.0	6.1	76
EAST CENTRAL	11885	1724	16.4	14.5	112	828	16.3	7.0	111	883	14.5	7.4	99	1203	18.7	10.1	127
WEST CENTRAL	14090	1702	16.2	12.1	93	960	18.9	6.8	109	1122	18.5	8.0	106	1246	19.3	8.8	111
SOUTH	24081	3052	29.0	12.7	98	1802	35.6	7.5	120	2185	36.0	9.1	121	1560	24.2	6.5	81
PACIFIC	12969	1225	11.6	9.4	73	644	12.7	5.0	79	763	12.6	5.9	78	1346	20.9	10.4	130
COUNTY SIZE A	32439	3873	36.8	11.9	92	1692	33.4	5.2	83	2059	33.9	6.3	85	2201	34.1	6.8	85
COUNTY SIZE B	24915	3622	34.4	14.5	112	1603	31.6	6.4	103	1973	32.5	7.9	106	2113	32.8	8.5	107
COUNTY SIZE C	12930	1615	15.3	12.5	96	969	19.1	7.5	120	1166	19.2	9.0	120	1164	18.1	9.0	113
COUNTY SIZE D	10703	1416	13.5	13.2	102	802	15.8	7.5	120	877	14.4	8.2	109	970	15.0	9.1	114
METRO CENTRAL CITY	24518	2833	26.9	11.6	89	1498	29.6	6.1	98	2039	33.6	8.3	111	1720	26.7	7.0	88
METRO SUBURBAN	35919	5227	49.7	14.6	112	2068	40.8	5.8	92	2357	38.8	6.6	87	2764	42.9	7.7	97
NON METRO	20549	2467	23.4	12.0	92	1500	29.6	7.3	117	1679	27.6	8.2	109	1965	30.5	9.6	120
TOP 5 ADI'S	18341	2178	20.7	11.9	91	884	17.4	4.8	77	1075	17.7	5.9	78	1190	18.5	6.5	81
TOP 10 ADI'S	25378	2960	28.1	11.7	90	1182	23.3	4.7	74	1488	24.5	5.9	78	1626	25.2	6.4	80
TOP 20 ADI'S	36488	4398	41.8	12.1	93	1786	35.3	4.9	78	2211	36.4	6.1	81	2670	41.4	7.3	92
HSGLD INC. \$50,000 OR MORE	6612	969	9.2	14.7	113	**291	5.7	4.4	70	*381	6.3	5.8	77	*594	9.2	9.0	113
\$40,000 OR MORE	12659	1769	16.8	14.0	108	*609	12.0	4.8	77	772	12.7	6.1	81	1101	17.1	8.7	109
\$30,000 OR MORE	24698	3258	31.0	13.2	101	1491	29.4	6.0	97	1683	27.7	6.8	91	2264	35.1	9.2	115
\$25,000 OR MORE	32077	4338	41.2	13.5	104	1897	37.4	5.9	95	2282	37.6	7.1	95	2863	44.4	8.9	112
\$20,000 - \$24,999	9144	908	8.6	9.9	76	*574	11.3	6.3	100	688	11.3	7.5	100	682	10.6	7.5	94
\$15,000 - \$19,999	8728	1121	10.6	12.8	99	*365	7.2	4.2	67	518	8.5	5.9	79	621	9.6	7.1	89
\$10,000 - \$14,999	12562	1818	17.3	14.5	111	975	19.2	7.8	124	806	13.3	6.4	86	984	15.3	7.8	98
UNDER \$10,000	18475	2341	22.2	12.7	97	1255	24.8	6.8	109	1782	29.3	9.6	129	1299	20.1	7.0	88
HOUSEHOLD OF 1 PERSON	11987	1357	12.9	11.3	87	*273	5.4	2.3	36	409	6.7	3.4	45	933	14.5	7.8	98
2 PEOPLE	26577	3578	34.0	13.5	104	959	18.9	3.6	58	930	15.3	3.5	47	2291	35.5	8.6	108
3 OR 4 PEOPLE	30617	3979	37.8	13.0	100	2455	48.5	8.0	128	3018	49.7	9.9	131	2332	36.2	7.6	96
5 OR MORE PEOPLE	11804	1611	15.3	13.6	105	1378	27.2	11.7	187	1718	28.3	14.6	194	893	13.8	7.6	95
NO CHILD IN HSHLD	46165	6304	59.9	13.7	105	1506	29.7	3.3	52	1555	25.6	3.4	45	4113	63.8	8.9	112
CHILD(REN) UNDER 2 YRS	5325	734	7.0	13.8	106	*489	9.7	9.2	147	670	11.0	12.6	168	*350	5.4	6.6	83
2 - 5 YEARS	14221	1795	17.1	12.6	97	1535	30.3	10.8	173	1915	31.5	13.5	179	949	14.7	6.7	84
6 - 11 YEARS	15117	1868	17.7	12.4	95	1671	33.0	11.1	177	2037	33.5	13.5	180	1042	16.2	6.9	87
12 - 17 YEARS	16611	1929	18.3	11.6	89	1822	36.0	11.0	175	2314	38.1	13.9	186	1061	16.5	6.4	80
RESIDENCE OWNED	55884	8015	76.1	14.3	110	3036	59.9	5.4	87	3547	58.4	6.3	85	5167	80.1	9.2	116
VALUE: \$50,000 OR MORE	31744	4638	44.1	14.6	112	1579	31.2	5.0	80	1609	26.5	5.1	68	3009	46.7	9.5	119
VALUE: UNDER \$50,000	24140	3377	32.1	14.0	108	1457	28.8	6.0	96	1938	31.9	8.0	107	2158	33.5	8.9	112

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

			TOTAL U.S. '000	KELLOGG'S SPECIAL K				KELLOGG'S SUGAR CORN POPS				KELLOGG'S SUGAR SMACKS				KELLOGG'S 40% BRAN FLAKES			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL FEMALE HOMEMAKERS			80986	10526	100.0	13.0	100	5066	100.0	6.3	100	6076	100.0	7.5	100	6448	100.0	8.0	100
MAGAZINES	QUINTILE 1	15799	2557	24.3	16.2	125	1102	21.8	7.0	112	1257	20.7	8.0	106	1517	23.5	9.6	121	
	QUINTILE 2	17259	2349	22.3	13.6	105	1112	22.0	6.4	103	1437	23.7	8.3	111	1466	22.7	8.5	107	
	QUINTILE 3	13545	1670	15.9	12.3	95	901	17.8	6.7	106	925	15.2	6.8	91	1075	16.7	7.9	100	
	QUINTILE 4	15133	2092	19.9	13.8	106	868	17.1	5.7	92	1159	19.1	7.7	102	1066	16.5	7.0	88	
	QUINTILE 5	19250	1857	17.6	9.6	74	1083	21.4	5.6	90	1297	21.3	6.7	90	1325	20.5	6.9	86	
NEWSPAPERS	QUINTILE 1	12413	1856	17.6	15.0	115	538	10.6	4.3	69	685	11.3	5.5	74	1095	17.0	8.8	111	
	QUINTILE 2	24116	3291	31.3	13.6	105	1357	26.8	5.6	90	1765	29.0	7.3	98	1975	30.6	8.2	103	
	QUINTILE 3	11261	1649	15.7	14.6	113	801	15.8	7.1	114	895	14.7	7.9	106	1119	17.4	9.9	122	
	QUINTILE 4	20255	2488	23.6	12.3	95	1501	29.6	7.4	118	1525	25.1	7.5	100	1429	22.2	7.1	89	
	QUINTILE 5	12940	1243	11.8	9.6	74	869	17.2	6.7	107	1206	19.8	9.3	124	831	12.9	6.4	81	
OUTDOOR	QUINTILE 1	14852	1935	18.4	13.0	100	1120	22.1	7.5	121	1210	19.9	8.1	109	1248	19.4	8.4	106	
	QUINTILE 2	15725	2053	19.5	13.1	100	1245	24.6	7.9	127	1594	26.2	10.1	135	992	15.4	6.3	79	
	QUINTILE 3	16330	2162	20.5	13.2	102	993	19.6	6.1	97	1200	19.7	7.3	98	1449	22.5	8.9	111	
	QUINTILE 4	16744	2211	21.0	13.2	102	697	13.8	4.2	67	1075	17.7	6.4	86	1377	21.4	8.2	103	
	QUINTILE 5	17334	2166	20.6	12.5	96	1011	20.0	5.8	93	998	16.4	5.8	77	1382	21.4	8.0	100	
RADIO-DRIVE TIME	QUINTILE 1	15911	2413	22.9	15.2	117	1311	25.9	8.2	132	1450	23.9	9.1	121	1506	23.4	9.5	119	
	QUINTILE 2	14837	1865	17.7	12.6	97	835	16.5	5.6	90	952	15.7	6.4	86	1068	16.6	7.2	90	
	QUINTILE 3	15339	1952	18.5	12.7	98	820	16.2	5.3	85	1265	20.8	8.2	110	1110	17.2	7.2	91	
	QUINTILE 4	16723	2109	20.0	12.6	97	1071	21.1	6.4	102	1298	21.4	7.8	103	1106	17.2	6.6	83	
	QUINTILE 5	18176	2187	20.8	12.0	93	1030	20.3	5.7	91	1110	18.3	6.1	81	1659	25.7	9.1	115	
RADIO-MID- DAY	TERCILE 1	21020	3178	30.2	15.1	116	1400	27.6	6.7	106	1709	28.1	8.1	108	1844	28.6	8.8	110	
	TERCILE 2	21610	2891	27.5	13.4	103	1553	30.7	7.2	115	1706	28.1	7.9	105	1820	28.2	8.4	106	
	TERCILE 3	38355	4458	42.4	11.6	89	2114	41.7	5.5	88	2661	43.8	6.9	92	2784	43.2	7.3	91	
RADIO-TOTAL	QUINTILE 1	15988	2253	21.4	14.1	108	1180	23.3	7.4	118	1413	23.3	8.8	118	1319	20.5	8.2	104	
	QUINTILE 2	15626	2411	22.9	15.4	119	1117	22.0	7.1	114	1282	21.1	8.2	109	1429	22.2	9.1	115	
	QUINTILE 3	16723	2007	19.1	12.0	92	918	18.1	5.5	88	1250	20.6	7.5	100	1217	18.9	7.3	91	
	QUINTILE 4	16342	1929	18.3	11.8	91	1002	19.8	6.1	98	1100	18.1	6.7	90	1122	17.4	6.9	86	
	QUINTILE 5	16306	1927	18.3	11.8	91	849	16.8	5.2	83	1031	17.0	6.3	84	1361	21.1	8.3	105	
TV-PRIME TIME	QUINTILE 1	15953	2366	22.5	14.8	114	921	18.2	5.8	92	1133	18.6	7.1	95	1376	21.3	8.6	108	
	QUINTILE 2	16137	2230	21.2	13.8	106	1194	23.6	7.4	118	1189	19.6	7.4	98	1378	21.4	8.5	107	
	QUINTILE 3	16420	2057	19.5	12.5	96	1139	22.5	6.9	111	1334	22.0	8.1	108	1432	22.2	8.7	110	
	QUINTILE 4	16687	1787	17.0	10.7	82	929	18.3	5.6	89	1327	21.8	8.0	106	1198	18.6	7.2	90	
	QUINTILE 5	15789	2088	19.8	13.2	102	882	17.4	5.6	89	1093	18.0	6.9	92	1064	16.5	6.7	85	
TV-DAYTIME	TERCILE 1	27736	3937	37.4	14.2	109	1935	38.2	7.0	112	2459	40.5	8.9	118	2202	34.2	7.9	100	
	TERCILE 2	26489	3305	31.4	12.5	96	1810	35.7	6.8	109	1957	32.2	7.4	98	1993	30.9	7.5	94	
	TERCILE 3	26761	3285	31.2	12.3	94	1321	26.1	4.9	79	1659	27.3	6.2	83	2254	35.0	8.4	106	
TV-TOTAL	QUINTILE 1	16345	2360	22.4	14.4	111	1166	23.0	7.1	114	1389	22.9	8.5	113	1314	20.4	8.0	101	
	QUINTILE 2	16447	2401	22.8	14.6	112	932	18.4	5.7	91	1232	20.3	7.5	100	1460	22.6	8.9	111	
	QUINTILE 3	15980	1906	18.1	11.9	92	1031	20.4	6.5	103	1216	20.0	7.6	101	1268	19.7	7.9	100	
	QUINTILE 4	15887	2019	19.2	12.7	98	1077	21.3	6.8	108	1185	19.5	7.5	99	1222	19.0	7.7	97	
	QUINTILE 5	16326	1839	17.5	11.3	87	860	17.0	5.3	84	1054	17.3	6.5	86	1184	18.4	7.3	91	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	3154	30.0	15.2	117	1275	25.2	6.2	98	1609	26.5	7.8	103	1895	29.4	9.1	115	
	NEWSPAPER IMPERATIVE	19186	2590	24.6	13.5	104	1549	30.6	8.1	129	1538	25.3	8.0	107	1553	24.1	8.1	102	
		21899	2806	26.7	12.8	99	1074	21.2	4.9	78	1346	22.2	6.1	82	1749	27.1	8.0	100	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	2023	19.2	13.1	101	1096	21.6	7.1	113	1298	21.4	8.4	112	1244	19.3	8.1	101	
	OUTDOOR IMPERATIVE	25953	3881	36.9	15.0	115	1609	31.8	6.2	99	1891	31.1	7.3	97	2507	38.9	9.7	121	
		24400	3003	28.5	12.3	95	1734	34.2	7.1	114	2112	34.8	8.7	115	1650	25.6	6.8	85	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	2590	24.6	14.3	110	1250	24.7	6.9	111	1496	24.6	8.3	110	1817	28.2	10.1	126	
	RADIO IMPERATIVE	23571	3274	31.1	13.9	107	1373	27.1	5.8	93	1679	27.6	7.1	95	1885	29.2	8.0	100	
		23278	3052	29.0	13.1	101	1514	29.9	6.5	104	1831	30.1	7.9	105	1611	25.0	6.9	87	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	2509	23.8	16.2	125	907	17.9	5.9	94	1215	20.0	7.9	105	1290	20.0	8.3	105	
	TELEVISION IMPERATIVE	25829	3183	30.2	12.3	95	1811	35.7	7.0	112	1912	31.5	7.4	99	2266	35.1	8.8	110	
		26039	3167	30.1	12.2	94	1626	32.1	6.2	100	1995	32.8	7.7	102	2043	31.7	7.8	99	
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	2383	22.6	14.4	110	1069	21.1	6.4	103	1282	21.1	7.7	103	1651	25.6	9.9	125	
	OUTDOOR IMPERATIVE	26834	3769	35.8	14.0	108	1226	24.2	4.6	73	1660	27.3	6.2	82	2271	35.2	8.5	106	
		23346	2675	25.4	11.5	88	1904	37.6	8.2	130	2272	37.4	9.7	130	1498	23.2	6.4	81	
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	2493	23.7	14.6	112	1072	21.2	6.3	100	1477	24.3	8.6	115	1476	22.9	8.6	108	
	RADIO IMPERATIVE	25892	3442	32.7	13.3	102	1315	26.0	5.1	81	1486	24.5	5.7	76	2155	33.4	8.3	105	
		23167	3147	29.9	13.6	105	1779	35.1	7.7	123	1996	32.9	8.6	115	1886	29.2	8.1	102	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	2528	24.0	14.7	113	845	16.7	4.9	79	1163	19.1	6.8	90	1375	21.3	8.0	101	
	TELEVISION IMPERATIVE	26214	3375	32.1	12.9	99	1412	27.9	5.4	86	1704	28.0	6.5	87	2305	35.7	8.8	110	
		23412	3030	28.8	12.9	100	1830	36.1	7.8	125	2054	33.8	8.8	117	1894	29.4	8.1	102	
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	2244	21.3	14.7	113	1234	24.4	8.1	129	1607	26.4	10.5	140	1221	18.9	8.0	100	
	RADIO IMPERATIVE	24901	2803	26.6	11.3	87	1712	33.8	6.9										

	TOTAL U.S. '000	KELLOGG'S SPECIAL K				KELLOGG'S SUGAR CORN POPS				KELLOGG'S SUGAR SMACKS				KELLOGG'S 40% BRAN FLAKES			
		A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	10526	100.0	13.0	100	5066	100.0	6.3	100	6076	100.0	7.5	100	6448	100.0	8.0	100
ATLANTIC MONTHLY	415	**92	0.9	22.2	171	**7	0.1	1.7	27	**16	0.3	3.9	51	**23	0.4	5.5	70
BARRON'S	453	**72	0.7	15.9	122	**2	0.0	0.4	7	**18	0.3	4.0	53	**30	0.5	6.6	83
BETTER HOMES & GARDENS	16256	2465	23.4	15.2	117	1196	23.6	7.4	118	1310	21.6	8.1	107	1596	24.8	9.8	123
BON APPETIT	2535	315	3.0	12.4	96	**81	1.6	3.2	51	*136	2.2	5.4	72	*272	4.2	10.7	135
BUSINESS WEEK	1278	*162	1.5	12.7	98	**53	1.0	4.1	66	**78	1.3	6.1	81	**50	0.8	3.9	49
CAR AND DRIVER	378	**42	0.4	11.1	85	**8	0.2	2.1	34	**62	1.0	16.4	219	**21	0.3	5.6	70
CBS MAGAZINE NETWORK (GROSS)	1498	*293	2.8	19.6	150	**100	2.0	6.7	107	*173	2.8	11.5	154	**90	1.4	6.0	75
CHANGING TIMES	1505	*163	1.5	10.8	83	**40	0.8	2.7	42	**84	1.4	5.6	74	*181	2.8	12.0	151
COLONIAL HOMES	1231	*245	2.3	19.9	153	**62	1.2	5.0	81	**84	1.4	6.8	91	*135	2.1	11.0	138
CONDE NAST MAG. PKG. (GROSS)	14146	1897	18.0	13.4	103	933	18.4	6.6	105	1385	22.8	9.8	130	1041	16.1	7.4	92
CONSUMERS DIGEST	1323	*273	2.6	20.6	159	**56	1.1	4.2	68	**91	1.5	6.9	92	**88	1.4	6.7	84
COSMOPOLITAN	7102	961	9.1	13.5	104	486	9.6	6.8	109	625	10.3	8.8	117	613	9.5	8.6	108
COUNTRY LIVING	2481	*378	3.6	15.2	117	**159	3.1	6.4	102	*208	3.4	8.4	112	302	4.7	12.2	153
CUISINE	1472	*224	2.1	15.2	117	**33	0.7	2.2	36	**93	1.5	6.3	84	*159	2.5	10.8	136
CYCLE WORLD	425	**83	0.8	19.5	150	**41	0.8	9.6	154	**99	1.6	23.3	310	**37	0.6	8.7	109
DCI:CREATIVE IDEAS FOR LIV	2510	342	3.2	13.6	105	*267	5.3	10.6	170	*234	3.9	9.3	124	*260	4.0	10.4	130
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1036	9.8	15.5	119	479	9.5	7.2	114	447	7.4	6.7	89	657	10.2	9.8	123
DISCOVER	894	**104	1.0	11.6	90	**73	1.4	8.2	131	**124	2.0	13.9	185	**111	1.7	12.4	156
EBONY	3507	441	4.2	12.6	97	383	7.6	10.9	175	509	8.4	14.5	193	*147	2.3	4.2	53
ESQUIRE	1083	*125	1.2	11.5	89	*158	3.1	14.6	233	*217	3.6	20.0	267	**95	1.5	8.8	110
ESSENCE	1830	*189	1.8	10.3	79	232	4.6	12.7	203	278	4.6	15.2	202	**74	1.1	4.0	51
FAMILY CIRCLE	15930	2338	22.2	14.7	113	1004	19.8	6.3	101	1139	18.7	7.2	95	1447	22.4	9.1	114
THE FAMILY HANDYMAN	1126	*177	1.7	15.7	121	**80	1.6	7.1	114	**112	1.8	9.9	133	*131	2.0	11.6	146
FAMILY WEEKLY	11468	1604	15.2	14.0	108	802	15.8	7.0	112	1050	17.3	9.2	122	1219	18.9	10.6	134
FIELD & STREAM	2234	*274	2.6	12.3	94	*152	3.0	6.8	109	*274	4.5	12.3	163	*183	2.8	8.2	103
FOOD & WINE	579	**82	0.8	14.2	109	**27	0.5	4.7	75	**97	1.6	16.8	223	**57	0.9	9.8	124
FORBES	728	**103	1.0	14.1	109	**15	0.3	2.1	33	**49	0.8	6.7	90	**54	0.8	7.4	93
FORTUNE	906	**83	0.8	9.2	70	**47	0.9	5.2	83	**73	1.2	8.1	107	**70	1.1	7.7	97
GLAMOUR	5265	*73	0.7	9.2	71	*71	1.4	9.0	143	**88	1.4	11.1	148	**22	0.3	2.8	35
GLAMOUR	5265	695	6.6	13.2	102	316	6.2	6.0	96	497	8.2	9.4	126	392	6.1	7.4	94
GOLF DIGEST	636	**67	0.6	10.5	81	**46	0.9	7.2	116	**18	0.3	2.8	38	**48	0.7	7.5	95
GOLF DIGEST/TENNIS (GROSS)	1186	*176	1.7	14.8	114	**94	1.9	7.9	127	**72	1.2	6.1	81	**63	1.0	5.3	67
GOLF MAGAZINE	441	**63	0.6	14.3	110	**17	0.3	3.9	62	*114	0.2	3.2	42	**11	0.2	2.5	31
GOLF MAGAZINE/SKI (GROSS)	922	*146	1.4	15.8	122	**82	1.6	8.9	142	**98	1.6	10.6	142	**52	0.8	5.6	71
GOOD HOUSEKEEPING	16487	2523	24.0	15.3	118	1089	21.5	6.6	106	1222	20.1	7.4	99	1490	23.1	9.0	114
HARPER'S BAZAAR	2423	270	2.6	11.1	86	*205	4.0	8.5	135	*254	4.2	10.5	140	*188	2.9	7.8	97
HEALTH	1994	300	2.9	15.0	116	**121	2.4	6.1	97	*152	2.5	7.6	102	*192	3.0	9.6	121
HEARST MAG CORP. BUY (GROSS)	44101	6653	53.2	15.1	116	3072	60.6	7.0	111	3610	59.4	8.2	109	4082	63.3	9.3	116
HEARST MAN POWER (GROSS)	1993	315	3.0	15.8	122	*192	3.8	9.6	154	*134	2.2	6.7	90	*189	2.9	9.5	119
HEARST WOMAN POWER (GROSS)	31274	4682	44.5	15.0	115	2178	43.0	7.0	111	2571	42.3	8.2	110	2871	44.5	9.2	115
HOUSE BEAUTIFUL	3623	622	5.9	17.2	132	*231	4.6	6.4	102	*280	4.6	7.7	103	327	5.1	9.0	113
INC.	583	**22	0.2	7.8	60	**14	0.3	4.9	79	**40	0.7	14.1	188	**6	0.1	2.1	27
JET	2928	300	2.9	10.2	79	405	8.0	13.8	221	468	7.7	16.0	213	*95	1.5	3.2	41
LADIES' HOME JOURNAL	11918	1944	18.5	16.3	125	729	14.4	6.1	98	956	15.7	8.0	107	1117	17.3	9.4	118
LHJ FAMILY GRP COMBO(GROSS)	16764	2753	26.2	16.4	126	1017	20.1	6.1	97	1323	21.8	7.9	105	1596	24.8	9.5	120
LIFE	4254	713	6.8	16.8	129	334	6.6	7.9	126	377	6.2	8.9	118	318	4.9	7.5	94
L.A. TIMES HOME MAGAZINE	1145	**71	0.7	6.2	48	**47	0.9	4.1	66	**51	0.8	4.5	59	**89	1.4	7.8	98
MADEMOISELLE	2884	441	4.2	15.3	118	*217	4.3	7.5	120	284	4.7	9.8	131	*232	3.6	8.0	101
MC CALL'S	13460	1981	18.8	14.7	113	1005	19.8	7.5	119	1059	17.4	7.9	105	1410	21.9	10.5	132
MC CALL'S/WRK MOTHER (GROSS)	14606	2163	20.5	14.8	114	1122	22.1	7.7	123	1233	20.3	8.4	113	1483	23.0	10.2	128
MECHANIX ILLUSTRATED	772	**167	1.6	21.6	166	**74	1.5	9.6	153	**46	0.8	6.0	79	**114	1.8	14.8	185
METROPOLITAN HOME	967	**164	1.6	17.0	130	**43	0.8	4.4	71	**76	1.3	7.9	105	**81	1.3	8.4	105
MONEY	1588	*180	1.7	11.3	87	**67	1.3	4.2	67	**77	1.3	4.8	65	*157	2.4	9.9	124
MOTHER EARTH NEWS	1002	**112	1.1	11.2	86	**115	2.3	11.5	183	**75	1.2	7.5	100	**56	0.9	5.6	70
MS.	825	*116	1.1	14.1	108	**71	1.4	8.6	138	**76	1.3	9.2	123	**47	0.7	5.7	72
NATIONAL ENQUIRER	10336	1458	13.9	14.1	109	748	14.8	7.2	116	1143	18.8	11.1	147	916	14.2	8.9	111
NATIONAL GEOGRAPHIC	9597	1378	13.1	14.4	110	363	7.2	3.8	60	439	7.2	4.6	61	960	14.9	10.0	126
NATIONAL SUNDAY MAGAZINE PKG	49558	6843	65.0	13.8	106	2889	57.0	5.8	93	3519	57.9	7.1	95	4212	65.3	8.5	107
NATURAL HISTORY	573	*37	0.4	6.5	50	*116	0.3	2.8	45	*224	0.4	4.2	56	*34	0.5	5.9	75
NEW WOMAN	1699	*169	1.6	9.9	77	*108	2.1	6.4	102	*200	3.3	11.8	157	*138	2.1	8.1	102
NEW YORK INCLUDING CUE	443	**60	0.6	13.5	104	**40	0.8	9.0	144	**50	0.8	11.3	150	**30	0.5	6.8	85
THE NEW YORKER	1270	*124	1.2	9.8	75	*37	0.7	2.9	47	*84	1.4	6.6	88	*105	1.6	8.3	104
NEWSWEEK	6277	816	7.8	13.0	100	366	7.2	5.8	93	*58	7.5	7.3	97	*22	9.6	9.9	124
THE N.Y. TIMES DAILY EDITION	1205	*207	2.0	17.2	132	*26	0.5	2.2	34	*46	0.8	3.8	51	*77	1.2	6.4	80
THE N.Y. TIMES MAGAZINE	2081	*33	3.1	15.5	119	*38	0.8	1.8	29	*54	0.9	2.6	35	*164	2.5	7.9	99
OMNI	788	**107	1.0	13.6	104	**62	1.2	7.9	126	**77	1.3	9.8	130	**78	1.2	9.9	124
ON CABLE	1158	**131	1.2	11.3	87	**72	1.4	6.2	99	*145	2.4	12.5	167	**27	0.4	2.3	29
1001 HOME IDEAS	2852	510	4.8	17.9	138	*166	3.3	5.8	93	*215	3.5	7.5	100	*85	4.5	10.1	127
ORGANIC GARDENING	1658	268	2.5	16.2	124	*90	1.8	5.4	87	*95	1.6	5.7	76	*202	3.1	12.2	153
OUTDOOR LIFE	896	**115	1.1	12.8	99	*93	1.8	10.4	166	*159	2.6	17.7	237	*87	1.3	9.7	122
PARADE MAGAZINE	24275	*353	32.1	13.9	107	1265	25.0	5.2	83	1527	25.1	6.3	84	1996	31.0	8.2	103

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	KELLOGG'S SPECIAL K				KELLOGG'S SUGAR CORN POPS				KELLOGG'S SUGAR SMACKS				KELLOGG'S 40% BRAN FLAKES			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	10526	100.0	13.0	100	5066	100.0	6.3	100	6076	100.0	7.5	100	6448	100.0	8.0	100
PARENTS	3845	594	5.6	15.4	119	339	6.7	8.8	141	496	8.2	12.9	172	*212	3.3	5.5	69
PENTHOUSE	831	**106	1.0	12.8	98	**107	2.1	12.9	206	*143	2.4	17.2	229	**27	0.4	3.2	41
PEOPLE	11645	1550	14.7	13.3	102	790	15.6	6.8	108	874	14.4	7.5	100	926	14.4	8.0	100
PLAYBOY	2006	*198	1.9	9.9	76	*175	3.5	8.7	139	204	3.4	10.2	136	*105	1.6	5.2	66
POPULAR HOT RODDING	297	**27	0.3	9.1	70	**30	0.6	10.1	161	**76	1.3	25.6	341	**12	0.2	4.0	51
POPULAR MECHANICS	1018	*193	1.8	19.0	146	**95	1.9	9.3	149	**44	0.7	4.3	58	**98	1.5	9.6	121
POPULAR SCIENCE	878	**99	0.9	11.3	87	**40	0.8	4.6	73	**36	0.6	4.1	55	**60	0.9	6.8	86
PREVENTION	3913	551	5.2	14.1	108	*196	3.9	5.0	80	*200	3.3	5.1	68	537	8.3	13.7	172
PSYCHOLOGY TODAY	1710	*247	2.3	14.4	111	**92	1.8	5.4	86	*116	1.9	6.8	90	*99	1.5	5.8	73
READER'S DIGEST	22204	3316	31.5	14.9	115	1265	25.0	5.7	91	1655	27.2	7.5	99	2221	34.4	10.0	126
REDBOOK	7684	1198	11.4	15.6	120	603	11.9	7.8	125	724	11.9	9.4	126	767	11.9	10.0	125
ROAD & TRACK	410	**38	0.4	9.3	71	**18	0.4	4.4	70	**12	0.2	2.9	39	**38	0.6	9.3	116
ROLLING STONE	969	*133	1.3	13.7	106	*132	2.6	13.6	218	*149	2.5	15.4	205	**61	0.9	6.3	79
RUNNER'S WORLD	298	**40	0.4	13.4	103	**27	0.5	9.1	145	*31	0.5	10.4	139	**15	0.2	5.0	63
SATURDAY EVENING POST	1169	*192	1.8	16.4	126	**76	1.5	6.5	104	**105	1.7	9.0	120	*127	2.0	10.9	136
SCIENCE 84	587	**84	0.8	14.3	110	**86	1.7	14.7	234	**83	1.4	14.1	188	**72	1.1	12.3	154
SCIENCE DIGEST	482	**65	0.6	13.5	104	**46	0.9	9.5	153	**46	0.8	9.5	127	**50	0.8	10.4	130
SCIENTIFIC AMERICAN	594	**68	0.6	11.4	88	**21	0.4	3.5	57	**28	0.5	4.7	63	**76	1.2	12.8	161
SELF	2089	**66	2.5	12.8	99	*146	2.9	7.0	112	*216	3.6	10.3	138	*176	2.7	8.4	106
SEVENTEEN	2411	284	2.7	11.8	91	*228	4.5	9.5	151	232	3.8	9.6	128	*193	3.0	8.0	101
SKI	480	**83	0.8	17.3	133	**64	1.3	13.3	213	**84	1.4	17.5	233	**42	0.7	8.8	110
SMITHSONIAN	2760	475	4.5	17.2	132	*152	3.0	5.5	88	*126	2.1	4.6	61	255	4.0	9.2	116
SOAP OPERA DIGEST	3013	393	3.7	13.0	100	341	6.7	11.3	181	560	9.2	18.6	248	*180	2.8	6.0	75
SOUTHERN LIVING	4184	694	6.6	16.6	128	*212	4.2	5.1	81	*213	3.5	5.1	68	397	6.2	9.5	119
SOUTH	559	**103	1.0	18.4	142	**37	0.7	6.6	106	**64	1.1	11.4	153	**90	1.4	16.1	202
THE SPORTING NEWS	436	**44	0.4	10.1	78	**53	1.0	12.2	194	**89	1.5	20.4	272	**52	0.8	11.9	150
SPORTS AFIELD	493	**58	0.6	11.8	91	**52	1.0	10.5	169	**44	0.7	8.9	119	**41	0.6	8.3	104
SPORTS ILLUSTRATED	2758	372	3.5	13.5	104	*157	3.1	5.7	91	324	5.3	11.7	157	*178	2.8	6.5	81
STAR	7456	1296	12.3	17.4	134	556	11.0	7.5	119	895	14.7	12.0	160	572	8.9	7.7	96
SUNDAY	24936	3319	31.5	13.3	102	1374	27.1	5.5	88	1579	26.0	6.3	84	2154	33.4	8.6	108
SUNSET	2124	362	3.4	17.0	131	**52	1.0	2.4	39	**79	1.3	3.7	50	**208	3.2	9.8	123
TV GUIDE	21661	2968	28.2	13.7	105	1636	32.3	7.6	121	2061	33.9	9.5	127	1763	27.3	8.1	102
TENNIS	550	**109	1.0	19.8	152	**49	1.0	8.9	142	**54	0.9	9.8	131	**15	0.2	2.7	34
TIME	8880	1267	12.0	14.3	110	515	10.2	5.8	93	537	8.8	6.0	81	764	11.8	8.6	108
TOWN & COUNTRY	917	*114	1.1	12.4	96	**31	0.6	3.4	54	**66	1.1	7.2	96	**59	0.9	6.4	81
TRAVEL & LEISURE	972	*217	2.1	22.3	172	**71	1.4	7.3	117	**58	1.0	6.0	80	**61	0.9	6.3	79
TRUE STORY	3356	427	4.1	12.7	98	484	9.6	14.4	231	525	8.6	15.6	209	*240	3.7	7.2	90
U.S. NEWS & WORLD REPORT	3410	488	4.6	14.3	110	*152	3.0	4.5	71	*194	3.2	5.7	76	336	5.2	9.9	124
USA TODAY	1759	276	2.6	15.7	121	**74	1.5	4.2	67	**131	2.2	7.4	99	*174	2.7	9.9	124
US	1873	354	3.4	18.9	145	*158	3.1	8.4	135	*244	4.0	13.0	174	**189	2.9	10.1	127
VOGUE	3909	493	4.7	12.6	97	254	5.0	6.5	104	389	6.4	10.0	133	*242	3.8	6.2	78
WALL STREET JOURNAL	1886	*187	1.8	9.9	76	**33	0.7	1.7	28	**74	1.2	3.9	52	**154	2.4	8.2	103
WEIGHT WATCHERS	2120	352	3.3	16.6	128	*225	4.4	10.6	170	*169	2.8	8.0	106	*218	3.4	10.3	129
WOMAN'S DAY	14172	2182	20.7	15.4	118	1030	20.3	7.3	116	1066	17.5	7.5	100	1238	19.2	8.7	110
WORKING MOTHER	1146	*183	1.7	16.0	123	**117	2.3	10.2	163	*174	2.9	15.2	202	**73	1.1	6.4	80
WORKING WOMAN	1322	*167	1.6	12.6	97	*150	3.0	11.3	181	*156	2.6	11.8	157	**105	1.6	7.9	100
WORLD TENNIS	*163	**41	0.4	25.2	194	**18	0.4	11.0	177	**15	0.2	9.2	123	**4	0.1	2.5	31
ZIFF-DAVIS MAG NETWK (GROSS)	2532	335	3.2	13.2	102	*281	5.5	11.1	177	301	5.0	11.9	158	*146	2.3	5.8	72
BLAIR INSERTS	43657	5916	56.2	13.6	104	2391	47.2	5.5	88	2787	55.9	6.4	85	3497	54.2	8.0	101
DAILY NEWSPAPERS																	
READ ANY	51633	7212	68.5	14.0	107	3009	59.4	5.8	93	3703	60.9	7.2	96	4454	69.1	8.6	108
READ ONE	43463	5976	56.8	13.7	106	2652	52.3	6.1	98	3290	54.1	7.6	101	3637	56.4	8.4	105
READ TWO OR MORE	8170	1236	11.7	15.1	116	357	7.0	4.4	70	413	6.8	5.1	67	817	12.7	10.0	126
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7186	68.3	13.6	105	3066	60.5	5.8	93	3665	60.3	7.0	93	4339	67.3	8.2	103
READ ONE	46126	6218	59.1	13.5	104	2799	55.3	6.1	97	3329	54.8	7.2	96	3733	57.9	8.1	102
READ TWO OR MORE	6552	968	9.2	14.8	114	267	5.3	4.1	65	337	5.5	5.1	69	606	9.4	9.2	116
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.12				32.87				29.45				26.25			
30 DAY REACH	71455	9261	88.0	13.0	100	4402	86.9	6.2	98	5612	92.4	7.9	105	5757	89.3	8.1	101
50 SHWG - 30 DAY AV FREQ	14.56	14.09				16.98				15.33				13.88			
30 DAY REACH	67742	8913	84.7	13.2	101	4280	84.5	6.3	101	5396	88.8	8.0	106	5456	84.6	8.1	101
25 SHWG - 30 DAY AV FREQ	7.94	7.76				9.23				8.35				7.73			
30 DAY REACH	62117	8102	77.0	13.0	100	3911	77.2	6.3	101	4945	81.4	8.0	106	4891	75.9	7.9	99
CABLE TV: HOME WIRED	32077	4308	40.9	13.4	103	2039	40.2	6.4	102	2665	43.9	8.3	111	2616	40.6	8.2	102
HOME NOT WIRED	48909	6218	59.1	12.7	98	3027	59.8	6.2	99	3410	56.1	7.0	93	3832	59.4	7.8	98
HAVE PAY CABLE	15935	2126	20.2	13.3	103	1164	23.0	7.3	117	1536	25.3	9.6	128	1179	18.3	7.4	93

	TOTAL U.S. '000	KELLOGG'S SPECIAL K				KELLOGG'S SUGAR CORN POPS				KELLOGG'S SUGAR SMACKS				KELLOGG'S 40% BRAN FLAKES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDEX	'000	%	ACROSS	INDEX	'000	%	ACROSS	INDEX	'000	%	ACROSS	INDEX
TOTAL FEMALE HOMEMAKERS	80986	10526	100.0	13.0	100	5066	100.0	6.3	100	6076	100.0	7.5	100	6448	100.0	8.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5881	55.9	13.4	103	2878	56.8	6.6	105	3353	55.2	7.6	102	3457	53.6	7.9	99
10:00 AM - 3:00 PM	30659	4424	42.0	14.4	111	2074	40.9	6.8	108	2498	41.1	8.1	109	2681	41.6	8.7	110
3:00 PM - 7:00 PM	31045	4201	39.9	13.5	104	2174	42.9	7.0	112	2652	43.6	8.5	114	2418	37.5	7.8	98
7:00 PM - MIDNIGHT	15767	2177	20.7	13.8	106	1100	21.7	7.0	112	1339	22.0	8.5	113	1215	18.8	7.7	97
MIDNIGHT - 6:00 AM	9120	1232	11.7	13.5	104	531	10.5	5.8	93	848	14.0	9.3	124	763	11.8	8.4	105
6:00 AM - MIDNIGHT	58527	7747	73.6	13.2	102	3850	76.0	6.6	105	4655	76.6	8.0	106	4607	71.4	7.9	99
ENTIRE DAY	59311	7890	75.0	13.3	102	3874	76.5	6.5	104	4663	77.1	7.9	105	4669	72.4	7.9	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2332	22.2	14.4	111	1114	22.0	6.9	110	1312	21.6	8.1	108	1473	22.8	9.1	114
ALL NEWS	2256	296	2.8	13.1	101	**93	1.8	4.1	66	**127	2.1	5.6	75	*168	2.6	7.4	94
AOR/PROGRESSIVE	3874	506	4.8	13.1	100	294	5.8	7.6	121	421	6.9	10.9	145	*200	3.1	5.2	65
BEAUTIFUL MUSIC	5660	768	7.3	13.6	104	228	4.5	4.0	64	395	6.5	7.0	93	567	8.8	10.0	126
BLACK	2204	245	2.3	11.1	86	*199	3.9	9.0	144	*237	3.9	10.8	143	*134	2.1	6.1	76
CLASSICAL	1418	*275	2.6	19.4	149	**79	1.6	5.6	89	**117	1.9	8.3	110	**130	2.0	9.2	115
CHR/ROCK	9538	1327	12.6	13.9	107	845	16.7	8.9	142	1015	16.7	10.6	142	614	9.5	6.4	81
COUNTRY	12648	1399	13.3	11.1	85	916	18.1	7.2	116	1001	16.5	7.9	105	918	14.2	7.3	91
GOLDEN OLDIES	1191	*143	1.4	12.0	92	**29	0.6	2.4	39	**56	0.9	4.7	63	**74	1.1	6.2	78
MOR/NOSTALGIA	4757	597	5.7	12.5	97	*234	4.6	4.9	79	262	4.3	5.5	73	329	5.1	6.9	87
NEWS/TALK	3863	577	5.5	14.9	115	**110	2.2	2.8	46	*115	1.9	3.0	40	385	6.0	10.0	125
RELIGIOUS	3084	446	4.2	14.5	111	*214	4.2	6.9	111	*243	4.0	7.9	105	340	5.3	11.0	138
SOFT ROCK	521	**41	0.4	7.9	61	**75	1.5	14.4	230	**86	1.4	16.5	220	**40	0.6	7.7	96
URBAN CONTEMPORARY	1585	*152	1.4	9.6	74	*217	4.3	13.7	219	*237	3.9	15.0	199	**35	0.5	2.2	28
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	439	4.2	13.5	104	399	7.9	12.2	196	472	7.8	14.5	193	289	4.5	8.9	111
ABC DIRECTION	2316	346	3.3	14.9	115	*153	3.0	6.6	106	*133	2.2	5.7	77	*221	3.4	9.5	120
ABC ENTERTAINMENT	4834	650	6.2	13.4	103	382	7.5	7.9	126	*270	4.4	5.6	74	368	5.7	7.6	96
ABC FM	2202	262	2.5	11.9	92	*258	5.1	11.7	187	272	4.5	12.4	165	*126	2.0	5.7	72
ABC INFORMATION	5425	697	6.6	12.8	99	256	5.1	4.7	75	328	5.4	6.0	81	483	7.5	8.9	112
ABC ROCK	1677	*219	2.1	13.1	100	*157	3.1	9.4	150	*262	4.3	15.6	208	**81	1.3	4.8	61
CBS	4430	664	6.3	15.0	115	*162	3.2	3.7	58	*235	3.9	5.3	71	453	7.0	10.2	128
MUTUAL	4992	591	5.6	11.8	91	298	5.9	6.0	95	348	5.7	7.0	93	424	6.6	8.5	107
NBC	4679	726	6.9	15.5	119	259	5.1	5.5	88	305	5.0	6.5	87	479	7.4	10.2	129
RADIO/AD	1994	272	2.6	13.6	105	**127	2.5	6.4	102	*171	2.8	8.6	114	*139	2.2	7.0	88
RKO ONE	2298	281	2.7	12.2	94	*152	3.0	6.6	106	*207	3.4	9.0	120	**72	1.1	3.1	39
RKO TWO	3311	357	3.4	10.8	83	*218	4.3	6.6	105	299	4.9	9.0	120	229	3.6	6.9	87
THE SOURCE	2114	*250	2.4	11.8	91	*175	3.5	8.3	132	*151	2.5	7.1	95	**125	1.9	5.9	74
NON-WIRED : BLAIR	8654	1133	10.8	13.1	101	651	12.9	7.5	120	737	12.1	8.5	114	670	10.4	7.7	97
INTERNET	12025	1714	16.3	14.3	110	852	17.0	7.2	115	1103	18.2	9.2	122	886	13.7	7.4	93
KATZ RADIO GROUP	15359	1951	18.5	12.7	98	902	17.8	5.9	94	1101	18.1	7.2	96	1317	20.4	8.6	108
SUPERNET	10628	1433	13.6	13.5	104	813	16.0	7.6	122	1028	16.9	9.7	129	766	11.9	7.2	91
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1270	12.1	14.7	113	533	10.5	6.2	98	560	10.9	7.6	102	784	12.2	9.1	114
MKDAY 9:00 AM - 1:00 PM	12163	1740	16.5	14.3	110	814	16.1	6.7	107	1017	16.7	8.4	111	920	14.3	7.6	95
MKDAY 1:00 PM - 4:30 PM	16150	2294	21.8	14.2	109	1225	24.2	7.6	121	1441	23.7	8.9	119	1165	18.1	7.2	91
MKDAY 4:30 PM - 7:30 PM	22463	3025	28.7	13.5	104	1335	26.4	5.9	95	1652	27.2	7.4	98	1762	27.3	7.8	99
MKDAY 7:30 PM - 8:00 PM	31795	4217	40.1	13.3	102	1816	35.8	5.7	91	2206	36.3	6.9	98	2564	39.8	8.1	101
MKDAY 11:00 PM - 11:30 PM	23977	3296	31.3	13.7	106	1578	31.1	6.6	105	1885	31.0	7.9	105	2013	31.2	8.4	105
MKDAY 11:30 PM - 1:00 AM	7703	1050	10.0	13.6	105	567	11.2	7.4	118	689	11.3	8.9	119	614	9.5	8.0	100
M-SAT 8-11 PM+SUN 7-11 PM	32800	4576	43.5	13.5	104	2174	42.9	6.4	103	2549	42.0	7.5	101	2850	44.2	8.4	106
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	866	8.2	13.2	102	408	8.1	6.2	100	570	9.4	8.7	116	558	8.7	8.5	107
ANOTHER WORLD	N 4620	632	6.0	13.7	105	298	5.9	6.5	103	274	4.5	5.9	79	266	4.1	5.8	72
AS THE WORLD TURNS	C 5614	909	8.6	16.2	125	497	9.8	8.9	142	572	9.4	10.2	136	436	6.8	7.8	98
CAPITOL	C 3396	618	5.9	18.2	140	332	6.6	9.8	156	397	6.5	11.7	156	161	2.5	4.7	60
CBS MORN. NEWS 1	C 1446	191	1.8	13.2	102	*74	1.5	5.1	82	128	2.1	8.9	118	122	1.9	8.4	106
CBS MORN. NEWS 2	C 1207	164	1.6	13.6	105	*65	1.3	5.4	86	103	1.7	8.5	114	*93	1.4	7.7	97
DAYS OF OUR LIVES	N 5877	880	8.4	15.0	115	325	6.5	5.6	89	365	6.0	6.2	83	454	7.0	7.7	97
FACTS OF LIFE - DAYTIME	N 2290	347	3.3	15.2	117	127	2.5	5.5	89	194	3.2	8.5	113	151	2.3	6.6	83
FAMILY FEUD	A 3023	306	2.9	10.1	78	152	3.0	5.0	80	249	4.1	8.2	110	272	4.2	9.0	113
GENERAL HOSPITAL	A 6097	807	7.7	13.2	102	465	9.2	7.6	122	603	9.9	9.9	132	376	5.8	6.2	77
GOOD MORNING, AMERICA-730	A 3515	507	4.8	14.4	111	192	3.8	5.5	87	214	3.5	6.1	81	310	4.8	8.8	111
GOOD MORNING, AMERICA-830	A 2818	415	3.9	14.7	113	116	2.3	4.1	66	152	2.5	5.4	72	286	4.4	10.1	127
GUIDING LIGHT	C 5339	921	8.7	17.3	133	530	10.5	9.9	159	586	9.6	11.0	146	377	5.8	7.1	89
ONE LIFE TO LIVE	A 4478	521	4.9	11.6	90	294	5.8	6.6	105	461	7.6	10.3	137	291	4.5	6.5	82
PRESS YOUR LUCK	C 2244	311	3.0	13.9	107	141	2.8	6.3	100	274	4.5	12.2	163	160	2.5	7.1	90
PRICE IS RIGHT 1	C 4348	658	6.3	15.1	116	292	5.8	6.7	107	461	7.6	10.6	141	315	4.9	7.2	91
PRICE IS RIGHT 2	C 5014	791	7.5	15.8	121	392	7.7	7.8	125	529	8.7	10.6	141				

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	KELLOGG'S SPECIAL K				KELLOGG'S SUGAR CORN POPS				KELLOGG'S SUGAR SMACKS				KELLOGG'S 40% BRAN FLAKES			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	10526	100.0	13.0	100	5066	100.0	6.3	100	6076	100.0	7.5	100	6448	100.0	8.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3632	34.5	13.9	107	1434	28.3	5.5	88	1636	26.9	6.3	84	2082	32.3	8.0	100
NETWORK AFFILIATES - LATE		20261	2812	26.7	13.9	107	1322	26.1	6.5	104	1515	24.9	7.5	100	1743	27.0	8.6	108
INDEPENDENTS - LATE		2076	284	2.7	13.7	105	91	1.8	4.4	70	112	1.8	5.4	72	219	3.4	10.5	132
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	1570	14.9	15.0	116	795	15.7	7.6	122	986	16.2	9.4	126	756	11.7	7.2	91
ABC MONDAY NIGHT MOVIE		A 6412	906	8.6	14.1	109	397	7.8	6.2	99	488	8.0	7.6	101	526	8.2	8.2	103
ABC SUNDAY NIGHT MOVIE		A 12407	1603	15.2	12.9	99	760	15.0	6.1	98	840	13.8	6.8	90	998	15.5	8.0	101
ABC WORLD NEWS TONIGHT		A 6176	858	8.2	13.9	107	302	6.0	4.9	78	290	4.8	4.7	63	517	8.0	8.4	101
AFTERMASH		C 5863	717	6.8	12.2	94	*305	6.0	5.2	83	467	7.7	8.0	106	533	8.3	9.1	114
ALICE		C 9594	1392	13.2	14.5	112	589	11.6	6.1	98	669	11.0	7.0	93	887	13.8	9.2	116
AMERICAN PARADE		C 6622	833	7.9	12.6	97	318	6.3	4.8	77	384	6.3	5.8	77	565	8.8	8.5	107
BENSON		A 10886	1456	13.8	13.4	103	563	11.1	5.2	83	600	9.9	5.5	73	928	14.4	8.5	107
BLUE THUNDER		A 5036	750	7.1	14.9	115	323	6.4	6.4	103	343	5.6	6.8	91	468	7.3	9.3	117
CAGNEY & LACEY		C 9965	1525	14.5	15.3	118	499	9.8	5.0	80	828	13.6	8.3	111	856	13.3	8.6	108
CBS EVENING NEWS-DEAN		C 3491	546	5.2	15.6	120	*168	3.3	4.8	77	*203	3.3	5.8	78	250	3.9	7.2	90
CBS EVENING NEWS-RATHER		C 7123	983	9.3	13.8	106	380	7.5	5.3	85	512	8.4	7.2	96	565	8.8	7.9	100
CBS SAT. NEWS-SCHIEFFER		C 3621	522	5.0	14.4	111	159	3.1	4.4	70	235	3.9	6.5	87	388	6.0	10.7	135
CBS SATURDAY NIGHT MOVIE		C 5436	801	7.6	14.7	113	352	6.9	6.5	104	414	6.8	7.6	102	490	7.6	9.0	113
CBS WEDNESDAY NIGHT MOVIE		C 6100	708	6.7	11.6	89	401	7.9	6.6	105	496	8.2	8.1	108	475	7.4	7.8	98
CHEERS		N 8889	1117	10.6	12.6	97	534	10.5	6.0	96	642	10.6	7.2	96	836	13.0	9.4	118
DALLAS		C 22109	3004	28.5	13.6	105	1563	30.9	7.1	113	1645	27.1	7.4	99	1877	29.1	8.5	107
DIFF'RENT STROKES		N 6940	854	8.1	12.3	95	422	8.3	6.1	97	540	8.9	7.8	104	539	8.4	7.8	98
DOUBLE TROUBLE		N 7223	870	8.3	12.0	93	501	9.9	6.9	111	589	9.7	8.2	109	580	9.0	8.0	101
DUCK FACTORY		N 5595	697	6.6	12.5	96	411	8.1	7.3	117	427	7.0	7.6	102	507	7.9	9.1	114
DUKES OF HAZZARD		C 5768	771	7.3	13.4	103	493	9.7	8.5	137	597	9.8	10.4	138	420	6.5	7.3	91
DYNASTY		A 20053	2662	25.3	13.3	102	1320	26.1	6.6	105	1369	22.5	6.8	91	1575	24.4	7.9	99
FACTS OF LIFE		N 8087	1011	9.6	12.5	96	608	12.0	7.5	120	821	13.5	10.2	135	784	12.2	9.7	122
FALCON CREST		C 20046	2663	25.3	13.3	102	1402	27.7	7.0	112	1521	25.0	7.6	101	1602	24.8	8.0	100
FALL GUY		A 9084	1363	12.9	15.0	115	627	12.4	6.9	110	732	12.0	8.1	107	823	12.8	9.1	114
FAMILY TIES		N 7964	1082	10.3	13.6	105	513	10.1	6.4	103	524	8.6	6.6	88	594	9.2	7.5	94
FANTASY ISLAND		A 7687	933	8.9	12.1	93	424	8.4	5.5	88	537	8.8	7.0	93	653	10.1	8.5	107
FOULUPS,BLEEPS & BLUNDERS		A 8861	1021	9.7	11.5	89	456	9.0	5.1	82	755	12.4	8.5	114	733	11.4	8.3	104
FOUR SEASONS		C 5095	687	6.5	13.5	104	*243	4.8	4.8	76	436	7.2	8.6	114	471	7.3	9.2	116
GIMME A BREAK		N 8838	1105	10.5	12.5	96	525	10.4	5.9	95	648	10.7	7.3	98	635	9.8	7.2	90
HART TO HART		A 8978	1256	11.9	14.0	108	574	11.3	6.4	102	524	8.6	5.8	78	732	11.4	8.2	102
HILL STREET BLUES		N 8590	1200	11.4	14.0	107	614	12.1	7.1	114	732	12.0	8.5	114	680	10.5	7.9	99
HOTEL		A 14085	1810	17.2	12.9	99	894	17.6	6.3	101	939	15.5	6.7	89	1239	19.2	8.8	110
JEFFERSONS		C 9360	1298	12.3	13.9	107	549	10.8	5.9	94	797	13.1	8.5	113	873	13.5	9.3	117
JENNIFER SLEPT HERE		N 5841	706	6.7	12.1	93	317	6.3	5.4	87	503	8.3	8.6	115	453	7.0	7.8	97
KATE & ALLIE		C 9206	1369	13.0	14.9	114	617	12.2	6.7	107	740	12.2	8.0	107	809	12.5	8.8	110
KNIGHT RIDER		N 7076	982	9.3	13.9	107	477	9.4	6.7	108	597	9.8	8.4	112	502	7.8	7.1	89
LOVE BOAT		A 12219	1583	15.0	13.0	100	733	14.5	6.0	96	662	10.9	5.4	72	996	15.4	8.2	102
MAGNUM PI		C 11199	1568	14.9	14.0	108	870	17.2	7.8	124	933	15.4	8.3	111	955	14.8	8.5	107
MAMA'S FAMILY		N 6057	912	8.7	15.1	116	303	6.0	5.0	80	505	8.3	8.3	111	670	10.4	11.1	139
MASTER, THE		N 3598	516	4.9	14.3	110	*220	4.3	6.1	98	246	4.0	6.8	91	291	4.5	8.1	102
MATT HOUSTON		A 6344	882	8.4	13.9	107	455	9.0	7.2	115	390	6.4	6.1	82	627	9.7	9.9	124
NBC MONDAY NIGHT MOVIE		N 11994	1424	13.5	11.9	91	898	17.7	7.5	120	938	15.4	7.8	104	809	12.5	6.7	85
NBC NIGHTLY NEWS		N 5132	758	7.2	14.8	114	286	5.6	5.6	89	285	4.7	5.6	74	392	6.1	7.6	96
NBC NIGHTLY NEWS-SAT		N 3375	438	4.2	13.0	100	*197	3.9	5.8	93	*191	3.1	5.7	75	234	3.6	6.9	87
NBC NIGHTLY NEWS-SUN		N 3130	456	4.3	14.6	112	*153	3.0	4.9	78	*181	3.0	5.8	77	272	4.2	8.7	109
NBC SUNDAY NIGHT MOVIE		N 8284	882	8.4	10.6	82	709	14.0	8.6	137	783	12.9	9.5	126	562	8.7	6.8	85
NEWHART		C 9240	1396	13.3	15.1	116	578	11.4	6.3	100	766	12.6	8.3	110	904	14.0	9.8	123
ONE DAY AT A TIME		C 7288	914	8.7	12.5	96	437	8.6	6.0	96	595	9.8	8.2	109	528	8.2	7.2	91
PEOPLE ARE FUNNY		N 4855	662	6.3	13.6	105	252	5.0	5.2	83	443	7.3	9.1	122	636	9.9	13.1	165
REAL PEOPLE		N 8869	1133	10.8	12.8	98	555	11.0	6.3	100	751	12.4	8.5	113	799	12.4	9.0	113
REMINGTON STEELE		N 7743	1184	11.2	15.3	118	530	10.5	6.8	109	746	12.3	9.6	128	559	8.7	7.2	91
RIPLEY'S BELIEVE IT - NOT		A 5345	752	7.1	14.1	108	378	7.5	7.1	113	429	7.1	8.0	107	544	8.4	10.2	128
RIPTIDE		N 6988	987	9.4	14.1	109	558	11.0	8.0	128	633	10.4	9.1	121	525	8.1	7.5	94
SCARECROW & MRS. KING		C 10002	1330	12.6	13.3	102	624	12.3	6.2	100	722	11.9	7.2	96	908	14.1	9.1	114
SIMON & SIMON		C 10638	1646	15.6	15.5	119	927	18.3	8.7	139	1034	17.0	9.7	130	884	13.7	8.3	104
60 MINUTES		C 13293	1801	17.1	13.5	104	646	12.8	4.9	78	769	12.7	5.8	77	1268	19.7	9.5	120
ST. ELSEWHERE		N 7017	941	8.9	13.4	103	447	8.8	6.4	102	673	11.1	9.6	128	551	8.		

	TOTAL U.S. '000	KIX				LUCKY CHARMS				NABISCO SPOON SIZE SHREDDED WHEAT				NABISCO SHREDDED WHEAT (REGULAR SIZE)			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4236	100.0	5.2	100	7172	100.0	8.9	100	11253	100.0	13.9	100	8948	100.0	11.0	100
18 - 24	9282	*550	13.0	5.9	113	1070	14.9	11.5	130	638	5.7	6.9	49	616	6.9	6.6	60
25 - 34	19072	1591	37.6	8.3	159	2412	33.6	12.6	143	2457	21.8	12.9	93	1946	21.7	10.2	92
35 - 44	14591	1099	25.9	7.5	144	1972	27.5	13.5	153	2148	19.1	14.7	106	1697	19.0	11.6	105
45 - 54	11345	*486	11.5	4.3	82	1023	14.3	9.0	102	1724	15.3	15.2	109	1439	16.1	12.7	115
55 - 64	11635	*285	6.7	2.4	47	*440	6.1	3.8	43	2096	18.6	18.0	130	1536	17.2	13.2	119
65 OR OLDER	15061	*226	5.3	1.5	29	*253	3.5	1.7	19	2191	19.5	14.5	105	1714	19.2	11.4	103
18 - 34	28354	2140	50.5	7.5	144	3482	48.5	12.3	139	3095	27.5	10.9	79	2562	28.6	9.0	82
18 - 49	48339	3540	83.6	7.3	140	6059	84.5	12.5	142	6064	53.9	12.5	90	4950	55.3	10.2	93
25 - 54	45008	3175	75.0	7.1	135	5408	75.4	12.0	136	6328	56.2	14.1	101	5081	56.8	11.3	102
35 - 49	19985	1400	33.1	7.0	134	2576	35.9	12.9	146	2969	26.4	14.9	107	2388	26.7	11.9	108
50 OR OLDER	32647	696	16.4	2.1	41	1113	15.5	3.4	38	5189	46.1	15.9	114	3998	44.7	12.2	111
GRADUATED COLLEGE	11155	514	12.1	4.6	88	646	9.0	5.8	65	1843	16.4	16.5	119	1180	13.2	10.6	96
ATTENDED COLLEGE	13682	797	18.8	5.8	111	1144	16.0	8.4	94	2298	20.4	16.8	121	1726	19.3	12.6	114
GRADUATED HIGH SCHOOL	33880	2080	49.1	6.1	117	3870	54.0	11.4	129	4990	44.3	14.7	106	4183	46.7	12.3	112
DID NOT GRADUATE HIGH SCHOOL	22270	845	19.9	3.8	73	1513	21.1	6.8	77	2122	18.9	9.5	69	1859	20.8	8.3	76
EMPLOYED	40306	2059	48.6	5.1	98	3822	53.3	9.5	107	5345	47.5	13.3	95	4331	48.4	10.7	97
EMPLOYED FULL-TIME	32850	1562	36.9	4.8	91	3026	42.2	9.2	104	4149	36.9	12.6	91	3429	38.3	10.4	94
EMPLOYED PART-TIME	7456	*497	11.7	6.7	127	796	11.1	10.7	121	1196	10.6	16.0	115	902	10.1	12.1	109
NOT EMPLOYED	40680	2177	51.4	5.4	102	3350	46.7	8.2	93	5908	52.5	14.5	105	4617	51.6	11.3	103
PROFESSIONAL/MANAGER	10392	*459	10.8	4.4	84	*677	9.4	6.5	74	1581	14.0	15.2	109	1168	13.1	11.2	102
TECH/CLERICAL/SALES	17574	853	20.1	4.9	93	1957	27.3	11.1	126	2620	23.3	14.9	107	1911	21.4	10.9	98
PRECISION/CRAFT	985	*73	1.7	7.4	142	*554	0.8	5.5	62	*154	1.4	15.6	113	*96	1.1	9.7	88
OTHER EMPLOYED	11354	674	15.9	5.9	113	1134	15.8	10.0	113	989	8.8	8.7	63	1157	12.9	10.2	92
SINGLE	9863	*335	7.9	3.4	65	549	7.7	5.6	63	992	8.8	10.1	72	632	7.1	6.4	58
MARRIED	51375	3198	75.5	6.2	119	5395	75.2	10.5	119	8169	72.6	15.9	114	6373	71.2	12.4	112
DIVORCED/SEPARATED/WIDOWED	19748	702	16.6	3.6	68	1228	17.1	6.2	70	2092	18.6	10.6	76	1942	21.7	9.8	89
PARENTS	32590	3212	75.8	9.9	188	5357	74.7	16.4	186	4476	39.8	13.7	99	3663	40.9	11.2	102
WHITE	70416	3676	86.8	5.2	100	6438	89.8	9.1	103	10589	94.1	15.0	108	8326	93.0	11.8	107
BLACK	8778	437	10.3	5.0	95	599	8.4	6.8	77	450	4.0	5.1	37	488	5.5	5.6	50
OTHER	1791	*123	2.9	6.9	131	*134	1.9	7.5	84	*214	1.9	11.9	86	*133	1.5	7.4	67
NORTHEAST-CENSUS	17786	775	18.3	4.4	83	1320	18.4	7.4	84	2542	22.6	14.3	103	2148	24.0	12.1	109
NORTH CENTRAL	20741	1604	37.9	7.7	148	2298	32.0	11.1	125	3414	30.3	16.5	118	2780	31.1	13.4	121
SOUTH	27775	868	20.5	3.1	60	1964	27.4	7.1	80	2669	23.7	9.6	69	1764	19.7	6.4	57
WEST	14683	989	23.3	6.7	129	1590	22.2	10.8	122	2628	23.4	17.9	129	2256	25.2	15.4	139
NORTHEAST-MKTG.	17961	737	17.4	4.1	78	1101	15.4	6.1	69	2318	20.6	12.9	93	1878	21.0	10.5	95
EAST CENTRAL	11885	665	15.7	5.6	107	1308	18.2	11.0	124	1885	16.8	15.9	114	1604	17.9	13.5	122
WEST CENTRAL	14090	1323	31.2	9.4	180	1633	22.8	11.6	131	2356	20.9	16.7	120	1971	22.0	14.0	127
SOUTH	24081	705	16.6	2.9	56	1797	25.1	7.5	84	2353	20.9	9.8	70	1536	17.2	6.4	58
PACIFIC	12969	*807	19.1	6.2	119	1333	18.6	10.3	116	2341	20.8	18.1	130	1958	21.9	15.1	137
COUNTY SIZE A	32439	1555	36.7	4.8	92	2552	35.6	7.9	89	4122	36.6	12.7	91	3267	36.5	10.1	91
COUNTY SIZE B	24915	1117	26.4	4.5	86	2408	33.6	9.7	109	3920	34.8	15.7	113	3000	33.5	12.0	109
COUNTY SIZE C	12930	837	19.8	6.5	124	1194	16.6	9.2	104	1909	17.0	14.8	106	1507	16.8	11.7	105
COUNTY SIZE D	10703	726	17.1	6.8	130	1019	14.2	9.5	108	1302	11.6	12.2	88	1174	13.1	11.0	99
METRO CENTRAL CITY	24518	975	23.0	4.0	76	2012	28.1	8.2	93	3251	28.9	13.3	95	2426	27.1	9.9	90
METRO SUBURBAN	35919	1904	44.9	5.3	101	3250	45.3	9.0	102	5360	47.6	14.9	107	4265	47.7	11.9	107
NON METRO	20549	1357	32.0	6.6	126	1910	26.6	9.3	105	2642	23.5	12.9	93	2257	25.2	11.0	99
TOP 5 ADI'S	18341	789	18.6	4.3	82	1413	19.7	7.7	87	2590	23.0	14.1	102	1671	18.7	9.1	82
TOP 10 ADI'S	25378	1046	24.7	4.1	79	1766	24.6	7.0	79	3302	29.3	13.0	94	2377	26.6	9.4	85
TOP 20 ADI'S	36488	1554	36.7	4.3	81	2897	40.4	7.9	90	4896	43.5	13.4	97	3969	44.4	10.9	98
MSHLD INC. \$50,000 OR MORE	6612	*343	8.1	5.2	99	*548	7.6	8.3	94	1399	12.4	21.2	152	1004	11.2	15.2	137
\$40,000 OR MORE	12659	*616	14.5	4.9	93	1002	14.0	7.9	89	2258	20.1	17.8	128	1700	19.0	13.4	122
\$30,000 OR MORE	24698	1400	33.1	5.7	108	2419	33.7	9.8	111	4243	37.7	17.2	124	3307	37.0	13.4	121
\$25,000 OR MORE	32077	1694	40.0	5.3	101	3022	42.1	9.4	106	5485	48.7	17.1	123	4268	47.7	13.3	120
\$20,000 - \$24,999	9144	649	15.3	7.1	136	893	12.5	9.8	110	1258	11.2	13.8	99	946	10.6	10.3	94
\$15,000 - \$19,999	8728	*424	10.0	4.9	93	726	10.1	8.3	94	1254	11.1	14.4	103	913	10.2	10.5	95
\$10,000 - \$14,999	12562	758	17.9	6.0	115	1307	18.2	10.4	117	1690	15.0	13.5	97	1316	14.7	10.5	95
UNDER \$10,000	18475	711	16.8	3.8	74	1223	17.1	6.6	75	1566	13.9	8.5	61	1505	16.8	8.1	74
HOUSEHOLD OF 1 PERSON	11987	*146	3.4	1.2	23	*169	2.4	1.4	16	1285	11.4	10.7	77	1098	12.3	9.2	83
2 PEOPLE	26577	520	12.3	2.0	37	988	13.8	3.7	42	4031	35.8	15.2	109	2933	32.8	11.0	100
3 OR 4 PEOPLE	30617	2342	55.3	7.6	146	3904	54.4	12.8	144	4154	36.9	13.6	98	3224	36.0	10.5	95
5 OR MORE PEOPLE	11804	1228	29.0	10.4	199	2111	29.4	17.9	202	1783	15.8	15.1	109	1693	18.9	14.3	130
NO CHILD IN HSHLD	46165	864	20.4	1.9	36	1440	20.1	3.1	35	6542	58.1	14.2	102	4927	55.1	10.7	97
CHILD(REN) UNDER 2 YRS	5325	754	17.8	14.2	271	791	11.0	14.9	168	*558	5.0	10.5	75	630	7.0	11.8	107
2 - 5 YEARS	14221	1731	40.9	12.2	233	2259	31.5	15.9	179	1784	15.9	12.5	90	1539	17.2	10.8	98
6 - 11 YEARS	15117	1589	37.5	10.5	201	2831	39.5	18.7	211	2012	17.9	13.3	96	1704	19.0	11.3	102
12 - 17 YEARS	16611	1371	32.4	8.3	158	2833	39.5	17.1	193	2503	22.2	15.1	108	2178	24.3	13.1	119
RESIDENCE OWNED	55884	2889	68.2	5.2	99	4719	65.8	8.4	95	8973	79.7	16.1	116	6915	77.3	12.4	112
VALUE: \$50,000 OR MORE	31744	1773	41.9	5.6	107	2646	36.9	8.3	94	5707	50.7	18.0	129	4266	47.7	13.4	122
VALUE: UNDER \$50,000	24140	1116	26.3	4.6	88	2073	28.9	8.6	97	3267	29.0	13.5	97	2649	29.6	11.0	99

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	KIX				LUCKY CHARMS				NABISCO SPOON SIZE SHREDDED WHEAT				NABISCO SHREDDED WHEAT (REGULAR SIZE)			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALE HOMEMAKERS		80986	4236	100.0	5.2	100	7172	100.0	8.9	100	11253	100.0	13.9	100	8948	100.0	11.0	100
MAGAZINES	QUINTILE 1	15799	947	22.4	6.0	115	1665	23.2	10.5	119	2992	26.6	18.9	136	2093	23.4	13.2	120
	QUINTILE 2	17259	949	22.4	5.5	105	1562	21.8	9.1	102	2752	24.5	15.9	115	2191	24.5	12.7	115
	QUINTILE 3	13545	630	14.9	4.7	89	1240	17.3	9.2	103	1738	15.4	12.8	92	1216	13.6	9.0	81
	QUINTILE 4	15133	818	19.3	5.4	103	1270	17.7	8.4	95	1917	17.0	12.7	91	1637	18.3	10.8	98
	QUINTILE 5	19250	892	21.1	4.6	89	1434	20.0	7.4	84	1853	16.5	9.6	69	1811	20.2	9.4	85
NEWSPAPERS	QUINTILE 1	12413	*374	8.8	3.0	58	878	12.2	7.1	80	1888	16.8	15.2	109	1508	16.9	12.1	110
	QUINTILE 2	24116	1166	27.5	4.8	92	1911	26.6	7.9	89	4101	36.4	17.0	122	3124	34.9	13.0	111
	QUINTILE 3	11261	748	17.7	6.6	127	1168	16.3	10.4	117	1419	12.6	12.6	91	1187	13.3	10.5	95
	QUINTILE 4	20255	1380	32.6	6.8	130	2090	29.1	10.3	117	2696	24.0	13.3	96	2078	23.2	10.3	93
	QUINTILE 5	12940	*569	13.4	4.4	84	1124	15.7	8.7	98	1150	10.2	8.9	64	1051	11.7	8.1	74
OUTDOOR	QUINTILE 1	14852	940	22.2	6.3	121	1619	22.6	10.9	123	2447	21.7	16.5	119	1433	16.0	9.6	87
	QUINTILE 2	15725	1048	24.7	6.7	127	1594	22.2	10.1	114	2055	18.3	13.1	94	1756	19.6	11.2	101
	QUINTILE 3	16330	754	17.8	4.6	88	1281	17.9	7.8	89	2257	20.1	13.8	99	2045	22.9	12.5	113
	QUINTILE 4	16744	745	17.6	4.4	85	1347	18.8	8.0	91	2112	18.8	12.6	91	1947	21.8	11.6	105
	QUINTILE 5	17334	749	17.7	4.3	83	1331	18.6	7.7	87	2383	21.2	13.7	99	1767	19.7	10.2	92
RADIO-DRIVE TIME	QUINTILE 1	15911	989	23.3	6.2	119	1487	20.7	9.3	106	2510	22.3	15.8	114	1934	21.6	12.2	110
	QUINTILE 2	14837	877	20.7	5.9	113	1358	18.9	9.2	103	2050	18.2	13.8	99	1806	20.2	12.2	110
	QUINTILE 3	15339	822	19.4	5.4	102	1131	15.8	7.4	83	1868	16.6	12.2	88	1521	17.0	9.9	90
	QUINTILE 4	16723	705	16.6	4.2	81	1827	25.5	10.9	123	2311	20.5	13.8	99	1558	17.4	9.3	84
	QUINTILE 5	18176	843	19.9	4.6	89	1369	19.1	7.5	85	2513	22.3	13.8	100	2129	23.8	11.7	106
RADIO-MID- DAY	TERCILE 1	21020	1438	33.9	6.8	131	1986	27.7	9.4	107	3322	29.5	15.8	114	2611	29.2	12.4	112
	TERCILE 2	21610	1274	30.1	5.9	113	2153	30.0	10.0	113	2929	26.0	13.6	98	2668	29.8	12.3	112
	TERCILE 3	38355	1524	36.0	4.0	76	3033	42.3	7.9	89	5002	44.5	13.0	94	3669	41.0	9.6	87
RADIO-TOTAL	QUINTILE 1	15988	1014	23.9	6.3	121	1541	21.5	9.6	109	2506	22.3	15.7	113	1955	21.8	12.2	111
	QUINTILE 2	15626	904	21.3	5.8	111	1446	20.2	9.3	104	2143	19.0	13.7	99	1786	20.0	11.4	103
	QUINTILE 3	16723	1074	25.4	6.4	123	1509	21.0	9.0	102	2514	22.3	15.0	108	2016	22.5	12.1	109
	QUINTILE 4	16342	685	16.2	4.2	80	1338	18.7	8.2	92	1946	17.3	11.9	86	1604	17.9	9.8	89
	QUINTILE 5	16306	559	13.2	3.4	66	1338	18.7	8.2	93	2143	19.0	13.1	95	1586	17.7	9.7	88
TV-PRIME TIME	QUINTILE 1	15953	644	15.2	4.0	77	1339	18.7	8.4	95	2241	19.9	14.0	101	1684	18.8	10.6	96
	QUINTILE 2	16137	874	20.6	5.4	104	1563	21.8	9.7	109	2634	23.4	16.3	117	1875	21.0	11.6	105
	QUINTILE 3	16420	916	21.6	5.6	107	1665	23.2	10.1	115	2266	20.1	13.8	99	1957	21.9	11.9	108
	QUINTILE 4	16687	733	17.3	4.4	84	1173	16.4	7.0	79	2012	17.9	12.1	87	1805	20.2	10.8	98
	QUINTILE 5	15789	1070	25.3	6.8	130	1431	20.0	9.1	102	2101	18.7	13.3	96	1627	18.2	10.3	93
TV-DAYTIME	TERCILE 1	27736	1447	34.2	5.2	100	2486	34.7	9.0	101	3912	34.8	14.1	102	2909	32.5	10.5	95
	TERCILE 2	26489	1529	36.1	5.8	110	2462	34.3	9.3	105	3508	31.2	13.2	95	3048	34.1	11.5	104
	TERCILE 3	26761	1261	29.8	4.7	90	2223	31.0	8.3	94	3833	34.1	14.3	103	2991	33.4	11.2	101
TV-TOTAL	QUINTILE 1	16345	563	13.3	3.4	66	1405	19.6	8.6	97	2309	20.5	14.1	102	1704	19.0	10.4	94
	QUINTILE 2	16447	854	20.2	5.2	99	1518	21.2	9.2	104	2610	23.2	15.9	114	1780	19.9	10.8	98
	QUINTILE 3	15980	912	21.5	5.7	109	1409	19.6	8.8	100	2239	19.9	14.0	101	1863	20.8	11.7	106
	QUINTILE 4	15887	1016	24.0	6.4	122	1526	21.3	9.6	108	2106	18.7	13.3	95	1925	21.5	12.1	110
	QUINTILE 5	16326	890	21.0	5.5	104	1315	18.3	8.1	91	1989	17.7	12.2	88	1675	18.7	10.3	93
MAGAZINES-NEWSPAPERS: DUAL		20721	1021	24.1	4.9	94	1742	24.3	8.4	95	3831	34.0	18.5	133	2741	30.6	13.2	120
	MAGAZINE IMPERATIVE	19186	1242	29.3	6.5	124	2100	29.3	10.9	124	2646	23.5	13.8	99	2162	24.2	11.3	102
	NEWSPAPER IMPERATIVE	21899	908	21.4	4.1	79	1647	23.0	7.5	85	2804	24.9	12.8	92	2341	26.2	10.7	97
MAGAZINES-OUTDOOR: DUAL		15451	1065	25.1	6.9	132	1667	23.2	10.8	122	2570	22.8	16.6	120	1889	21.1	12.2	111
	MAGAZINE IMPERATIVE	25953	1211	28.6	4.7	89	2142	29.9	8.3	93	4184	37.2	16.1	116	3172	35.4	12.2	111
	OUTDOOR IMPERATIVE	24400	1368	32.3	5.6	107	2191	30.5	9.0	101	2971	26.4	12.2	88	2421	27.1	9.9	90
MAGAZINES-RADIO: DUAL		18049	1243	29.3	6.9	132	1752	24.4	9.7	110	3154	28.0	17.5	126	2301	25.7	12.7	115
	MAGAZINE IMPERATIVE	23571	1052	24.8	4.5	85	2221	31.0	9.4	106	3746	33.3	15.9	114	2814	31.4	11.9	108
	RADIO IMPERATIVE	23278	1340	31.6	5.8	110	2029	28.3	8.7	98	2690	23.9	11.6	83	2360	26.4	10.1	92
MAGAZINES-TELEVISION: DUAL		15459	651	15.4	4.2	81	1465	20.4	9.5	107	2718	24.2	17.6	127	1836	20.5	11.9	107
	MAGAZINE IMPERATIVE	25829	1634	38.6	6.3	121	2538	35.4	9.8	111	3927	34.9	15.2	109	3137	35.1	12.1	110
	TELEVISION IMPERATIVE	26039	1254	29.6	4.8	92	2088	29.1	8.0	91	3172	28.2	12.2	88	2567	28.7	9.9	89
NEWSPAPERS-OUTDOOR: DUAL		16605	851	20.1	5.1	98	1520	21.2	9.2	103	2881	25.6	17.4	125	1946	21.7	11.7	106
	NEWSPAPER IMPERATIVE	26834	1080	25.5	4.0	77	1987	27.7	7.4	84	4050	36.0	15.1	109	3434	38.4	12.8	116
	OUTDOOR IMPERATIVE	23346	1553	36.7	6.7	127	2512	35.0	10.8	122	2756	24.5	11.8	85	2292	25.6	9.8	89
NEWSPAPERS-RADIO: DUAL		17133	952	22.5	5.6	106	1509	21.0	8.8	99	2721	24.2	15.9	114	2265	25.3	13.2	120
	NEWSPAPER IMPERATIVE	25892	1020	24.1	3.9	75	1958	27.3	7.6	85	4084	36.3	15.8	114	3077	34.4	11.9	108
	RADIO IMPERATIVE	23167	1641	38.7	7.1	135	2382	33.2	10.3	116	3024	26.9	13.1	94	2358	26.4	10.2	92
NEWSPAPERS-TELEVISION: DUAL		17159	616	14.5	3.6	69	1304	18.2	7.6	86	2942	26.1	17.1	123	2288	25.6	13.3	121
	NEWSPAPER IMPERATIVE	26214	1411	33.3	5.4	103	2072	28.9	7.9	89	3861	34.3	14.7	106	3192	35.7	12.2	110
	TELEVISION IMPERATIVE	23412	1362	32.2	5.8	111	2459	34.3	10.5	119	2877	25.6	12.3	88	2007	22.4	8.6	78
OUTDOOR-RADIO: DUAL		15303	1164	27.5	7.6	145	1646	23.0	10.8	121	2475	22.0	16.2	116	1993	22.3	13.0	118
	OUTDOOR IMPERATIVE	24901	1321	31.2	5.3	101	2350	32.8	9.4	10								

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	KIX				LUCKY CHARMS				NABISCO SPOON SIZE SHREDDED WHEAT				NABISCO SHREDDED WHEAT (REGULAR SIZE)			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	4236	100.0	5.2	100	7172	100.0	8.9	100	11253	100.0	13.9	100	8948	100.0	11.0	100
ATLANTIC MONTHLY	415	**6	0.1	1.4	28	**11	0.2	2.7	30	**81	0.7	19.5	140	**42	0.5	10.1	92
BARRON'S	453	**32	0.8	7.1	135	**79	1.1	17.4	197	**96	0.9	21.2	153	**26	0.3	5.7	52
BETTER HOMES & GARDENS	16256	1006	23.7	6.2	118	1486	20.7	9.1	103	3044	27.1	18.7	135	2205	24.6	13.6	123
BON APPETIT	2535	**130	3.1	5.1	98	**99	1.4	3.9	44	377	3.4	14.9	107	324	3.6	12.8	116
BUSINESS WEEK	1278	**89	2.1	7.0	133	**99	1.4	7.7	87	*175	1.6	13.7	99	*149	1.7	11.7	106
CAR AND DRIVER	378	**17	0.4	4.5	86	**26	0.4	6.9	78	**23	0.2	6.1	44	**44	0.5	11.6	105
CBS MAGAZINE NETWORK (GROSS)	1498	**124	2.9	8.3	158	*178	2.5	11.9	134	*317	2.8	21.2	152	**99	1.1	6.6	60
CHANGING TIMES	1505	**61	1.4	4.1	77	**162	2.3	10.8	122	*235	2.1	15.6	112	*216	2.4	14.4	130
COLONIAL HOMES	1231	**76	1.8	6.2	118	**116	1.6	9.4	106	*197	1.8	16.0	115	*125	1.4	10.2	92
CONDE NAST MAG. PKG. (GROSS)	14146	650	15.3	4.6	88	1490	20.8	10.5	119	2225	19.8	15.7	113	1567	17.5	11.1	100
CONSUMERS DIGEST	1323	**22	0.5	1.7	32	**141	2.0	10.7	120	*211	1.9	15.9	115	*135	1.5	10.2	92
COSMOPOLITAN	7102	330	7.8	4.6	89	727	10.1	10.2	116	1064	9.5	15.0	108	753	8.4	10.6	96
COUNTRY LIVING	2481	*146	3.4	5.9	113	*225	3.1	9.1	102	518	4.6	20.9	150	344	3.8	13.9	125
CUISINE	1472	**105	2.5	7.1	136	**91	1.3	6.2	70	*257	2.3	17.5	126	*168	1.9	11.4	103
CYCLE WORLD	425	**38	0.9	8.9	171	**68	0.9	16.0	181	**112	1.0	26.4	190	**41	0.5	9.6	87
DCI:CREATIVE IDEAS FOR LIV	2510	*148	3.5	5.9	113	282	3.9	11.2	127	594	5.3	23.7	170	322	3.6	12.8	116
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	248	5.9	3.7	71	515	7.2	7.7	87	1340	11.9	20.0	144	724	8.1	10.8	98
DISCOVER	894	**76	1.8	8.5	163	**116	1.6	13.0	147	*144	1.3	16.1	116	**92	1.0	10.3	93
EBONY	3507	232	5.5	6.6	126	273	3.8	7.8	88	231	2.1	6.6	47	273	3.1	7.8	70
ESQUIRE	1083	**77	1.8	7.1	136	**117	1.6	10.8	122	*104	0.9	9.6	69	**77	0.9	7.1	64
ESSENCE	1830	*91	2.1	5.0	95	*130	1.8	7.1	80	*135	1.2	7.4	53	*140	1.6	7.7	69
FAMILY CIRCLE	15930	1013	23.9	6.4	122	1557	21.7	9.8	110	2913	25.9	18.3	132	2077	23.2	13.0	118
THE FAMILY HANDYMAN	1126	**55	1.3	4.9	93	*128	1.8	11.4	128	*231	2.1	20.5	148	*174	1.9	15.5	140
FAMILY WEEKLY	11468	684	16.1	6.0	114	1274	17.8	11.1	125	1792	15.9	15.6	112	1491	16.7	13.0	118
FIELD & STREAM	2234	**90	2.1	4.0	77	*192	2.7	8.6	97	453	4.0	20.3	146	*210	2.3	9.4	85
FOOD & WINE	579	**25	0.6	4.3	83	**48	0.7	8.3	94	**73	0.6	12.6	91	**34	0.4	5.9	53
FORBES	728	**34	0.8	4.7	89	**79	1.1	10.9	123	*154	1.4	21.2	152	**92	1.0	12.6	114
FORTUNE	906	**56	1.3	6.2	118	**107	1.5	11.8	133	*132	1.2	14.6	105	**67	0.7	7.4	67
GENTLEMEN'S QUARTERLY	791	**29	0.7	3.7	70	**113	1.6	14.3	161	**80	0.7	10.1	73	**47	0.5	5.9	54
GLAMOUR	5265	298	7.0	5.7	108	551	7.7	10.5	118	863	7.7	16.4	118	577	6.4	11.0	99
GOLF DIGEST	636	**41	1.0	6.4	123	**58	0.8	9.1	103	*148	1.3	23.3	167	**63	0.7	9.9	90
GOLF DIGEST/TENNIS (GROSS)	1186	**74	1.7	6.2	119	**118	1.6	9.9	112	*216	1.9	18.2	131	**105	1.2	8.9	80
GOLF MAGAZINE	441	**34	0.8	7.7	147	**30	0.4	6.8	77	**112	1.0	25.4	183	**69	0.8	15.6	142
GOLF MAGAZINE/SKI (GROSS)	922	**48	1.1	5.2	100	**73	1.0	7.9	89	*169	1.5	18.3	132	**95	1.1	10.3	93
GOOD HOUSEKEEPING	16487	1025	24.2	6.2	119	1736	24.2	10.5	119	2941	26.1	17.8	128	2303	25.7	14.0	126
HARPER'S BAZAAR	2423	*112	2.6	4.6	88	*289	4.0	11.9	135	326	2.9	13.5	97	*229	2.6	9.5	86
HEALTH	1994	**120	2.8	6.0	115	*216	3.0	10.8	122	379	3.4	19.0	137	*202	2.3	10.1	92
HEARST MAG CORP. BUY (GROSS)	44101	2540	60.1	5.8	110	4654	64.9	10.6	119	7729	68.7	17.5	126	5522	61.7	12.5	113
HEARST MAN POWER (GROSS)	1993	*164	3.9	8.2	157	*146	2.0	7.3	83	466	4.1	23.4	168	257	2.9	12.9	117
HEARST WOMAN POWER (GROSS)	31274	1817	42.9	5.8	111	3437	47.9	11.0	124	5521	49.1	17.7	127	4017	44.9	12.8	116
HOUSE BEAUTIFUL	3623	*197	4.7	5.4	104	350	4.9	9.7	109	566	5.0	15.6	112	430	4.8	11.9	107
INC.	283	**31	0.7	11.0	209	**60	0.8	21.2	239	**89	0.8	31.4	226	**15	0.2	5.3	48
JET	2928	176	4.2	6.0	115	229	3.2	7.8	88	*158	1.4	5.4	39	*156	1.7	5.3	48
LADIES' HOME JOURNAL	11918	702	16.6	5.9	113	1212	16.9	10.2	115	2057	18.3	17.3	124	1545	17.3	13.0	117
LHJ FAMILY GRP COMBO(GROSS)	16764	1055	24.9	6.3	120	1781	24.8	10.6	120	2988	26.6	17.8	128	2038	22.8	12.2	110
LIFE	4254	295	7.0	6.9	133	420	5.9	9.9	111	563	5.0	13.2	95	505	5.6	11.9	107
L.A. TIMES HOME MAGAZINE	1145	**67	1.6	5.9	112	**81	1.1	7.1	80	*243	2.2	21.2	153	*171	1.9	14.9	135
MADEMOISELLE	2884	**105	2.5	3.6	70	*305	4.3	10.6	119	436	3.9	15.1	109	309	3.5	10.7	97
MC CALL'S	13460	867	20.5	6.4	123	1265	17.6	9.4	106	2447	21.7	18.2	131	1834	20.5	13.6	123
MC CALL'S/WRK MOTHER (GROSS)	14606	960	22.7	6.6	126	1454	20.3	10.0	112	2612	23.2	17.9	129	1991	22.3	13.6	123
MECHANIX ILLUSTRATED	772	**29	0.7	3.8	72	**60	0.8	7.8	88	*221	2.0	28.6	206	**139	1.6	18.0	163
METROPOLITAN HOME	967	**64	1.5	6.6	127	**79	1.1	8.2	92	*134	1.2	13.9	100	**95	1.1	9.8	89
MONEY	1588	**47	1.1	3.0	57	**136	1.9	8.6	97	*250	2.2	15.7	113	*170	1.9	10.7	97
MOTHER EARTH NEWS	1002	**108	2.5	10.8	206	**102	1.4	10.2	115	*260	2.3	25.9	187	*168	1.9	16.8	152
MS.	825	**101	2.4	12.2	234	**99	1.4	12.0	136	*146	1.3	17.7	127	*159	1.8	19.3	174
NATIONAL ENQUIRER	10336	549	13.0	5.3	102	1122	15.6	10.9	123	1311	11.7	12.7	91	1341	15.0	13.0	117
NATIONAL GEOGRAPHIC	9597	473	11.2	4.9	94	742	10.3	7.7	87	1991	17.7	20.7	149	1226	13.7	12.8	116
NATIONAL SUNDAY MAGAZINE PKG	49558	2537	59.9	5.1	98	4268	59.5	8.6	97	7675	68.2	15.5	111	5773	64.5	11.6	105
NATURAL HISTORY	573	**21	0.5	3.7	70	**5	0.1	0.9	10	*134	1.2	23.4	168	**85	0.9	14.8	134
NEW WOMAN	1699	**91	2.1	5.4	102	*239	3.3	14.1	159	221	2.0	13.0	94	*178	2.0	10.5	95
NEW YORK INCLUDING CUE	443	**20	0.5	4.5	86	**6	0.1	1.4	15	*33	0.3	7.4	54	**47	0.5	10.6	96
THE NEW YORKER	1270	**39	0.9	3.1	59	**76	1.1	6.0	68	*160	1.4	12.6	91	*131	1.5	10.3	93
NEWSWEEK	6277	339	8.0	5.4	103	596	8.3	9.5	107	990	8.8	15.8	114	808	9.0	12.9	117
THE N.Y. TIMES DAILY EDITION	1205	**26	0.6	2.2	41	*33	0.5	2.7	31	*147	1.3	12.2	88	*70	0.8	5.8	53
THE N.Y. TIMES MAGAZINE	2081	**20	0.5	1.0	18	*35	0.5	1.7	19	259	2.3	12.4	90	*176	2.0	8.5	77
OMNI	788	**74	1.7	9.4	180	*123	1.7	15.6	176	*173	1.5	22.0	158	*148	1.7	18.8	170
ON CABLE	1158	**115	2.7	9.9	190	*197	2.7	17.0	192	*253	2.2	21.8	157	*217	2.4	18.7	170
1001 HOME IDEAS	2852	*232	5.5	8.1	156	353	4.9	12.4	140	552	4.9	19.4	139	291	3.3	10.2	92
ORGANIC GARDENING	1658	*156	3.7	9.4	180	*132	1.8	8.0	90	382	3.4	23.0	166	303	3.4	18.3	165
OUTDOOR LIFE	896	**44	1.0	4.9	94	*172	2.4	19.2	217	*152	1.4	17.0	122	*103	1.2	11.5	104
PARADE MAGAZINE	24275	*142	27.0	4.7	90	2028	28.3	8.4	94	3670	32.6	15.1	109	2790	31.2	11.5	104

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	KIX				LUCKY CHARMS				NABISCO SPOON SIZE SHREDDED WHEAT				NABISCO SHREDDED WHEAT (REGULAR SIZE)			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	4236	100.0	5.2	100	7172	100.0	8.9	100	11253	100.0	13.9	100	5941	100.0	11.0	100
PARENTS	3845	480	11.3	12.5	239	596	8.3	15.5	175	665	5.9	17.3	124	588	6.6	15.3	138
PENTHOUSE	831	**67	1.6	8.1	154	**79	1.1	9.5	107	**77	0.7	9.3	67	**59	0.7	7.1	64
PEOPLE	11645	611	14.4	5.2	100	1143	15.9	9.8	111	1869	16.6	16.0	116	1389	15.5	11.9	108
PLAYBOY	2006	**85	2.0	4.2	81	*209	2.9	10.4	118	*221	2.0	11.0	79	*187	2.1	9.3	84
POPULAR HOT RODDING	297	**32	0.8	10.8	206	**79	1.1	26.6	300	**29	0.3	9.8	70	**20	0.2	6.7	61
POPULAR MECHANICS	1018	**113	2.7	11.1	212	**38	0.5	3.7	42	*297	2.6	29.2	210	**118	1.3	11.6	105
POPULAR SCIENCE	878	**69	1.6	7.9	150	**54	0.8	6.2	69	*156	1.4	17.8	128	**92	1.0	10.5	95
PREVENTION	3913	*264	6.2	6.7	129	*252	3.5	6.4	73	872	7.7	22.3	160	587	6.6	15.0	136
PSYCHOLOGY TODAY	1710	*174	4.1	10.2	195	*232	3.2	13.6	153	*229	2.0	13.4	96	*176	2.0	10.3	93
READER'S DIGEST	22204	1256	29.7	5.7	108	2105	29.4	9.5	107	3995	35.5	18.0	129	3029	33.9	13.6	123
REDBOOK	7684	463	10.9	6.0	115	974	13.6	12.7	143	1516	13.5	19.7	142	562	10.8	12.5	113
ROAD & TRACK	410	**43	1.0	10.5	201	**61	0.9	14.9	168	**71	0.6	17.3	125	**21	0.2	5.1	46
ROLLING STONE	969	**69	1.6	7.1	136	*180	2.5	18.6	210	*102	0.9	10.5	76	*135	1.5	13.9	126
RUNNER'S WORLD	298	**27	0.6	9.1	173	**30	0.4	10.1	114	**27	0.2	9.1	65	**26	0.3	8.7	79
SATURDAY EVENING POST	1169	**110	2.6	9.4	180	*132	1.8	11.3	128	*208	1.8	17.8	128	*201	2.2	17.2	156
SCIENCE 84	587	**44	1.0	7.5	143	**90	1.3	15.3	173	**162	1.4	27.6	199	**131	1.5	22.3	202
SCIENCE DIGEST	482	**19	0.4	3.9	75	**46	0.6	9.5	108	**36	0.3	7.5	54	**77	0.9	16.0	145
SCIENTIFIC AMERICAN	594	**19	0.4	3.2	61	**26	0.4	4.4	49	**131	1.2	22.1	159	**72	0.8	12.1	110
SELF	2089	**72	1.7	3.4	66	*223	3.1	10.7	121	555	3.2	17.2	124	*235	2.6	11.2	102
SEVENTEEN	2411	*119	2.8	4.9	94	*229	3.2	9.5	107	*287	2.6	11.9	86	*250	2.8	10.4	94
SKI	480	**14	0.3	2.9	56	**44	0.6	9.2	104	**58	0.5	12.1	87	**26	0.3	5.4	49
SMITHSONIAN	2760	*178	4.2	6.4	123	*150	2.1	5.4	61	624	5.5	22.6	163	507	5.7	18.4	166
SOAP OPERA DIGEST	3013	*180	4.2	6.0	114	387	5.4	12.8	145	346	3.1	11.5	83	270	3.0	9.0	81
SOUTHERN LIVING	4184	**100	2.4	2.4	46	*233	3.2	5.6	63	746	6.6	17.8	128	402	4.5	9.6	87
SPORT	559	**31	0.7	5.5	106	**59	0.8	10.6	119	**49	0.4	8.8	63	**59	0.7	10.6	96
THE SPORTING NEWS	436	**14	0.3	3.2	61	**65	0.9	14.9	168	**69	0.6	15.8	114	**80	0.9	18.3	166
SPORTS AFIELD	493	**32	0.8	6.5	124	**62	0.9	12.6	142	**133	1.2	27.0	194	**63	0.7	12.8	116
SPORTS ILLUSTRATED	2758	*160	3.8	5.8	111	314	4.4	11.4	129	500	4.4	18.1	130	*292	3.3	10.6	96
STAR	7456	438	10.3	5.9	112	712	9.9	9.5	108	928	8.2	12.4	90	652	7.6	9.1	83
SUNDAY	24936	1200	28.3	4.8	92	2025	28.2	8.1	92	3841	34.1	15.4	111	2830	31.6	11.3	103
SUNSET	2124	**188	4.4	8.9	169	*189	2.6	8.9	100	467	4.2	22.0	158	414	4.6	19.5	176
TV GUIDE	21661	1192	28.1	5.5	105	2473	34.5	11.4	129	3181	28.3	14.7	106	2334	26.1	10.8	98
TENNIS	550	**33	0.8	6.0	115	**59	0.8	10.7	121	**68	0.6	12.4	89	**42	0.5	7.6	69
TIME	8880	349	8.2	3.9	75	709	9.9	8.0	90	1330	11.8	15.0	108	1108	12.4	12.5	113
TOWN & COUNTRY	917	**30	0.7	3.3	63	**70	1.0	7.6	86	*110	1.0	12.0	86	*108	1.2	11.8	107
TRAVEL & LEISURE	972	**39	0.9	4.0	77	**74	1.0	7.6	86	*219	1.9	22.5	162	**96	1.1	9.9	89
TRUE STORY	3356	293	6.9	8.7	167	488	6.8	14.5	164	319	2.8	9.5	68	427	4.8	12.7	115
U.S. NEWS & WORLD REPORT	3410	*161	3.8	4.7	90	*240	3.3	7.0	79	640	5.7	18.8	135	525	5.9	15.4	139
USA TODAY	1759	**49	1.2	2.8	53	**77	1.1	4.4	49	326	2.9	18.5	133	*302	3.4	17.2	155
US	1873	*143	3.4	7.6	146	271	3.8	14.5	163	323	2.9	17.2	124	*232	2.6	12.4	112
VOGUE	3909	*175	4.1	4.5	86	412	5.7	10.5	119	568	5.0	14.5	105	446	5.0	11.4	103
WALL STREET JOURNAL	1886	**58	1.4	3.1	59	*155	2.2	8.2	93	299	2.7	15.9	114	*193	2.2	10.2	93
WEIGHT WATCHERS	2120	**96	2.3	4.5	87	*243	3.4	11.5	129	351	3.1	16.6	119	315	3.5	14.9	134
WOMAN'S DAY	14172	880	20.8	6.2	119	1494	20.8	10.5	119	2758	24.5	19.5	140	1829	20.4	12.9	117
WORKING MOTHER	1146	**93	2.2	8.1	155	*189	2.6	16.5	186	*164	1.5	14.3	103	*157	1.8	13.7	124
WORKING WOMAN	1322	**95	2.2	7.2	137	*175	2.4	13.2	149	*219	1.9	16.6	119	*185	2.1	14.0	127
WORLD TENNIS	*163	**21	0.5	12.9	246	**23	0.3	14.1	159	*224	0.2	14.7	106	**6	0.1	3.7	33
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*215	5.1	8.5	162	265	3.7	10.5	118	396	3.5	15.6	113	318	3.6	12.6	114
BLAIR INSERTS	43657	2094	49.4	4.8	92	3491	48.7	8.0	90	6697	59.5	15.3	110	4891	54.7	11.2	101
DAILY NEWSPAPERS																	
READ ANY	51633	2606	61.5	5.0	96	4417	61.6	8.6	97	7920	70.4	15.3	110	6326	70.7	12.3	111
READ ONE	43463	2311	54.6	5.3	102	3891	54.3	9.0	101	6807	60.5	15.7	113	5364	59.9	12.3	112
READ TWO OR MORE	8170	295	7.0	3.6	69	526	7.3	6.4	73	1113	9.9	13.6	98	962	10.8	11.8	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2621	61.9	5.0	95	4412	61.5	8.4	95	8105	72.0	15.4	111	6164	68.9	11.7	106
READ ONE	46126	2456	58.0	5.3	102	3848	53.7	8.3	94	6903	61.3	15.0	108	5312	59.4	11.5	104
READ TWO OR MORE	6552	*165	3.9	2.5	48	564	7.9	8.6	97	1202	10.7	18.3	132	852	9.5	13.0	118
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	31.84				30.10				30.85				25.98			
30 DAY REACH	71455	3820	90.2	5.3	102	6410	89.4	9.0	101	9743	86.6	13.6	98	8027	89.7	11.2	102
50 SHWG - 30 DAY AV FREQ	14.56	16.66				15.57				16.14				13.89			
30 DAY REACH	67742	3669	86.6	5.4	104	6212	86.6	9.2	104	9335	83.0	13.8	99	7516	84.0	11.1	100
25 SHWG - 30 DAY AV FREQ	7.94	8.92				8.53				8.71				7.39			
30 DAY REACH	62117	3423	80.8	5.5	105	5696	79.4	9.2	104	8691	77.2	14.0	101	7040	78.7	11.3	103
CABLE TV: HOME WIRED	32077	1900	44.9	5.9	113	3430	47.8	10.7	121	5460	48.5	17.0	123	4170	46.6	13.0	118
HOME NOT WIRED	48909	2336	55.1	4.8	91	3741	52.2	7.6	86	5793	51.5	11.8	85	4778	53.4	9.8	88
HAVE PAY CABLE	15935	1030	24.3	6.5	124	1961	27.3	12.3	139	2844	25.3	17.8	128	2154	24.1	13.5	122

	TOTAL U.S. '000	KIX				LUCKY CHARMS				NABISCO SPOON SIZE SHREDDED WHEAT				NABISCO SHREDDED WHEAT (REGULAR SIZE)			
		A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D
TOTAL FEMALE HOMEMAKERS	80986	4236	100.0	5.2	100	7172	100.0	8.9	100	11253	100.0	13.9	100	8948	100.0	11.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2431	57.4	5.5	106	3960	55.2	9.0	102	6283	55.8	14.3	103	5017	56.1	11.4	103
10:00 AM - 3:00 PM	30659	1970	46.5	6.4	123	2958	41.2	9.6	109	4795	42.6	15.6	113	3875	43.3	12.6	114
3:00 PM - 7:00 PM	31045	1885	44.5	6.1	116	2979	41.5	9.6	108	4465	39.7	14.4	104	3431	38.3	11.1	100
7:00 PM - MIDNIGHT	15767	1040	24.6	6.6	126	1519	21.2	9.6	109	2275	20.2	14.4	104	1732	19.4	11.0	99
MIDNIGHT - 6:00 AM	9120	501	11.8	5.5	105	806	11.2	8.8	100	1360	12.1	14.9	107	1185	13.2	13.0	118
6:00 AM - MIDNIGHT	58527	3367	79.5	5.8	110	5524	77.0	9.4	107	8402	74.7	14.4	103	6754	75.5	11.5	104
ENTIRE DAY	59311	3395	80.1	5.7	109	5602	78.1	9.4	107	8503	75.6	14.3	103	6841	76.5	11.5	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	998	23.6	6.2	118	1683	23.5	10.4	118	2696	24.0	16.7	120	2124	23.7	13.1	119
ALL NEWS	2256	**116	2.7	5.1	98	**156	2.2	6.9	78	419	3.7	18.6	134	**267	3.0	11.8	107
AOR/PROGRESSIVE	3874	*262	6.2	6.8	129	414	5.8	10.7	121	522	4.6	13.5	97	414	4.6	10.7	97
BEAUTIFUL MUSIC	5660	*233	5.5	4.1	79	389	5.4	6.9	78	962	8.5	17.0	122	661	7.4	11.7	106
BLACK	2204	**133	3.1	6.0	115	*184	2.6	8.3	94	*148	1.3	6.7	48	*184	2.1	8.3	76
CLASSICAL	1418	**466	1.1	3.2	62	**51	0.7	3.6	41	*244	2.2	17.2	124	*146	1.6	10.3	93
CHR/ROCK	9538	587	13.9	6.2	118	1211	16.9	12.7	143	1098	9.8	11.5	83	742	8.3	7.8	70
COUNTRY	12648	737	17.4	5.8	111	1259	17.6	10.0	112	1781	15.8	14.1	101	1606	17.9	12.7	115
GOLDEN OLDIES	1191	**449	1.2	4.1	79	**80	1.1	6.7	76	**121	1.1	10.2	73	**54	0.6	4.5	41
MOR/NOSTALGIA	4757	*268	6.3	5.6	108	416	5.8	8.7	99	790	7.0	16.6	120	661	7.4	13.9	126
NEWS/TALK	3863	*291	6.9	7.5	144	361	5.0	9.3	106	687	6.1	17.8	128	509	5.7	13.2	119
RELIGIOUS	3084	*171	4.0	5.5	106	*173	2.4	5.6	63	490	4.4	15.9	114	416	4.6	13.5	122
SOFT ROCK	521	**29	0.7	5.6	106	**100	1.4	19.2	217	**48	0.4	9.2	66	**22	0.2	4.2	38
URBAN CONTEMPORARY	1585	**103	2.4	6.5	124	**120	1.7	7.6	85	**71	0.6	4.5	32	**97	1.1	6.1	55
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*243	5.7	7.5	142	440	6.1	13.5	152	383	3.4	11.7	85	346	3.9	10.6	96
ABC DIRECTION	2316	**173	4.1	7.5	143	*272	3.8	11.7	133	360	3.2	15.5	112	*227	2.5	9.8	89
ABC ENTERTAINMENT	4834	*318	7.5	6.6	126	442	6.2	9.1	103	738	6.6	15.3	110	642	7.2	13.3	120
ABC FM	2202	**139	3.3	6.3	121	*254	3.5	11.5	130	231	2.1	10.5	75	*133	1.5	6.0	55
ABC INFORMATION	5425	330	7.8	6.1	116	521	7.3	9.6	108	870	7.7	16.0	115	735	8.2	13.5	123
ABC ROCK	1677	*153	3.6	9.1	174	*198	2.8	11.8	133	*226	2.0	13.5	97	**128	1.4	7.6	69
CBS	4430	289	6.8	6.5	125	337	4.7	7.6	86	751	6.7	17.0	122	710	7.9	16.0	145
MUTUAL	4992	304	7.2	6.1	116	338	4.7	6.8	76	760	6.8	15.2	110	673	7.5	13.5	122
NBC	4679	*344	8.1	7.4	141	560	7.8	12.0	135	857	7.6	18.3	132	699	7.8	14.9	135
RADIORADIO	1994	**84	2.0	4.2	81	*208	2.9	10.4	118	*301	2.7	15.1	109	*158	1.8	7.9	72
RKO ONE	2298	*129	3.0	5.6	107	*154	2.1	6.7	76	*250	2.2	10.9	78	*122	1.4	5.3	48
RKO TWO	3311	*149	3.5	4.5	86	306	4.3	9.2	104	443	3.9	13.4	96	298	3.3	9.0	81
THE SOURCE	2114	**157	3.7	7.4	142	*182	2.5	8.6	97	*241	2.1	11.4	82	*188	2.1	8.9	80
NON-WIRED : BLAIR	8654	655	15.5	7.6	145	906	12.6	10.5	118	1256	11.2	14.5	104	936	10.5	10.8	98
INTERNET	12025	776	18.3	6.5	123	1375	19.2	11.4	129	1669	14.8	13.9	100	1301	14.5	10.8	98
KATZ RADIO GROUP	15359	823	19.4	5.4	102	1451	20.2	9.4	107	2343	20.8	15.3	110	1754	19.6	11.4	103
SUPERNET	10628	618	14.6	5.8	111	1145	16.0	10.8	122	1498	13.3	14.1	101	1188	13.3	11.2	101
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	401	9.5	4.6	89	745	10.4	8.6	97	1416	12.6	16.4	118	992	11.1	11.5	104
WKDAY 9:00 AM - 1:00 PM	12163	596	14.1	4.9	94	1076	15.0	8.8	100	1754	15.6	14.4	104	1296	14.5	10.7	96
WKDAY 1:00 PM - 4:30 PM	16150	843	19.9	5.2	100	1473	20.5	9.1	103	2210	19.6	13.7	98	1640	18.3	10.2	92
WKDAY 4:30 PM - 7:30 PM	22463	950	22.4	4.2	81	1860	25.9	8.3	94	3223	28.6	14.3	103	2559	28.6	11.4	103
WKDAY 7:30 PM - 8:00 PM	31795	1370	32.3	4.3	82	2608	36.4	8.2	93	4558	40.5	14.3	103	3484	38.9	11.0	99
WKDAY 11:00 PM - 11:30 PM	23977	1316	31.1	5.5	105	2122	29.6	8.9	100	3728	33.1	15.5	112	2669	29.8	11.1	101
WKDAY 11:30 PM - 1:00 AM	7703	428	10.1	5.6	106	743	10.4	9.6	109	1215	10.8	15.8	114	832	9.3	10.8	98
M-SAT 8-11 PM-SUN 7-11 PM	33800	1644	38.8	4.9	93	3038	42.4	9.0	101	4913	43.7	14.5	105	3780	42.2	11.2	101
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	337	8.0	5.2	99	685	9.6	10.5	118	880	7.8	13.5	97	616	6.9	9.4	85
ANOTHER WORLD	N 4620	227	5.4	4.9	94	352	4.9	7.6	86	734	6.5	15.9	114	483	5.4	10.5	95
AS THE WORLD TURNS	C 5614	272	6.4	4.8	93	474	6.6	8.4	95	722	6.4	12.9	93	508	5.7	9.0	82
CAPITOL	C 3396	186	4.4	5.5	105	378	5.3	11.1	126	443	3.9	13.0	94	323	3.6	9.5	86
CBS MORN. NEWS 1	C 1446	*38	0.9	2.6	50	*116	1.6	8.0	91	214	1.9	14.8	107	134	1.5	9.3	84
CBS MORN. NEWS 2	C 1207	**26	0.6	2.2	41	*64	0.9	5.3	60	174	1.5	14.4	104	132	1.5	10.9	99
DAYS OF OUR LIVES	N 5877	285	6.7	4.8	93	459	6.4	7.8	88	922	8.2	15.7	113	705	7.9	12.0	109
FACTS OF LIFE - DAYTIME	N 2290	118	2.8	5.2	99	223	3.1	9.7	110	299	2.7	13.1	94	209	2.3	9.1	83
FAMILY FEUD	A 3023	156	3.7	5.2	99	225	3.1	7.4	84	391	3.5	12.9	93	307	3.4	10.2	92
GENERAL HOSPITAL	A 6097	310	7.3	5.1	97	605	8.4	9.9	112	749	6.7	12.3	88	599	6.7	9.8	89
GOOD MORNING, AMERICA-730A	A 3515	141	3.3	4.0	77	294	4.1	8.4	94	620	5.5	17.6	127	430	4.8	12.2	111
GOOD MORNING, AMERICA-830A	A 2818	123	2.9	4.4	83	223	3.1	7.9	89	627	5.6	22.2	160	405	4.5	14.4	130
GUIDING LIGHT	C 5339	313	7.4	5.9	112	522	7.3	9.8	110	723	6.4	13.5	97	490	5.5	9.2	83
ONE LIFE TO LIVE	A 4478	250	5.9	5.6	107	456	6.4	10.2	115	506	4.5	11.3	81	459	5.1	10.3	93
PRESS YOUR LUCK	C 2244	148	3.5	6.6	126	234	3.3	10.4	118	346	3.1	15.4	111	267	3.0	11.9	108
PRICE IS RIGHT 1	C 4348	227	5.4	5.2	100	330	4.6	7.6	86	568	5.0	13.1	94	496	5.5	11.4	103
PRICE IS RIGHT 2	C 5014	252	5.9	5.0	96	390	5.4	7.8	88	718	6.4	14.3	103	610	6.8	12.2	110
RYAN'S HOPE																	

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	KIX				LUCKY CHARMS				NABISCO SPOON SIZE SHREDDED WHEAT				NABISCO SHREDDED WHEAT (REGULAR SIZE)			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	4236	100.0	5.2	100	7172	100.0	8.9	100	11253	100.0	13.9	100	8948	100.0	11.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1026	24.2	3.9	75	1848	25.8	7.1	80	3822	34.0	14.7	106	3008	33.6	11.5	104
NETWORK AFFILIATES - LATE	20261	1099	25.9	5.4	104	1729	24.1	8.5	96	3183	28.3	15.7	113	2306	25.8	11.4	103
INDEPENDENTS - LATE	2076	*50	1.2	2.4	46	156	2.2	7.5	85	398	3.5	19.2	138	284	3.2	13.7	124
TV EVENING NTKW 6 PM - 2 AM																	
A TEAM	N 10453	646	15.3	6.2	118	1193	16.6	11.4	129	1329	11.8	12.7	92	1064	11.9	10.2	92
ABC MONDAY NIGHT MOVIE	A 6412	301	7.1	4.7	90	575	8.0	9.0	101	958	8.5	14.9	108	868	9.7	13.5	123
ABC SUNDAY NIGHT MOVIE	A 12407	663	15.7	5.3	102	1104	15.4	8.9	100	1823	16.2	14.7	106	1344	15.0	10.8	98
ABC WORLD NEWS TONIGHT	A 6176	272	6.4	4.4	84	491	6.8	8.0	90	939	8.3	15.2	109	707	7.9	11.4	104
AFTERMASH	C 5863	*295	7.0	5.0	96	499	7.0	8.5	96	1004	8.9	17.1	123	790	8.8	13.5	122
ALICE	C 9594	416	9.8	4.3	83	770	10.7	8.0	91	1516	13.5	15.8	114	1094	12.2	11.4	103
AMERICAN PARADE	C 6622	295	7.0	4.5	85	456	6.4	6.9	78	1065	9.5	16.1	116	735	8.2	11.1	100
BENSON	A 10886	550	13.0	5.1	97	826	11.5	7.6	86	1562	13.9	14.3	103	1283	14.3	11.8	107
BLUE THUNDER	A 5036	331	7.8	6.6	126	473	6.6	9.4	106	726	6.5	14.4	104	726	8.1	14.4	130
CAGNEY & LACEY	C 9965	637	15.0	6.4	122	870	12.1	8.7	99	1475	13.1	14.8	107	983	11.0	9.9	89
CBS EVENING NEWS-DEAN	C 3491	**94	2.2	2.7	51	*210	2.9	6.0	68	553	4.9	15.8	114	440	4.9	12.6	114
CBS EVENING NEWS-RATHER	C 7123	*244	5.8	3.4	65	544	7.6	7.6	86	1073	9.5	15.1	108	942	10.5	13.2	120
CBS SAT. NEWS-SCHIEFFER	C 3621	74	1.7	2.0	39	190	2.6	5.2	59	608	5.4	16.8	121	435	4.9	12.0	109
CBS SATURDAY NIGHT MOVIE	C 5436	316	7.5	5.8	111	582	8.1	10.7	121	774	6.9	14.2	102	473	5.3	8.7	79
CBS WEDNESDAY NIGHT MOVIE	C 6100	327	7.7	5.4	102	633	8.8	10.4	117	877	7.8	14.4	103	795	8.9	13.0	118
CHEERS	N 8889	483	11.4	5.4	104	897	12.5	10.1	114	1320	11.7	14.8	107	1251	14.0	14.1	127
DALLAS	C 22109	1001	23.6	4.5	87	1844	25.7	8.3	94	3161	28.1	14.3	103	2363	26.4	10.7	97
DIFF'RENT STROKES	N 6940	291	6.9	4.2	80	588	8.2	8.5	96	913	8.1	13.2	95	895	10.0	12.9	117
DOUBLE TROUBLE	N 7223	498	11.8	6.9	132	889	12.4	12.3	139	901	8.0	12.5	90	812	9.1	11.2	102
DUCK FACTORY	N 5595	365	8.6	6.5	125	510	7.1	9.1	103	772	6.9	13.8	99	750	8.4	13.4	121
DUKES OF HAZZARD	C 5768	231	5.5	4.0	77	536	7.5	9.3	105	699	6.2	12.1	87	570	6.4	9.9	89
DYNASTY	A 20053	881	20.8	4.4	84	1488	20.7	7.4	84	2697	24.0	13.4	97	2168	24.2	10.8	98
FACTS OF LIFE	N 8087	616	14.5	7.6	146	840	11.7	10.4	117	1086	9.7	13.4	97	1045	11.7	12.9	117
FALCON CREST	C 20046	913	21.6	4.6	87	1609	22.4	8.0	91	2851	25.3	14.2	102	2105	23.5	10.5	95
FALL GUY	A 9084	559	13.2	6.2	118	1078	15.0	11.9	134	1122	10.0	12.4	89	1156	12.9	12.7	115
FAMILY TIES	N 7964	537	12.7	6.7	129	754	10.5	9.5	107	1048	9.3	13.2	95	1001	11.2	12.6	114
FANTASY ISLAND	A 7687	323	7.6	4.2	80	642	9.0	8.4	94	1075	9.6	14.0	101	745	8.3	9.7	88
FOULUPS,BLEEPS & BLUNDERS	A 8861	478	11.3	5.4	103	739	10.3	8.3	94	1222	10.9	13.8	99	1031	11.5	11.6	105
FOUR SEASONS	C 5095	*270	6.4	5.3	101	472	6.6	9.3	105	883	7.8	17.3	125	631	7.1	12.4	112
GIMME A BREAK	N 8838	501	11.8	5.7	108	738	10.3	8.4	94	1019	9.1	11.5	83	1071	12.0	12.1	110
HART TO HART	A 8978	367	8.7	4.1	78	691	9.6	7.7	87	1261	11.2	14.0	101	901	10.1	10.0	91
HILL STREET BLUES	N 8590	597	14.1	6.9	133	935	13.0	10.9	123	1358	12.1	15.8	114	1045	11.7	12.2	110
HOTEL	A 14085	633	14.9	4.5	86	1107	15.4	7.9	89	1894	16.8	13.4	97	1522	17.0	10.8	98
JEFFERSONS	C 9360	396	9.3	4.2	81	727	10.1	7.8	88	1448	12.9	15.5	111	1090	12.2	11.6	105
JENNIFER SLEPT HERE	N 5841	319	7.5	5.5	104	552	7.7	9.5	107	790	7.0	13.5	97	783	8.8	13.4	121
KATE & ALLIE	C 9206	519	12.3	5.6	108	716	10.0	7.8	88	1423	12.6	15.5	111	1059	11.8	11.5	104
KNIGHT RIDER	N 7076	322	7.6	4.6	87	612	8.5	8.6	98	908	8.1	12.8	92	773	8.6	10.9	99
LOVE BOAT	A 12219	394	9.3	3.2	62	873	12.2	7.1	81	1744	15.5	14.3	103	1335	14.9	10.9	99
MAGNUM PI	C 11199	596	14.1	5.3	102	1150	16.0	10.3	116	1711	15.2	15.3	110	1205	13.5	10.8	97
MAMA'S FAMILY	N 6057	263	6.2	4.3	83	482	6.7	8.0	90	959	8.5	15.8	114	940	10.5	15.5	140
MASTER, THE	N 3598	*163	3.8	4.5	87	299	4.2	8.3	94	421	3.7	11.7	84	414	4.6	11.5	104
MATT HOUSTON	A 6344	401	9.5	6.3	121	709	9.9	11.2	126	996	8.9	15.7	113	810	9.1	12.8	116
NBC MONDAY NIGHT MOVIE	N 11994	736	17.4	6.1	117	1249	17.4	10.4	118	1640	14.6	13.7	98	1361	15.2	11.3	103
NBC NIGHTLY NEWS	N 5132	196	4.6	3.8	73	356	5.0	6.9	78	924	8.2	18.0	130	687	7.7	13.4	121
NBC NIGHTLY NEWS-SAT	N 3375	**130	3.1	3.9	74	*223	3.1	6.6	75	538	4.8	15.9	115	400	4.5	11.9	107
NBC NIGHTLY NEWS-SUN	N 3130	**95	2.2	3.0	58	*200	2.8	6.4	72	508	4.5	16.2	117	356	4.0	11.4	103
NBC SUNDAY NIGHT MOVIE	N 8284	*417	9.8	5.0	96	851	11.9	10.3	116	915	8.1	11.0	79	950	10.6	11.5	104
NEWMART	C 9240	566	13.4	6.1	117	819	11.4	8.9	100	1499	13.3	16.2	117	1019	11.4	11.0	100
ONE DAY AT A TIME	C 7288	389	9.2	5.3	102	653	9.1	9.0	101	924	8.2	12.7	91	778	8.7	10.7	97
PEOPLE ARE FUNNY	N 4855	269	6.4	5.5	106	444	6.2	9.1	103	742	6.6	15.3	110	781	8.7	16.1	146
REAL PEOPLE	N 8869	372	8.8	4.2	80	618	8.6	7.0	79	1292	11.5	14.6	105	1099	12.3	12.4	112
REMINGTON STEELE	N 7743	470	11.1	6.1	116	816	11.4	10.5	119	1056	9.4	13.6	98	760	8.5	9.8	89
RIPLY'S BELIEVE IT - NOT	A 5345	246	5.8	4.6	88	585	8.2	10.9	124	840	7.5	15.7	113	774	8.6	14.5	131
RPTIDE	N 6988	410	9.7	5.9	112	736	10.3	10.5	119	934	8.3	13.4	96	710	7.9	10.2	92
SCARECROW & MRS. KING	C 10002	470	11.1	4.7	90	854	11.9	8.5	96	1444	12.8	14.4	104	1128	12.6	11.3	102
SIMON & SIMON	C 10638	599	14.1	5.6	108	1191	16.6	11.2	126	1580	14.0	14.9	107	1169	13.1	11.0	99
60 MINUTES	C 13293	424	10.0	3.2	61	805	11.2	6.1	68	1992	17.7	15.0	108	1631	18.2	12.3	111
ST. ELSEWHERE	N 7017	617	14.6	8.8	168	974	13.6	13.9	157	1196	10.6	17.0	123	732	8.2	10.4	94
THREE'S COMPANY	A 10917	593	14.0	5.4	104	977	13.6	8									

	TOTAL U.S. '000	POST ALPHA-BITS				POST FRUITY PEBBLES				POST GRAPENUT FLAKES				POST GRAPE NUTS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	3407	100.0	4.2	100	2846	100.0	3.5	100	3379	100.0	4.2	100	9460	100.0	11.7	100
18 - 24	9282	*428	12.6	4.6	110	*398	14.0	4.3	122	*364	10.8	3.9	94	827	8.7	8.9	76
25 - 34	19072	1332	39.1	7.0	166	1090	38.3	5.7	163	734	21.7	3.8	92	2367	25.0	12.4	106
35 - 44	14591	865	25.4	5.9	141	752	26.4	5.2	147	*504	14.9	3.5	83	1881	19.9	12.9	110
45 - 54	11345	*460	13.5	4.1	96	*429	15.1	3.8	108	*447	13.2	3.9	94	1162	12.3	10.2	88
55 - 64	11635	**231	6.8	2.0	47	**89	3.1	0.8	22	662	19.6	5.7	136	1520	16.1	13.1	112
65 OR OLDER	15061	**91	2.7	0.6	14	**88	3.1	0.6	17	668	19.8	4.4	106	1702	18.0	11.3	97
18 - 34	28354	1760	51.7	6.2	148	1488	52.3	5.2	149	1098	32.5	3.9	93	3195	33.8	11.3	96
18 - 49	48339	2922	85.8	6.0	144	2498	87.8	5.2	147	1800	53.3	3.7	89	5675	60.0	11.7	101
25 - 54	45008	2657	78.0	5.9	140	2271	79.8	5.0	144	1684	49.8	3.7	90	5411	57.2	12.0	103
35 - 49	19985	1162	34.1	5.8	138	1010	35.5	5.1	144	702	20.8	3.5	84	2480	26.2	12.4	106
50 OR OLDER	32647	*486	14.3	1.5	35	*349	12.3	1.1	30	1580	46.8	4.8	116	3786	40.0	11.6	99
GRADUATED COLLEGE	11155	*280	8.2	2.5	60	*244	8.6	2.2	62	*487	14.4	4.4	105	1976	20.9	17.7	152
ATTENDED COLLEGE	13682	524	15.4	3.8	91	*354	12.4	2.6	74	541	16.0	4.0	95	2086	22.1	15.2	131
GRADUATED HIGH SCHOOL	33880	1826	53.6	5.4	128	1673	58.8	4.9	141	1594	47.2	4.7	113	3785	40.0	11.2	96
DID NOT GRADUATE HIGH SCHOOL	22270	776	22.8	3.5	83	*576	20.2	2.6	74	757	22.4	3.4	81	1613	17.1	7.2	62
EMPLOYED	40306	1878	55.1	4.7	111	1666	58.5	4.1	118	1619	47.9	4.0	96	4892	51.7	12.1	104
EMPLOYED FULL-TIME	32850	1489	43.7	4.5	108	1296	45.5	3.9	112	1322	39.1	4.0	96	3875	41.0	11.8	101
EMPLOYED PART-TIME	7456	*389	11.4	5.2	124	*370	13.0	5.0	141	**297	8.8	4.0	95	1017	10.8	13.6	117
NOT EMPLOYED	40680	1529	44.9	3.8	89	1180	41.5	2.9	83	1761	52.1	4.3	104	4568	48.3	11.2	96
PROFESSIONAL/MANAGER	10392	**258	7.6	2.5	59	**202	7.1	1.9	55	*386	11.4	3.7	89	1616	17.1	15.6	133
TECH/CLERICAL/SALES	17574	804	23.6	4.6	109	826	29.0	4.7	134	629	18.6	3.6	86	2052	21.7	11.7	100
PRECISION/CRAFT	985	*75	2.2	7.6	181	**27	0.9	2.7	78	**48	1.4	4.9	117	**116	1.2	11.8	101
OTHER EMPLOYED	11354	741	21.7	6.5	155	612	21.5	5.4	153	*556	16.5	4.9	117	1107	11.7	9.7	83
SINGLE	9863	**255	7.5	2.6	61	*190	6.7	1.9	55	*353	10.4	3.6	86	878	9.3	8.9	76
MARRIED	51375	2523	74.1	4.9	117	2167	76.1	4.2	120	2286	67.7	4.4	107	6742	71.3	13.1	112
DIVORCED/SEPARATED/WIDOWED	19748	630	18.5	3.2	76	489	17.2	2.5	70	741	21.9	3.8	90	1840	19.5	9.3	80
PARENTS	32590	2696	79.1	8.3	197	2390	84.0	7.3	209	1321	39.1	4.1	97	4075	43.1	12.5	107
WHITE	70416	3034	89.1	4.3	102	2488	87.4	3.5	101	3102	91.8	4.4	106	8909	94.2	12.7	108
BLACK	8778	*374	11.0	4.3	101	*310	10.9	3.5	100	*266	7.9	3.0	73	*417	4.4	4.8	41
OTHER	1791	**0	0.0	0.0	0	**48	1.7	2.7	76	**11	0.3	0.6	15	**134	1.4	7.5	64
NORTHEAST-CENSUS	17786	617	18.1	3.5	82	614	21.6	3.5	98	738	21.8	4.1	99	1621	17.1	9.1	78
NORTH CENTRAL	20741	1164	34.2	5.6	133	836	29.4	4.0	115	1099	32.5	5.3	127	3314	35.0	16.0	137
SOUTH	27775	1074	31.5	3.9	92	982	34.5	3.5	101	808	23.9	2.9	70	2146	22.7	7.7	66
WEST	14683	*553	16.2	3.8	90	*415	14.6	2.8	80	735	21.8	5.0	120	2380	25.2	16.2	139
NORTHEAST-MKTG.	17961	597	17.5	3.3	79	571	20.1	3.2	90	803	23.8	4.5	107	1644	17.4	9.2	78
EAST CENTRAL	11885	621	18.2	5.2	124	500	17.6	4.2	120	489	14.5	4.1	99	1262	13.3	10.6	91
WEST CENTRAL	14090	768	22.5	5.5	130	502	17.6	3.6	101	758	22.4	5.4	129	2613	27.6	18.5	159
SOUTH	24081	979	28.7	4.1	97	914	32.1	3.8	108	682	20.2	2.8	68	1895	20.0	7.9	67
PACIFIC	12969	*442	13.0	3.4	81	*359	12.6	2.8	79	648	19.2	5.0	120	2047	21.6	15.8	135
COUNTY SIZE A	32439	1100	32.3	3.4	81	701	24.6	2.2	61	1319	39.0	4.1	97	3510	37.1	10.8	93
COUNTY SIZE B	24915	1197	35.1	4.8	114	1226	43.1	4.9	140	1179	34.9	4.7	113	3017	31.9	12.1	104
COUNTY SIZE C	12930	587	17.2	4.5	108	*528	18.6	4.1	116	*432	12.8	3.3	80	1531	16.2	11.8	101
COUNTY SIZE D	10703	*523	15.4	4.9	116	*391	13.7	3.7	104	*449	13.3	4.2	101	1402	14.8	13.1	112
METRO CENTRAL CITY	24518	783	23.0	3.2	76	933	32.8	3.8	108	1084	32.1	4.4	106	2691	28.4	11.0	94
METRO SUBURBAN	35919	1587	46.6	4.4	105	1173	41.2	3.3	93	1519	45.0	4.2	101	4350	46.0	12.1	104
NON METRO	20549	1037	30.4	5.0	120	740	26.0	3.6	102	776	23.0	3.8	91	2419	25.6	11.8	101
TOP 5 ADI'S	18341	570	16.7	3.1	74	*388	13.6	2.1	60	786	23.3	4.3	103	1983	21.0	10.8	93
TOP 10 ADI'S	25378	802	23.5	3.2	75	543	19.1	2.1	61	1065	31.5	4.2	101	2789	29.5	11.0	94
TOP 20 ADI'S	36488	1299	38.1	3.6	85	795	27.9	2.2	62	1451	42.9	4.0	95	3941	41.7	10.8	92
MSHLD INC. \$50,000 OR MORE	6612	**157	4.6	2.4	56	**190	6.7	2.9	82	*409	12.1	6.2	148	1262	13.3	19.1	163
\$40,000 OR MORE	12659	*338	9.9	2.7	63	*404	14.2	3.2	91	*647	19.1	5.1	122	2162	22.9	17.1	146
\$30,000 OR MORE	24698	1016	29.8	4.1	98	1015	35.7	4.1	117	1129	33.4	4.6	110	3934	41.6	15.9	136
\$25,000 OR MORE	32077	1290	37.9	4.0	96	1299	45.6	4.0	115	1480	43.8	4.6	111	4915	52.0	15.3	131
\$20,000 - \$24,999	9144	*470	13.8	5.1	122	*321	11.3	3.5	100	*374	11.1	4.1	98	1130	11.9	12.4	106
\$15,000 - \$19,999	8728	*295	8.7	3.4	80	*252	8.9	2.9	82	*345	10.2	4.0	95	1090	11.5	12.5	107
\$10,000 - \$14,999	12562	779	22.9	6.2	147	*484	17.0	3.9	110	549	16.2	4.4	105	1165	12.3	9.3	79
UNDER \$10,000	18475	574	16.8	3.1	74	490	17.2	2.7	75	631	18.7	3.4	82	1160	12.3	6.3	54
HOUSEHOLD OF 1 PERSON	11987	**29	0.9	0.2	6	**78	2.7	0.7	19	392	11.6	3.3	78	1079	11.4	9.0	77
2 PEOPLE	26577	*434	12.7	1.6	39	*233	8.2	0.9	25	1193	35.3	4.5	108	3071	32.5	11.6	99
3 OR 4 PEOPLE	30617	1879	55.2	6.1	146	1499	52.7	4.9	139	1373	40.6	4.5	107	3728	39.4	12.2	104
5 OR MORE PEOPLE	11804	1066	31.3	9.0	215	1037	36.4	8.8	250	*421	12.5	3.6	85	1584	16.7	13.4	115
NO CHILD IN MSHLD	46165	620	18.2	1.3	32	*344	12.1	0.7	21	2001	59.2	4.3	104	5171	54.7	11.2	96
CHILD(REN) UNDER 2 YRS	5325	*398	11.7	7.5	178	*333	11.7	6.3	178	**157	4.6	2.9	71	643	6.8	12.1	103
2 - 5 YEARS	14221	1272	37.3	8.9	213	886	31.1	6.2	177	*606	17.9	4.3	102	1642	17.4	11.5	99
6 - 11 YEARS	15117	1410	41.4	9.3	222	1360	47.8	9.0	256	552	16.3	3.7	88	1913	20.2	12.7	108
12 - 17 YEARS	16611	1260	37.0	7.6	180	1301	45.7	7.8	223	615	18.2	3.7	89	2231	23.6	13.4	115
RESIDENCE OWNED	55884	2285	67.1	4.1	97	1792	63.0	3.2	91	2510	74.3	4.5	108	7410	78.3	13.3	114
VALUE: \$50,000 OR MORE	31744	1284	37.7	4.0	96	937	32.9	3.0	84	1626	48.1	5.1	123	4981	52.7	15.7	134
VALUE: UNDER \$50,000	24140	1001	29.4	4.1	99	855	30.0	3.5	101	885	26.2	3.7	88	2429	25.7	10.1	86

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

			TOTAL	POST ALPHA-BITS				POST FRUITY PEBBLES				POST GRAPENUT FLAKES				POST GRAPE NUTS			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS			80986	3407	100.0	4.2	100	2846	100.0	3.5	100	3379	100.0	4.2	100	9460	100.0	11.7	100
MAGAZINES	QUINTILE 1		15799	781	22.9	4.9	118	584	20.5	3.7	105	841	24.9	5.3	128	2314	24.5	14.6	125
	QUINTILE 2		17259	691	20.3	4.0	95	675	23.7	3.9	111	779	23.1	4.5	108	2171	22.9	12.6	108
	QUINTILE 3		13545	556	16.3	4.1	98	590	20.7	4.4	124	*544	16.1	4.0	96	1717	18.2	12.7	109
	QUINTILE 4		15133	667	19.6	4.4	105	*431	15.1	2.8	81	489	14.5	3.2	77	1748	18.5	11.6	99
	QUINTILE 5		19250	712	20.9	3.7	88	*567	19.9	2.9	84	726	21.5	3.8	90	1512	16.0	7.9	67
NEWSPAPERS	QUINTILE 1		12413	*387	11.4	3.1	74	*468	16.4	3.8	107	479	14.2	3.9	92	1380	14.6	11.1	95
	QUINTILE 2		24116	871	25.6	3.6	86	810	28.5	3.4	96	1004	29.7	4.2	100	3242	34.3	13.4	115
	QUINTILE 3		11261	620	18.2	5.5	131	*459	16.1	4.1	116	525	15.5	4.7	112	1519	16.1	13.5	111
	QUINTILE 4		20255	905	26.6	4.5	106	685	24.1	3.4	96	940	27.8	4.6	111	2440	25.8	12.0	103
	QUINTILE 5		12940	*624	18.3	4.8	115	*425	14.9	3.3	93	*431	12.8	3.3	80	879	9.3	6.8	58
OUTDOOR	QUINTILE 1		14852	795	23.3	5.4	127	605	21.3	4.1	116	669	19.8	4.5	108	1607	17.0	10.8	93
	QUINTILE 2		15725	765	22.5	4.9	116	*568	20.0	3.6	103	639	18.9	4.1	97	1916	20.3	12.2	104
	QUINTILE 3		16330	618	18.1	3.8	90	613	21.5	3.8	107	716	21.2	4.4	105	2207	23.3	13.5	116
	QUINTILE 4		16744	528	15.5	3.2	75	507	17.8	3.0	86	723	21.4	4.3	103	1782	18.8	10.6	91
	QUINTILE 5		17334	702	20.6	4.0	96	*554	19.5	3.2	91	633	18.7	3.7	88	1948	20.6	11.2	96
RADIO-DRIVE TIME	QUINTILE 1		15911	951	27.9	6.0	142	680	23.9	4.3	122	699	20.7	4.4	105	2011	21.3	12.6	108
	QUINTILE 2		14837	613	18.0	4.1	98	497	17.5	3.3	95	679	20.1	4.6	110	1874	19.8	12.6	108
	QUINTILE 3		15339	575	16.9	3.7	89	532	18.7	3.5	99	775	22.9	5.1	121	1696	17.9	11.1	95
	QUINTILE 4		16723	695	20.4	4.2	99	*582	20.4	3.5	99	555	16.4	3.3	80	1857	19.6	11.1	95
	QUINTILE 5		18176	*573	16.8	3.2	75	*555	19.5	3.1	87	672	19.9	3.7	89	2023	21.4	11.1	95
RADIO-MID-DAY	TERCILE 1		21020	939	27.6	4.5	106	862	30.3	4.1	117	876	25.9	4.2	100	2409	25.5	11.5	98
	TERCILE 2		21610	1110	32.6	5.1	122	752	26.4	3.5	99	798	23.6	3.7	89	2727	28.8	12.6	108
	TERCILE 3		38355	1359	39.9	3.5	84	1233	43.3	3.2	91	1705	50.5	4.4	107	4325	45.7	11.3	97
	QUINTILE 1		15988	725	21.3	4.5	108	649	22.8	4.1	116	632	18.7	4.0	95	1977	20.9	12.4	106
	QUINTILE 2		15626	908	26.7	5.8	138	657	23.1	4.2	120	784	23.2	5.0	120	1882	19.9	12.0	103
RADIO-TOTAL	QUINTILE 3		16723	686	20.1	4.1	98	593	20.8	3.5	101	850	25.2	5.1	122	2033	21.5	12.2	104
	QUINTILE 4		16342	560	16.4	3.4	81	*411	14.4	2.5	72	559	16.5	3.4	82	1964	20.8	12.0	103
	QUINTILE 5		16306	*529	15.5	3.2	77	*538	18.9	3.3	94	554	16.4	3.4	81	1606	17.0	9.8	84
	QUINTILE 1		15953	*493	14.5	3.1	73	*461	16.2	2.9	82	601	17.8	3.8	90	1900	20.1	11.9	102
	QUINTILE 2		16137	706	20.7	4.4	104	785	27.6	4.9	138	994	29.4	6.2	148	2013	21.3	12.5	107
TV-PRIME TIME	QUINTILE 3		16420	810	23.8	4.9	117	*530	18.6	3.2	92	535	15.8	3.3	78	1855	19.6	11.3	97
	QUINTILE 4		16687	772	22.7	4.6	110	509	17.9	3.1	87	652	19.3	3.9	94	1888	20.0	11.3	97
	QUINTILE 5		15789	626	18.4	4.0	94	562	19.7	3.6	101	598	17.7	3.8	91	1804	19.1	11.4	98
	TERCILE 1		27736	1117	32.8	4.0	96	924	32.5	3.3	95	1128	33.4	4.1	97	2794	29.5	10.1	86
	TERCILE 2		26489	1185	34.8	4.5	106	1062	37.3	4.0	114	1012	29.9	3.8	92	3295	34.8	12.4	106
TV-DAYTIME	TERCILE 3		26761	1105	32.4	4.1	98	860	30.2	3.2	91	1240	36.7	4.6	111	3372	35.6	12.6	108
	QUINTILE 1		16345	551	16.2	3.4	80	598	21.0	3.7	104	810	24.0	5.0	119	1780	18.8	10.9	93
	QUINTILE 2		16447	743	21.8	4.5	107	*565	19.9	3.4	98	616	18.2	3.7	90	1908	20.2	11.6	99
	QUINTILE 3		15980	651	19.1	4.1	97	490	17.2	3.1	87	710	21.0	4.4	106	1883	19.9	11.8	101
	QUINTILE 4		15887	824	24.2	5.2	123	584	20.5	3.7	105	561	16.6	3.5	85	1878	19.9	11.8	101
TV-TOTAL	QUINTILE 5		16326	638	18.7	3.9	93	609	21.4	3.7	106	683	20.2	4.2	100	2011	21.3	12.3	105
	MAGAZINES-NEWSPAPERS: DUAL		20721	773	22.7	3.7	89	796	28.0	3.8	109	861	25.5	4.2	100	2772	29.3	13.4	115
	MAGAZINE IMPERATIVE		19186	1026	30.1	5.3	127	723	25.4	3.8	107	1018	30.1	5.3	127	2527	26.7	13.2	113
	NEWSPAPER IMPERATIVE		21899	823	24.2	3.8	89	752	26.4	3.4	98	869	25.7	4.0	95	2552	27.0	11.7	100
	MAGAZINES-OUTDOOR: DUAL		15451	776	22.8	5.0	119	671	23.6	4.3	124	705	20.9	4.6	109	2013	21.3	13.0	112
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE		25953	955	28.0	3.7	87	913	32.1	3.5	100	1192	35.3	4.6	110	3487	36.9	13.4	115
	OUTDOOR IMPERATIVE		24400	1153	33.8	4.7	112	858	30.1	3.5	100	972	28.8	4.0	95	2619	27.7	10.7	92
	MAGAZINES-RADIO: DUAL		18049	906	26.6	5.0	119	630	22.1	3.5	99	890	26.3	4.9	118	2480	26.2	13.7	118
	MAGAZINE IMPERATIVE		23571	799	23.5	3.4	81	898	31.6	3.8	108	1062	31.4	4.5	108	3142	33.2	13.3	114
	RADIO IMPERATIVE		23278	1155	33.9	5.0	118	928	32.6	4.0	113	945	28.0	4.1	97	2360	24.9	10.1	87
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE		15459	584	17.1	3.8	90	600	21.1	3.9	110	702	20.8	4.5	109	2002	21.2	13.0	111
	TELEVISION IMPERATIVE		25829	1221	35.8	4.7	112	954	33.5	3.7	105	1234	36.5	4.8	115	3547	37.5	13.7	118
	TELEVISION IMPERATIVE		26039	1021	30.0	3.9	93	802	28.2	3.1	88	1013	30.0	3.9	93	2571	27.2	9.9	85
	NEWSPAPERS-OUTDOOR: DUAL		16605	806	23.7	4.9	115	587	20.6	3.5	101	800	23.7	4.8	115	2415	25.5	14.5	125
	NEWSPAPER IMPERATIVE		26834	839	24.6	3.1	74	917	32.2	3.4	97	1072	31.7	4.0	96	3306	34.9	12.3	105
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE		23346	1202	35.3	5.1	122	894	31.4	3.8	109	1036	30.7	4.4	106	2444	25.8	10.5	90
	NEWSPAPERS-RADIO: DUAL		17133	694	20.4	4.1	96	746	26.2	4.4	124	814	24.1	4.8	114	2176	23.0	12.7	109
	NEWSPAPER IMPERATIVE		25892	872	25.6	3.4	80	798	28.0	3.1	88	995	29.4	3.8	92	3324	35.1	12.8	110
	RADIO IMPERATIVE		23167	1377	40.4	5.9	141	886	31.1	3.8	109	1072	31.7	4.6	111	2605	27.5	11.2	96
	NEWSPAPERS-TELEVISION: DUAL		17159	535	15.7	3.1	74	614	21.6	3.6	102	792	23.4	4.6	111	2143	22.7	12.5	107
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE		26214	1039	30.5	4.0	94	892	31.3	3.4	97	1002	29.7	3.8	92	3379	35.7	12.9	110
	TELEVISION IMPERATIVE		23412	1110	32.6	4.7	113	794	27.9	3.4	97	977	28.9	4.2	100	2440	25.8	10.4	89
	OUTDOOR-RADIO: DUAL		15303	864	25.4	5.6	134	695	24.4	4.5	1								

	TOTAL U.S. '000	POST ALPHA-BITS				POST FRUITY PEBBLES				POST GRAPENUT FLAKES				POST GRAPE NUTS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAERS	80986	3407	100.0	4.2	100	2846	100.0	3.5	100	3379	100.0	4.2	100	9460	100.0	11.7	100
ATLANTIC MONTHLY	415	**0	0.0	0.0	0	**0	0.0	0.0	0	**17	0.5	4.1	98	**53	0.6	12.8	109
BARRON'S	453	**19	0.6	4.2	100	**0	0.0	0.0	0	**29	0.9	6.4	153	**91	1.0	20.1	172
BETTER HOMES & GARDENS	16256	797	23.4	4.9	117	681	23.9	4.2	119	859	25.4	5.3	127	2517	26.6	15.5	133
BON APPETIT	2535	**66	1.9	2.6	62	**111	3.9	4.4	125	**124	3.7	4.9	117	394	4.2	15.5	133
BUSINESS WEEK	1278	**14	0.4	1.1	26	**17	0.6	1.3	38	**43	1.3	3.4	81	**162	1.7	12.7	109
CAR AND DRIVER	378	**4	0.1	1.1	25	**10	0.4	2.6	75	**33	1.0	8.7	209	**29	0.3	7.7	66
CBS MAGAZINE NETWORK (GROSS)	1498	**72	2.1	4.8	114	**69	2.4	4.6	131	**41	1.2	2.7	66	**17	2.3	14.5	124
CHANGING TIMES	1505	**58	1.7	3.9	92	**32	1.1	2.1	61	**81	2.4	5.4	129	**234	2.5	15.5	133
COLONIAL HOMES	1231	**95	2.8	7.7	183	**32	1.1	2.6	74	**68	2.0	5.5	132	**116	1.2	9.4	81
CONDE NAST MAG. PKG. (GROSS)	14146	797	23.4	5.6	134	513	18.0	3.6	103	711	21.0	5.0	120	1744	18.4	12.3	106
CONSUMERS DIGEST	1323	**47	1.4	3.6	84	**33	1.2	2.5	71	**37	1.1	2.8	67	**142	1.5	10.7	92
COSMOPOLITAN	7102	349	10.2	4.9	117	338	11.9	4.8	135	362	10.7	5.1	122	819	8.7	11.5	99
COUNTRY LIVING	2481	**219	6.4	8.8	210	**69	2.4	2.8	79	**152	4.5	6.1	147	502	5.3	20.2	173
CUISINE	1472	**47	1.4	3.2	76	**14	0.5	1.0	27	**85	2.5	5.8	138	**232	2.5	15.8	135
CYCLE WORLD	425	**44	1.3	10.4	246	**12	0.4	2.8	80	**15	0.4	3.5	85	**110	1.2	25.9	222
DCI:CREATIVE IDEAS FOR LIV	2510	**199	5.8	7.9	188	**122	4.3	4.9	138	**134	4.0	5.3	128	**239	2.5	9.5	82
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	**355	10.4	5.3	126	**243	8.5	3.6	103	250	7.4	3.7	90	640	6.8	9.6	82
DISCOVER	894	**22	0.6	2.5	58	**52	1.8	5.8	166	**9	0.3	1.0	24	**138	1.5	15.4	132
EBONY	3507	**170	5.0	4.8	115	**120	4.2	3.4	97	**86	2.5	2.5	59	239	2.5	6.8	58
ESQUIRE	1083	**83	2.4	7.7	182	**47	1.7	4.3	123	**107	3.2	9.9	237	**134	1.4	12.4	106
ESSENCE	1830	**96	2.8	5.2	125	**91	3.2	5.0	142	**34	1.0	1.9	45	**92	1.0	5.0	43
FAMILY CIRCLE	15930	627	18.4	3.9	94	630	22.1	4.0	113	684	20.2	4.3	103	2193	23.2	13.8	118
THE FAMILY HANDYMAN	1126	**85	2.5	7.5	179	**46	1.6	4.1	116	**54	1.6	4.8	115	**212	2.2	18.8	161
FAMILY WEEKLY	11468	564	16.6	4.9	117	496	17.4	4.3	123	503	14.9	4.4	105	1509	16.0	13.2	113
FIELD & STREAM	2234	**117	3.4	5.2	124	**53	1.9	2.4	68	**147	4.4	6.6	158	**310	3.3	13.9	119
FOOD & WINE	579	**33	1.0	5.7	135	**6	0.2	1.0	29	**35	1.0	6.0	145	**441	0.4	7.1	61
FORBES	728	**33	1.0	4.5	108	**9	0.3	1.2	35	**75	2.2	10.3	247	**202	2.1	27.7	238
FORTUNE	906	**35	1.0	3.9	92	**12	0.4	1.3	38	**109	3.2	12.0	288	**217	2.3	24.0	205
GENTLEMEN'S QUARTERLY	791	**47	1.4	5.9	141	**38	1.3	4.8	137	**32	0.9	4.0	97	**67	0.7	8.5	73
GLAMOUR	5265	275	8.1	5.2	124	**192	6.7	3.6	104	292	8.6	5.5	133	674	7.1	12.8	110
GOLF DIGEST	636	**47	1.4	7.4	176	**31	1.1	4.9	139	**60	1.8	9.4	226	**164	1.7	25.8	221
GOLF DIGEST/TENNIS (GROSS)	1186	**77	2.3	6.5	154	**46	1.6	3.9	110	**72	2.1	6.1	146	**232	2.5	19.6	167
GOLF MAGAZINE	441	**0	0.0	0.0	0	**23	0.8	5.2	148	**73	2.2	16.6	397	**77	0.8	17.5	149
GOLF MAGAZINE/SKI (GROSS)	922	**35	1.0	3.8	90	**46	1.6	5.0	142	**98	2.9	10.6	255	**153	1.6	16.6	142
GOOD HOUSEKEEPING	16487	907	26.6	5.5	131	487	17.1	3.0	84	753	22.3	4.6	109	2222	23.5	13.5	115
HARPER'S BAZAAR	2423	**173	5.1	7.1	170	**80	2.8	3.3	94	**106	3.1	4.4	105	**270	2.9	11.1	95
HEALTH	1994	**48	1.4	2.4	57	**39	1.4	2.0	56	**95	2.8	4.8	114	**237	2.5	11.9	102
HEARST MAG CORP. BUY (GROSS)	44101	2441	71.6	5.5	132	1548	54.4	3.5	100	2200	65.1	5.0	120	6052	64.0	13.7	117
HEARST MAN POWER (GROSS)	1993	**56	1.6	2.8	67	**56	2.0	2.8	80	**131	3.9	6.6	158	**250	2.6	12.5	107
HEARST WOMAN POWER (GROSS)	31274	1679	49.3	5.4	128	1165	40.9	3.7	106	1458	43.1	4.7	112	4249	44.9	13.6	116
HOUSE BEAUTIFUL	3623	**184	5.4	5.1	121	**129	4.5	3.6	101	**201	5.9	5.5	133	487	5.1	13.4	115
INC.	283	**6	0.2	2.1	50	**3	0.1	1.1	30	**22	0.1	0.7	17	**100	1.1	35.3	303
JET	2928	**166	4.9	5.7	135	**122	4.3	4.2	119	**111	3.3	3.8	91	**124	1.3	4.2	36
LADIES' HOME JOURNAL	11918	641	18.8	5.4	128	406	14.3	3.4	97	536	15.9	4.5	108	1690	17.9	14.2	121
LHJ FAMILY GRP COMBO(GROSS)	16764	826	24.2	4.9	117	542	19.0	3.2	92	801	23.7	4.8	115	2320	24.5	13.8	118
LIFE	4254	**220	6.5	5.2	123	**165	5.8	3.9	110	**243	7.2	5.7	137	446	4.7	10.5	90
L.A. TIMES HOME MAGAZINE	1145	**34	1.0	3.0	71	**44	0.1	0.3	10	**46	1.4	4.0	96	**175	1.8	15.3	131
MADemoisELLE	2884	**159	4.7	5.5	131	**137	4.8	4.8	135	**120	3.6	4.2	100	311	3.3	10.8	92
MC CALL'S	13460	683	20.0	5.1	121	520	18.3	3.9	110	644	19.1	4.8	115	1738	18.4	12.9	111
MC CALL'S/WRK MOTHER (GROSS)	14606	812	23.8	5.6	132	614	21.6	4.2	120	703	20.8	4.8	115	1917	20.3	13.1	112
MECHANIX ILLUSTRATED	772	**11	0.3	1.4	34	**9	0.3	1.2	33	**51	1.5	6.6	158	**167	1.8	21.6	185
METROPOLITAN HOME	967	**49	1.4	5.1	120	**20	0.7	2.1	59	**36	1.1	3.7	89	**174	1.8	18.0	154
MONEY	1588	**44	1.3	2.8	66	**13	0.5	0.8	23	**72	2.1	4.5	109	**279	2.9	17.6	150
MOTHER EARTH NEWS	1002	**83	2.4	8.3	197	**48	1.7	4.8	136	**75	2.2	7.5	179	**177	1.9	17.7	151
MS.	825	**35	1.0	4.2	101	**24	0.8	2.9	83	**62	1.8	7.5	180	**140	1.5	17.0	145
NATIONAL ENQUIRER	10336	533	15.6	5.2	123	479	16.8	4.6	132	455	13.5	4.4	106	1034	10.9	10.0	86
NATIONAL GEOGRAPHIC	9597	337	9.9	3.5	83	253	8.9	2.6	75	456	13.5	4.8	114	1560	16.5	16.3	139
NATIONAL SUNDAY MAGAZINE PKG	49558	1962	57.6	4.0	94	1838	64.6	3.7	106	2061	61.0	4.2	100	6197	65.5	12.5	107
NATURAL HISTORY	573	**5	0.1	0.9	21	**3	0.1	0.5	15	**39	1.2	6.8	163	**134	1.4	23.4	200
NEW WOMAN	1699	**77	2.3	4.5	108	**73	2.6	4.3	122	**83	2.5	4.9	117	**104	1.1	6.1	52
NEW YORK INCLUDING CUE	443	**23	0.7	5.2	123	**8	0.3	1.8	51	**40	1.2	9.0	216	**55	0.6	12.4	106
THE NEW YORKER	1270	**22	0.6	1.7	41	**11	0.4	0.9	25	**80	2.4	6.3	151	**236	2.5	18.6	159
NEWSWEEK	6277	286	8.4	4.6	108	**202	7.1	3.2	92	330	9.8	5.3	126	964	10.2	15.4	131
THE N.Y. TIMES DAILY EDITION	1205	**22	0.6	1.8	43	**7	0.2	0.6	17	**49	1.5	4.1	97	**136	1.4	11.3	97
THE N.Y. TIMES MAGAZINE	2081	**40	1.2	1.9	46	**18	0.6	0.9	25	**76	2.2	3.7	88	288	3.0	13.8	118
OMNI	788	**70	2.1	8.9	211	**40	1.4	5.1	144	**47	1.4	6.0	143	**145	1.5	18.4	158
ON CABLE	1158	**57	1.7	4.9	117	**86	3.0	7.4	211	**41	1.2	3.5	85	**245	2.6	21.2	181
1001 HOME IDEAS	2852	**137	4.0	4.8	114	**97	3.4	3.4	97	**170	5.0	6.0	143	393	4.2	13.8	118
ORGANIC GARDENING	1658	**54	1.6	3.3	77	**31	1.1	1.9	53	**96	2.8	5.8	139	274	2.9	16.5	141
OUTDOOR LIFE	896	**85	2.5	9.5	226	**35	1.2	3.9	111	**55	1.6	6.1	147	**90	1.0	10.0	86
PARADE MAGAZINE	24275	855	25.1	3.5	84	903	31.7	3.7	106	948	28.1	3.9	94	2827	29.9	11.6	100

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	POST ALPHA-BITS				POST FRUITY PEBBLES				POST GRAPENUT FLAKES				POST GRAPE NUTS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	3407	100.0	4.2	100	2846	100.0	3.5	100	3379	100.0	4.2	100	9460	100.0	11.7	100
PARENTS	3845	362	10.6	9.4	224	*192	6.7	5.0	142	*176	5.2	4.6	110	628	6.6	16.3	140
PENTHOUSE	831	**43	1.3	5.2	123	**27	0.9	3.2	92	**54	1.6	6.5	156	**124	1.3	14.9	128
PEOPLE	11645	533	15.6	4.6	109	457	16.1	3.9	112	530	15.7	4.6	109	1416	15.0	12.2	104
PLAYBOY	2006	*100	2.9	5.0	118	**85	3.0	4.2	121	**91	2.7	4.5	109	*208	2.2	10.4	89
POPULAR HOT RODDING	297	**33	1.0	11.1	264	**20	0.7	6.7	192	**31	0.9	10.4	250	**61	0.6	20.5	176
POPULAR MECHANICS	1018	**31	0.9	3.0	72	**23	0.8	2.3	64	**74	2.2	7.3	174	**173	1.8	17.0	145
POPULAR SCIENCE	878	**23	0.7	2.6	62	**30	1.1	3.4	97	**94	2.8	10.7	257	**181	1.9	20.6	176
PREVENTION	3913	**98	2.9	2.5	60	**106	3.7	2.7	77	*202	6.0	5.2	124	550	5.8	14.1	120
PSYCHOLOGY TODAY	1710	**57	1.7	3.3	79	**60	2.1	3.5	100	**39	1.2	2.3	55	*185	2.0	10.8	93
READER'S DIGEST	22204	926	27.2	4.2	99	769	27.0	3.5	99	1045	30.9	4.7	113	3197	33.8	14.4	123
REDBOOK	7684	423	12.4	5.5	131	340	11.9	4.4	126	342	10.1	4.5	107	1208	12.8	15.7	135
ROAD & TRACK	410	**13	0.4	3.2	75	**50	1.8	12.2	347	**18	0.5	4.4	105	**42	0.4	10.2	88
ROLLING STONE	969	**53	1.6	5.5	130	**47	1.7	4.9	138	**39	1.2	4.0	96	*126	1.3	13.0	111
RUNNER'S WORLD	298	*0	0.0	0.0	0	**15	0.5	5.0	143	**17	0.5	5.7	137	**44	0.5	14.8	126
SATURDAY EVENING POST	1169	**52	1.5	4.4	106	**22	0.8	1.9	54	**78	2.3	6.7	160	*122	1.3	10.4	89
SCIENCE 84	587	**20	0.6	3.4	81	**32	1.1	5.5	155	**3	0.1	0.5	12	**104	1.1	17.7	152
SCIENCE DIGEST	482	**10	0.3	2.1	49	**9	0.3	1.9	53	**25	0.7	5.2	124	**50	0.5	10.4	89
SCIENTIFIC AMERICAN	594	**26	0.8	4.4	104	**13	0.5	2.2	62	**42	1.2	7.1	169	**140	1.5	23.6	202
SELF	2089	**118	3.5	5.6	134	**69	2.4	3.3	94	**131	3.9	6.3	150	*283	3.0	13.5	116
SEVENTEEN	2411	**120	3.5	5.0	118	**92	3.2	3.8	109	**58	1.7	2.4	58	*310	3.3	12.9	110
SKI	480	**35	1.0	7.3	173	**22	0.8	4.6	130	**25	0.7	5.2	125	**75	0.8	15.6	134
SMITHSONIAN	2760	**70	2.1	2.5	60	**40	1.4	1.4	41	*198	5.9	7.2	172	503	5.3	18.2	156
SOAP OPERA DIGEST	3013	**190	5.6	6.3	150	*231	8.1	7.7	218	**125	3.7	4.1	99	311	3.3	10.3	88
SOUTHERN LIVING	4184	**156	4.6	3.7	89	**121	4.3	2.9	82	*116	3.4	2.8	66	401	4.2	9.6	82
SPORT	559	*7	0.2	1.3	30	**11	0.4	2.0	56	**35	1.0	6.3	150	**30	0.3	5.4	46
THE SPORTING NEWS	436	**37	1.1	8.5	202	*0	0.0	0.0	0	**26	0.8	6.0	143	**58	0.6	13.3	114
SPORTS AFIELD	493	**16	0.5	3.2	77	**25	0.9	5.1	144	**32	0.9	6.5	156	**26	0.3	5.3	45
SPORTS ILLUSTRATED	2758	*200	5.9	7.3	172	**71	2.5	2.6	73	*159	4.7	5.8	138	373	3.9	13.5	116
STAR	7456	380	11.2	5.1	121	274	9.6	3.7	105	339	10.0	4.5	109	796	8.4	10.7	91
SUNDAY	24936	927	27.2	3.7	88	865	30.4	3.5	99	1136	33.6	4.6	109	3044	32.2	12.2	105
SUNSET	2124	**68	2.0	3.2	76	**44	1.5	2.1	59	*143	4.2	6.7	161	519	5.5	24.4	209
TV GUIDE	21661	958	28.1	4.4	105	861	30.3	4.0	113	912	27.0	4.2	101	2187	23.1	10.1	86
TENNIS	550	**31	0.9	5.6	134	**15	0.5	2.7	78	**12	0.4	2.2	52	**69	0.7	12.5	107
TIME	8880	376	11.0	4.2	101	224	7.9	2.5	72	376	11.1	4.2	101	1177	12.4	13.3	113
TOWN & COUNTRY	917	**33	1.0	3.6	86	**17	0.6	1.9	53	**45	1.3	4.9	118	**99	1.0	10.8	92
TRAVEL & LEISURE	972	**39	1.1	4.0	95	**11	0.4	1.1	32	**74	2.2	7.6	182	*128	1.4	13.2	113
TRUE STORY	3356	*242	7.1	7.2	171	*204	7.2	6.1	173	*209	6.2	6.2	149	292	3.1	8.7	74
U.S. NEWS & WORLD REPORT	3410	**90	2.6	2.6	63	**65	2.3	1.9	54	*194	5.7	5.7	136	514	5.4	15.1	129
USA TODAY	1759	**50	1.5	2.8	68	**31	1.1	1.8	50	*173	2.2	4.2	99	*213	2.3	12.1	104
US	1873	**107	3.1	5.7	136	**108	3.8	5.8	164	**125	3.7	6.7	160	*254	2.7	13.6	116
VOGUE	3909	*245	7.2	6.3	149	**116	4.1	3.0	84	*167	4.9	4.3	102	476	5.0	12.2	104
WALL STREET JOURNAL	1886	**36	1.1	1.9	45	**57	2.0	3.0	86	**90	2.7	4.8	114	287	3.0	15.2	130
WEIGHT WATCHERS	2120	**100	2.9	4.7	112	**101	3.5	4.8	136	**112	3.3	5.3	127	311	3.3	14.7	126
WOMAN'S DAY	14172	602	17.7	4.2	101	632	22.2	4.5	127	534	15.8	3.8	90	1981	20.9	14.0	120
WORKING MOTHER	1146	**129	3.8	11.3	268	**95	3.3	8.3	236	**59	1.7	5.1	123	*179	1.9	15.6	134
WORKING WOMAN	1322	**98	2.9	7.4	176	**53	1.9	4.0	114	**31	0.9	2.3	56	*183	1.9	13.8	119
WORLD TENNIS	*163	**4	0.1	2.5	58	*4	0.1	2.5	70	*8	0.2	4.9	118	*46	0.5	28.2	242
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**89	2.6	3.5	84	**99	3.5	3.9	111	*175	5.2	6.9	166	321	3.4	12.7	109
BLAIR INSERTS	43657	1540	45.2	3.5	84	1423	50.0	3.3	93	1791	53.0	4.1	98	5407	57.2	12.4	106
DAILY NEWSPAPERS																	
READ ANY	51633	2060	60.5	4.0	95	1765	62.0	3.4	97	2236	66.2	4.3	104	6507	68.8	12.6	108
READ ONE	43463	1835	53.9	4.2	100	1475	51.8	3.4	97	1949	57.7	4.5	107	5531	58.5	12.7	109
READ TWO OR MORE	8170	225	6.6	2.8	65	290	10.2	3.5	101	287	8.5	3.5	84	976	10.3	11.9	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2047	60.1	3.9	92	1926	67.7	3.7	104	2175	64.4	4.1	99	6739	71.2	12.8	110
READ ONE	46126	1782	52.3	3.9	92	1697	59.6	3.7	105	1835	54.3	4.0	95	5854	61.9	12.7	109
READ TWO OR MORE	6552	264	7.7	4.0	96	229	8.0	3.5	99	340	10.1	5.2	124	886	9.4	13.5	116
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	33.23				33.66				28.27				27.08			
30 DAY REACH	71455	3063	89.9	4.3	102	2429	85.3	3.4	97	3049	90.2	4.3	102	8340	88.2	11.7	100
50 SHWG - 30 DAY AV FREQ	14.56	17.41				17.43				14.74				14.41			
30 DAY REACH	67742	2929	86.0	4.3	103	2351	82.6	3.5	99	2930	86.7	4.3	104	7841	82.9	11.6	99
25 SHWG - 30 DAY AV FREQ	7.94	9.66				9.15				7.91				7.65			
30 DAY REACH	62117	2643	77.6	4.3	101	2243	78.8	3.6	103	2710	80.2	4.4	105	7329	77.5	11.8	101
CABLE TV: HOME WIRED	32077	1607	47.2	5.0	119	1522	53.5	4.7	135	1412	41.8	4.4	106	4085	43.2	12.7	109
HOME NOT WIRED	48909	1801	52.9	3.7	88	1325	46.6	2.7	77	1967	58.2	4.0	96	5375	56.8	11.0	94
HAVE PAY CABLE	15935	1046	30.7	6.6	156	931	32.7	5.8	166	672	19.9	4.2	101	1998	21.1	12.5	107

	TOTAL U.S. '000	A	B	C	D	POST ALPHA-BITS	POST FRUITY PEBBLES	POST GRAPENUT	FLAKES	POST GRAPE NUTS							
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX				
TOTAL FEMALE HOMEMAKERS	80986	3407	100.0	4.2	100	2846	100.0	3.5	100	3379	100.0	4.2	100	9460	100.0	11.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2017	59.2	4.6	109	1635	57.4	3.7	106	1885	55.8	4.3	103	5343	56.5	12.2	104
10:00 AM - 3:00 PM	30659	1442	42.3	4.7	112	1158	40.7	3.8	107	1289	38.1	4.2	101	3819	40.4	12.5	107
3:00 PM - 7:00 PM	31045	1577	46.3	5.1	121	1227	43.1	4.0	112	1456	43.1	4.7	112	3874	41.0	12.5	107
7:00 PM - MIDNIGHT	15767	665	19.5	4.2	100	524	18.4	3.3	95	770	22.8	4.9	117	1901	20.1	12.1	103
MIDNIGHT - 6:00 AM	9120	378	11.1	4.1	99	322	11.3	3.5	100	429	12.7	4.7	113	1203	12.7	13.2	113
6:00 AM - MIDNIGHT	58527	2676	78.5	4.6	109	2125	74.7	3.6	103	2521	74.6	4.3	103	7061	74.6	12.1	103
ENTIRE DAY	59311	2730	80.1	4.6	109	2152	75.6	3.6	103	2552	75.5	4.3	103	7130	75.4	12.0	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	825	24.2	5.1	121	866	23.4	4.1	117	730	21.6	4.5	108	2319	24.5	14.3	123
ALL NEWS	2256	**61	1.8	2.7	64	**59	2.1	2.6	74	*159	4.7	7.0	169	401	4.2	17.8	152
AOR/PROGRESSIVE	3874	*239	7.0	6.2	147	*177	6.2	4.6	130	*161	4.8	4.2	100	423	4.5	10.9	93
BEAUTIFUL MUSIC	5660	*207	6.1	3.7	87	*180	6.3	3.2	90	*245	7.3	4.3	104	807	8.5	14.3	122
BLACK	2204	**112	3.3	5.1	121	**99	3.5	4.5	128	**70	2.1	3.2	76	**133	1.4	6.0	52
CLASSICAL	1418	**35	1.0	2.5	59	**12	0.4	0.8	24	**62	1.8	4.4	105	*144	1.5	10.2	87
CHR/ROCK	9538	538	15.8	5.6	134	475	16.7	5.0	142	348	10.3	3.6	87	1092	11.5	11.4	98
COUNTRY	12648	595	17.5	4.7	112	458	16.1	3.6	103	456	13.5	3.6	86	1298	13.7	10.3	88
GOLDEN OLDIES	1191	**85	2.5	7.1	170	**43	1.5	3.6	103	**84	2.5	7.1	169	**54	0.6	4.5	39
MOR/NOSTALGIA	4757	*141	4.1	3.0	70	*118	4.1	2.5	71	*263	7.8	5.5	133	668	7.1	14.0	120
NEWS/TALK	3863	**120	3.5	3.1	74	**59	2.1	1.5	43	*233	6.9	6.0	145	574	6.1	14.9	127
RELIGIOUS	3084	**54	1.6	1.8	42	**46	1.6	1.5	42	**123	3.6	4.0	96	*285	3.0	9.2	79
SOFT ROCK	521	**48	1.4	9.2	219	**52	1.8	10.0	284	**12	0.4	2.3	55	**55	0.6	10.6	90
URBAN CONTEMPORARY	1585	**69	2.0	4.4	103	**91	3.2	5.7	163	**17	0.5	1.1	26	**52	0.5	3.3	28
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*196	5.8	6.0	143	*202	7.1	6.2	176	*123	3.6	3.8	90	369	3.9	11.3	97
ABC DIRECTION	2316	**120	3.5	5.2	123	**87	3.1	3.8	107	**93	2.8	4.0	96	*218	2.3	9.4	81
ABC ENTERTAINMENT	4834	*197	5.8	4.1	97	*171	6.0	3.5	101	*217	6.4	4.5	108	570	6.0	11.8	101
ABC FM	2202	**112	3.3	5.1	121	**139	4.9	6.3	180	**90	2.7	4.1	98	*192	2.0	8.7	75
ABC INFORMATION	5425	251	7.4	4.6	110	*174	6.1	3.2	91	291	8.6	5.4	129	753	8.0	13.9	119
ABC ROCK	1677	*125	3.7	7.5	177	**63	2.2	3.8	107	**63	1.9	3.8	90	*135	1.4	8.1	69
CBS	4430	*126	3.7	2.8	68	**108	3.8	2.4	69	245	7.3	5.5	133	737	7.8	16.6	142
MUTUAL	4992	*150	4.4	3.0	71	*180	6.3	3.6	103	*220	6.5	4.4	106	559	5.9	11.2	96
NBC	4679	*244	7.2	5.2	124	*163	5.7	3.5	99	324	9.6	6.9	166	731	7.7	15.6	134
RADIORADIO	1994	**98	2.9	4.9	117	**87	3.1	4.4	124	**73	2.2	3.7	88	*212	2.2	10.6	91
RKO ONE	2298	**104	3.1	4.5	108	*100	3.5	4.4	124	**36	1.1	1.6	38	*206	2.2	9.0	77
RKO TWO	3311	*185	5.4	5.6	133	*117	4.1	3.5	101	*107	3.2	3.2	77	305	3.2	9.2	79
THE SOURCE	2114	**70	2.1	3.3	79	**85	3.0	4.0	114	**96	2.8	4.5	109	*152	1.6	7.2	62
NON-WIRED : BLAIR	8654	493	14.5	5.7	135	422	14.8	4.9	139	475	14.1	5.5	132	1187	12.5	13.7	117
INTERNET	12025	711	20.9	5.9	141	457	16.1	3.8	108	574	17.0	4.8	114	1458	15.4	12.1	104
KATZ RADIO GROUP	15359	746	21.9	4.9	115	464	16.3	3.0	86	684	20.2	4.5	107	2086	22.1	13.6	116
SUPERNET	10628	492	14.4	4.6	110	461	16.2	4.3	123	402	11.9	3.8	91	1136	12.0	10.7	92
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	310	9.1	3.6	85	340	11.9	3.9	112	405	12.0	4.7	112	870	9.2	10.0	86
MKDAY 9:00 AM - 1:00 PM	12163	462	13.6	3.8	90	373	13.1	3.1	87	496	14.7	4.1	98	1266	13.4	10.4	89
MKDAY 1:00 PM - 4:30 PM	16150	712	20.9	4.4	105	575	20.2	3.6	101	577	17.1	3.6	86	1639	17.3	10.1	87
MKDAY 4:30 PM - 7:30 PM	22463	800	23.5	3.6	85	681	23.9	3.0	86	958	28.4	4.3	102	2528	26.7	11.3	96
MKDAY 7:30 PM - 8:00 PM	31795	1180	34.6	3.7	88	972	34.2	3.1	87	1394	41.3	4.4	105	3661	38.7	11.5	99
MKDAY 11:00 PM - 11:30 PM	23977	961	28.2	4.0	95	798	28.0	3.3	95	1038	30.7	4.3	104	3025	32.0	12.6	108
MKDAY 11:30 PM - 1:00 AM	7703	381	11.2	4.9	118	314	11.0	4.1	116	391	11.6	5.1	122	929	9.8	12.1	103
M-SAT 8-11 PM-SUN 7-11 PM	33800	1389	40.8	4.1	98	1209	42.5	3.6	102	1481	43.8	4.4	105	4001	42.3	11.8	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	271	8.0	4.1	99	240	8.4	3.7	104	206	6.1	3.2	76	708	7.5	10.8	93
ANOTHER WORLD	N 4620	176	5.2	3.8	91	*103	3.6	2.2	63	*176	5.2	3.8	91	423	4.5	9.2	78
AS THE WORLD TURNS	C 5614	233	7.0	4.2	101	179	6.3	3.2	91	221	6.5	3.9	94	589	6.2	10.5	90
CAPITOL	C 3396	206	6.0	6.1	144	*120	4.2	3.5	101	*124	3.7	3.7	88	352	3.7	10.4	89
CBS MORN. NEWS 1	C 1446	**39	1.1	2.7	64	**34	1.2	2.4	67	*52	1.5	3.6	86	120	1.3	8.3	71
CBS MORN. NEWS 2	C 1207	**23	0.7	1.9	45	**27	0.9	2.2	64	*51	1.5	4.2	101	125	1.3	10.4	89
DAYS OF OUR LIVES	N 5877	227	6.7	3.9	92	208	7.3	3.5	101	221	6.5	3.8	90	575	6.1	9.8	84
FACTS OF LIFE - DAYTIME	N 2290	*88	2.6	3.8	91	*85	3.0	3.7	106	*80	2.4	3.5	84	188	2.0	8.2	70
FAMILY FEUD	A 3023	136	4.0	4.5	107	*94	3.3	3.1	88	*138	4.1	4.6	109	293	3.1	9.7	83
GENERAL HOSPITAL	A 6097	275	8.1	4.5	107	276	9.7	4.5	129	161	4.8	2.6	63	622	6.6	10.2	87
GOOD MORNING, AMERICA-730	A 3515	*76	2.2	2.2	51	160	5.6	4.6	130	153	4.5	4.4	104	403	4.3	11.5	98
GOOD MORNING, AMERICA-830	A 2818	*73	2.1	2.6	62	117	4.1	4.2	118	164	4.9	5.8	139	394	4.2	14.0	120
GUIDING LIGHT	C 5339	295	8.7	5.5	131	217	7.6	4.1	116	213	6.3	4.0	96	525	5.5	9.8	84
ONE LIFE TO LIVE	A 4478	194	5.7	4.3	103	221	7.8	4.9	140	118	3.5	2.6	63	458	4.8	10.2	88
PRESS YOUR LUCK	C 2244	*77	2.3	3.4	82	*68	2.4	3.0	86	**49	1.5	2.2	52	177	1.9	7.9	68
PRICE IS RIGHT 1	C 4348	144	4.2	3.3	79	113	4.0	2.6	74	213	6.3	4.9	117	380	4.0	8.7	75
PRICE IS RIGHT 2	C 5014	170	5.0	3.4	81	127	4.5	2.5	72	252	7.5	5.0	120	458	4.8	9.1	78
RYAN'S HOPE	A 3150	121	3.6	3.8	91	174	6.1	5.5	157	*133	3.9	4.2	101	327	3.5	10.4	89
SALE OF THE CENTURY	N 2695	*65	1.9	2.4	57	*59	2.1	2.2									

		TOTAL	POST ALPHA-BITS				POST FRUITY PEBBLES				POST GRAPENUT FLAKES				POST GRAPE NUTS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	3407	100.0	4.2	100	2846	100.0	3.5	100	3379	100.0	4.2	100	9460	100.0	11.7	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	861	25.3	3.3	79	670	23.5	2.6	73	1149	34.0	4.4	106	2915	30.8	11.2	96
NETWORK AFFILIATES - LATE		20261	773	22.7	3.8	91	669	23.5	3.3	94	864	25.6	4.3	102	2632	27.8	13.0	111
INDEPENDENTS - LATE		2076	*74	2.2	3.6	85	*48	1.7	2.3	66	111	3.3	5.3	128	333	3.5	16.0	137
TV EVENING NTK 6 PM - 2 AM																		
A TEAM	N	10453	599	17.6	5.7	136	464	16.3	4.4	126	382	11.3	3.7	88	1138	12.0	10.9	93
ABC MONDAY NIGHT MOVIE	A	6412	369	10.8	5.8	137	283	9.9	4.4	126	327	9.7	5.1	122	910	9.6	14.2	121
ABC SUNDAY NIGHT MOVIE	A	12407	564	16.6	4.5	108	411	14.4	3.3	94	561	16.6	4.5	108	1434	15.2	11.6	99
ABC WORLD NEWS TONIGHT	A	6176	217	6.4	3.5	84	159	5.6	2.6	73	239	7.1	3.9	93	822	8.7	13.3	111
AFTERMASH	C	5863	**222	6.5	3.8	90	**198	7.0	3.4	96	*320	9.5	5.5	131	717	7.6	12.2	105
ALICE	C	9594	390	11.4	4.1	97	350	12.3	3.6	104	384	11.4	4.0	96	1050	11.1	10.9	94
AMERICAN PARADE	C	6622	229	6.7	3.5	82	*163	5.7	2.5	70	335	9.9	5.1	121	802	8.5	12.1	104
BENSON	A	10886	349	10.2	3.2	76	291	10.2	2.7	76	446	13.2	4.1	98	1265	13.4	11.6	99
BLUE THUNDER	A	5036	*245	7.2	4.9	116	*202	7.1	4.0	114	*189	5.6	3.8	90	569	6.0	11.3	97
CAGNEY & LACEY	C	9965	368	10.8	3.7	88	414	14.5	4.2	118	424	12.5	4.3	102	1149	12.1	11.5	99
CBS EVENING NEWS-DEAN	C	3491	**59	1.7	1.7	40	**82	2.9	2.3	67	*183	5.4	5.2	126	530	5.6	15.2	130
CBS EVENING NEWS-RATHER	C	7123	210	6.2	2.9	70	214	7.5	3.0	85	335	9.9	4.7	113	960	10.1	13.5	115
CBS SAT. NEWS-SCHIEFFER	C	3621	80	2.3	2.2	53	*69	2.4	1.9	54	165	4.9	4.6	109	556	5.9	15.4	131
CBS SATURDAY NIGHT MOVIE	C	5436	172	5.0	3.2	75	210	7.4	3.9	110	204	6.0	3.8	90	674	7.1	12.4	106
CBS WEDNESDAY NIGHT MOVIE	C	6100	258	7.6	4.2	101	229	8.0	3.8	107	233	6.9	3.8	92	729	7.7	12.0	102
CHEERS	N	8889	396	11.6	4.5	106	299	10.5	3.4	96	351	10.4	3.9	95	1209	12.8	13.6	116
DALLAS	C	22109	845	24.8	3.8	91	798	28.0	3.6	103	958	28.4	4.3	104	2698	28.5	12.2	104
DIFF'RENT STROKES	N	6940	*260	7.6	3.7	89	*222	7.8	3.2	91	263	7.8	3.8	91	736	7.8	10.6	91
DOUBLE TROUBLE	N	7223	337	9.9	4.7	111	265	9.3	3.7	104	283	8.4	3.9	94	1042	11.0	14.4	124
DUCK FACTORY	N	5595	246	7.2	4.4	105	*156	5.5	2.8	79	*193	5.7	3.4	83	721	7.6	12.9	110
DUKES OF HAZZARD	C	5768	270	7.9	4.7	111	*250	8.8	4.3	123	263	7.8	4.6	109	572	6.0	9.9	85
DYNASTY	A	20053	713	20.9	3.6	85	724	25.4	3.6	103	764	22.6	3.8	91	2083	22.0	10.4	89
FACTS OF LIFE	N	8087	360	10.6	4.5	106	318	11.2	3.9	112	385	11.4	4.8	114	1049	11.1	13.0	111
FALCON CREST	C	20046	784	23.0	3.9	93	693	24.3	3.5	98	870	25.7	4.3	104	2492	26.3	12.4	106
FALL GUY	A	9084	433	12.7	4.8	113	364	12.8	4.0	114	438	13.0	4.8	116	1059	11.2	11.7	100
FAMILY TIES	N	7964	297	8.7	3.7	89	*248	8.7	3.1	89	257	7.6	3.2	77	880	9.3	11.0	95
FANTASY ISLAND	A	7687	292	8.6	3.8	90	308	10.8	4.0	114	380	11.2	4.9	118	812	8.6	10.6	90
FOULUPS, BLEEPERS & BLUNDERS	A	8861	341	10.0	3.8	91	*224	7.9	2.5	72	354	10.5	4.0	96	1025	10.8	11.6	99
FOUR SEASONS	C	5095	**200	5.9	3.9	93	**162	5.7	3.2	90	*260	7.7	5.1	122	599	6.3	11.8	101
GIMME A BREAK	N	8838	267	7.8	3.0	72	*227	8.0	2.6	73	315	9.3	3.6	85	850	9.0	9.6	82
HART TO HART	A	8978	370	10.9	4.1	98	288	10.1	3.2	91	260	7.7	2.9	69	1066	11.3	11.9	102
HILL STREET BLUES	N	8590	311	9.1	3.6	86	316	11.1	3.7	105	405	12.0	4.7	113	1106	11.7	12.9	110
HOTEL	A	14085	593	17.4	4.2	100	561	19.7	4.0	113	516	15.3	3.7	88	1638	17.3	11.6	100
JEFFERSONS	C	9360	390	11.4	4.2	99	331	11.6	3.5	101	420	12.4	4.5	108	1063	11.2	11.4	97
JENNIFER SLEPT HERE	N	5841	*256	7.5	4.4	104	*218	7.7	3.7	106	*213	6.3	3.6	87	624	6.6	10.7	91
KATE & ALLIE	C	9206	342	10.0	3.7	88	348	12.2	3.8	108	393	11.6	4.3	102	1170	12.4	12.7	109
KNIGHT RIDER	N	7076	277	8.1	3.9	93	314	11.0	4.4	126	319	9.4	4.5	108	821	8.7	11.6	99
LOVE BOAT	A	12219	397	11.7	3.2	77	332	11.7	2.7	77	472	14.0	3.9	93	1204	12.7	9.9	84
MAGNUM PI	C	11199	530	15.6	4.7	112	381	13.4	3.4	97	619	18.3	5.5	132	1360	14.4	12.1	104
MAMA'S FAMILY	N	6057	*203	6.0	3.4	80	*175	6.1	2.9	82	245	7.3	4.0	97	704	7.4	11.6	100
MASTER, THE	N	3598	*126	3.7	3.5	83	*165	5.8	4.6	130	**92	2.7	2.6	61	388	4.1	10.8	92
MATT HOUSTON	A	6344	295	8.7	4.7	111	*229	8.0	3.6	103	272	8.0	4.3	103	754	8.0	11.9	102
NBC MONDAY NIGHT MOVIE	N	11994	565	16.6	4.7	112	513	18.0	4.3	122	420	12.4	3.5	84	1178	12.5	9.8	84
NBC NIGHTLY NEWS	N	5132	178	5.2	3.5	82	110	3.9	2.1	61	187	5.5	3.6	87	541	5.7	10.5	90
NBC NIGHTLY NEWS-SAT	N	3375	**108	3.2	3.2	76	**110	3.9	3.3	93	*124	3.7	3.7	88	411	4.3	12.2	104
NBC NIGHTLY NEWS-SUN	N	3130	**66	1.9	2.1	50	**93	3.3	3.0	85	*130	3.8	4.2	100	451	4.8	14.4	123
NBC SUNDAY NIGHT MOVIE	N	8284	*358	10.5	4.3	103	*328	11.5	4.0	113	*360	10.7	4.3	104	768	8.1	9.3	79
NEWHART	C	9240	339	10.0	3.7	87	364	12.8	3.9	112	376	11.1	4.1	98	1182	12.5	12.8	110
ONE DAY AT A TIME	C	7288	323	9.5	4.4	105	321	11.3	4.4	125	371	11.0	5.1	122	720	7.6	9.9	85
PEOPLE ARE FUNNY	N	4855	*150	4.4	3.1	73	*147	5.2	3.0	86	*222	6.6	4.6	110	599	6.3	12.3	106
REAL PEOPLE	N	8869	282	8.3	3.2	76	295	10.4	3.3	95	318	9.4	3.6	86	976	10.3	11.0	94
REMINGTON STEELE	N	7743	372	10.9	4.8	114	321	11.3	4.1	118	310	9.2	4.0	96	826	8.7	10.7	91
RIPLY'S BELIEVE IT - NOT	A	5345	327	9.6	6.1	145	245	8.6	4.6	130	292	8.6	5.5	131	711	7.5	13.3	114
RIPTIDE	N	6988	303	8.9	4.3	103	329	11.6	4.7	134	*246	7.3	3.5	84	804	8.5	11.5	98
SCARECROW & MRS. KING	C	10002	384	11.3	3.8	91	379	13.3	3.8	108	467	13.8	4.7	112	1067	11.3	10.7	91
SIMON & SIMON	C	10638	587	17.2	5.5	131	440	15.5	4.1	118	582	17.2	5.5	131	1371	14.5	12.9	110
60 MINUTES	C	13293	382	11.2	2.9	68	342	12.0	2.6	73	642	19.0	4.8	116	1644	17.4	12.4	106
ST. ELSEWHERE	N	7017	271	8.0	3.9	92	268	9.4	3.8	109	298	8.8	4.2	102	1026	10.8	14.6	125
THREE'S COMPANY	A	10917	505	14.8	4.6	110	405	14.2	3.7	106	491	14.5	4.5	108	1421	15.0	13.0	111
T.J. HOOKER	A																	

	TOTAL U.S. '000	POST HONEYCOMBS				POST RAISIN BRAN				POST SUPER SUGAR CRISP				POST TOASTIES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	4481	100.0	5.5	100	13121	100.0	16.2	100	4105	100.0	5.1	100	4724	100.0	5.8	100
18 - 24	9282	*547	12.2	5.9	107	1216	9.3	13.1	81	614	15.0	6.6	131	**258	5.5	2.8	48
25 - 34	19072	1542	34.4	8.1	146	3405	26.0	17.9	110	1433	34.9	7.5	148	569	12.0	3.0	51
35 - 44	14591	1105	24.7	7.6	137	2981	22.7	20.4	126	1211	29.5	8.3	164	828	17.5	5.7	97
45 - 54	11345	*595	13.3	5.2	95	1930	14.7	17.0	105	*408	9.9	3.6	71	739	15.6	6.5	112
55 - 64	11635	*434	9.7	3.7	67	1905	14.5	16.4	101	**273	6.7	2.3	46	995	21.1	8.6	147
65 OR OLDER	15061	*259	5.8	1.7	31	1684	12.8	11.2	69	**166	4.0	1.1	22	1335	28.3	8.9	152
18 - 34	28354	2089	46.6	7.4	133	4621	35.2	16.3	101	2047	49.9	7.2	142	827	17.5	2.9	50
18 - 49	48339	3656	81.6	7.6	137	8592	65.5	17.8	110	3511	85.5	7.3	143	2048	43.4	4.2	73
25 - 54	45008	3242	72.3	7.2	130	8316	63.4	18.5	114	3052	74.3	6.8	134	2136	45.2	4.7	81
35 - 49	19985	1567	35.0	7.8	142	3971	30.3	19.9	123	1464	35.7	7.3	145	1221	25.8	6.1	105
50 OR OLDER	32647	825	18.4	2.5	46	4529	34.5	13.9	86	594	14.5	1.8	36	2676	56.6	8.2	141
GRADUATED COLLEGE	11155	*324	7.2	2.9	52	1948	14.8	17.5	108	**191	4.7	1.7	34	*324	6.9	2.9	50
ATTENDED COLLEGE	13682	679	15.2	5.0	90	2592	19.8	18.9	117	603	14.7	4.4	87	660	14.0	4.8	83
GRADUATED HIGH SCHOOL	33880	2394	53.4	7.1	128	5841	44.5	17.2	106	2276	55.4	6.7	133	2177	46.1	6.4	110
DID NOT GRADUATE HIGH SCHOOL	22270	1084	24.2	4.9	88	2740	20.9	12.3	76	1034	25.2	4.6	92	1562	33.1	7.0	120
EMPLOYED	40306	2355	52.6	5.8	106	6988	53.3	17.3	107	2085	50.8	5.2	102	1849	39.1	4.6	79
EMPLOYED FULL-TIME	32850	1941	43.3	5.9	107	5539	42.2	16.9	104	1703	41.5	5.2	102	1408	29.8	4.3	73
EMPLOYED PART-TIME	7456	*415	9.3	5.6	101	1449	11.0	19.4	120	*382	9.3	5.1	101	*441	9.3	5.9	101
NOT EMPLOYED	40680	2126	47.4	5.2	94	6133	46.7	15.1	93	2021	49.2	5.0	98	2875	60.9	7.1	121
PROFESSIONAL/MANAGER	10392	*322	7.2	3.1	56	1835	14.0	17.7	109	**316	7.7	3.0	60	**269	5.7	2.6	44
TECH/CLERICAL/SALES	17574	978	21.8	5.6	101	3144	24.0	17.9	110	1032	25.1	5.9	116	847	17.9	4.8	83
PRECISION/CRAFT	985	**105	2.3	10.7	193	**185	1.4	18.8	116	*30	0.7	3.0	60	**28	0.6	2.8	49
OTHER EMPLOYED	11354	950	21.2	8.4	151	1825	13.9	16.1	99	706	17.2	6.2	123	705	14.9	6.2	106
SINGLE	9863	*411	9.2	4.2	75	1151	8.8	11.7	72	*381	9.3	3.9	76	*231	4.9	2.3	40
MARRIED	51375	3121	69.6	6.1	110	9493	72.3	18.5	114	2990	72.8	5.8	115	3253	68.9	6.3	109
DIVORCED/SEPARATED/WIDOWED	19748	949	21.2	4.8	87	2478	18.9	12.5	77	735	17.9	3.7	73	1240	26.2	6.3	108
PARENTS	32590	3169	70.7	9.7	176	6520	49.7	20.0	123	3081	75.1	9.5	187	1529	32.4	4.7	80
WHITE	70416	3802	84.8	5.4	98	11753	89.6	16.7	103	3596	87.6	5.1	101	4193	88.8	6.0	102
BLACK	8778	648	14.5	7.4	133	1116	8.5	12.7	78	474	11.5	5.4	107	525	11.1	6.0	103
OTHER	1791	**31	0.7	1.7	31	**253	1.9	14.1	87	*35	0.9	2.0	39	**6	0.1	0.3	6
NORTHEAST-CENSUS	17786	1022	22.8	5.7	104	3089	23.5	17.4	107	904	22.0	5.1	100	*399	8.4	2.2	38
NORTH CENTRAL	20741	1377	30.7	6.6	120	3747	28.6	18.1	112	1500	36.5	7.2	143	2027	42.9	9.8	168
SOUTH	27775	1516	33.8	5.5	99	3903	29.7	14.1	87	1215	29.6	4.4	86	1658	35.1	6.0	102
WEST	14683	*566	12.6	3.9	70	2383	18.2	16.2	100	*487	11.9	3.3	65	640	13.5	4.4	75
NORTHEAST-MKTG.	17961	905	20.2	5.0	91	2966	22.6	16.5	102	827	20.1	4.6	91	*372	7.9	2.1	36
EAST CENTRAL	11885	755	16.8	6.4	115	2075	15.8	17.5	108	946	23.0	8.0	157	737	15.6	6.2	106
WEST CENTRAL	14090	992	22.1	7.0	127	2485	18.9	17.6	109	846	20.6	6.0	118	1538	32.6	10.9	187
SOUTH	24081	1362	30.4	5.7	102	3506	26.7	14.6	90	1096	26.7	4.6	90	1546	32.7	6.4	110
PACIFIC	12969	*466	10.4	3.6	65	2089	15.9	16.1	99	**390	9.5	3.0	59	*531	11.2	4.1	70
COUNTY SIZE A	32439	1341	29.9	4.1	75	5035	38.4	15.5	96	1358	33.1	4.2	83	1141	24.2	3.5	60
COUNTY SIZE B	24915	1624	36.2	6.5	118	4192	31.9	16.8	104	1551	37.8	6.2	123	1623	34.4	6.5	112
COUNTY SIZE C	12930	945	21.1	7.3	132	2300	17.5	17.8	110	626	15.2	4.8	96	731	15.5	5.7	97
COUNTY SIZE D	10703	571	12.7	5.3	96	1594	12.1	14.9	92	569	13.9	5.3	105	1230	26.0	11.5	197
METRO CENTRAL CITY	24518	1322	29.5	5.4	97	3756	28.6	15.3	95	1191	29.0	4.9	96	998	21.1	4.1	70
METRO SUBURBAN	35919	1811	40.4	5.0	91	6246	47.6	17.4	107	1861	45.3	5.2	102	1896	40.1	5.3	90
NON METRO	20549	1348	30.1	6.6	119	3119	23.8	15.2	94	1054	25.7	5.1	101	1829	38.7	8.9	153
TOP 5 ADI'S	18341	711	15.9	3.9	70	2915	22.2	15.9	98	688	16.8	3.8	74	421	8.9	2.3	39
TOP 10 ADI'S	25378	990	22.1	3.9	71	3973	30.3	15.7	97	979	23.8	3.9	76	785	16.6	3.1	53
TOP 20 ADI'S	36488	1461	32.6	4.0	72	5516	42.0	15.1	93	1471	35.8	4.0	80	1330	28.2	3.6	62
HSGLD INC. \$50,000 OR MORE	6612	**248	5.5	3.8	68	1227	9.4	18.6	115	**167	4.1	2.5	50	**260	5.5	3.9	67
\$40,000 OR MORE	12659	*526	11.7	4.2	75	2417	18.4	19.1	118	*429	10.5	3.4	67	*467	9.9	3.7	63
\$30,000 OR MORE	24698	1390	31.0	5.6	102	4786	36.5	19.4	120	1073	26.1	4.3	86	1149	24.3	4.7	80
\$25,000 OR MORE	32077	1745	38.9	5.4	98	6310	48.1	19.7	121	1497	36.5	4.7	92	1529	32.4	4.8	82
\$20,000 - \$24,999	9144	*483	10.8	5.3	95	1592	12.1	17.4	107	*650	15.8	7.1	140	*480	10.2	5.2	90
\$15,000 - \$19,999	8728	*554	12.4	6.3	115	1296	9.9	14.8	92	*528	12.9	6.0	119	*494	10.5	5.7	97
\$10,000 - \$14,999	12562	946	21.1	7.5	136	1892	14.4	15.1	93	732	17.8	5.8	115	986	20.9	7.8	135
UNDER \$10,000	18475	752	16.8	4.1	74	2031	15.5	11.0	68	698	17.0	3.8	75	1235	26.1	6.7	115
HOUSEHOLD OF 1 PERSON	11987	*244	5.4	2.0	37	1171	8.9	9.8	60	**121	2.9	1.0	20	699	14.8	5.8	100
2 PEOPLE	26577	637	14.2	2.4	43	3548	27.0	13.3	82	658	16.0	2.5	49	1684	35.6	6.3	109
3 OR 4 PEOPLE	30617	2179	48.6	7.1	129	5677	43.3	18.5	114	1930	47.0	6.3	124	1690	35.8	5.5	95
5 OR MORE PEOPLE	11804	1421	31.7	12.0	218	2725	20.8	23.1	142	1397	34.0	11.8	233	*650	13.8	5.5	94
NO CHILD IN HSHLD	46165	1156	25.8	2.5	45	6213	47.4	13.5	83	816	19.9	1.8	35	2976	63.0	6.4	111
CHILD(REN) UNDER 2 YRS	5325	*415	9.3	7.8	141	1001	7.6	18.8	116	*482	11.7	9.1	179	**164	3.5	3.1	53
2 - 5 YEARS	14221	1254	28.0	8.8	159	2425	18.5	17.1	105	1352	32.9	9.5	188	678	14.4	4.8	82
6 - 11 YEARS	15117	1628	36.3	10.8	195	2955	22.5	19.5	121	1623	39.5	10.7	212	735	15.6	4.9	83
12 - 17 YEARS	16611	1831	40.9	11.0	199	3875	29.5	23.3	144	1594	38.8	9.6	189	1080	22.9	6.5	111
RESIDENCE OWNED	55884	3045	68.0	5.4	98	9722	74.1	17.4	107	2718	66.2	4.9	96	3772	79.8	6.7	116
VALUE: \$50,000 OR MORE	31744	1661	37.1	5.2	95	5917	45.1	18.6	115	1432	34.9	4.5	89	1885	39.9	5.9	102
VALUE: UNDER \$50,000	24140	1384	30.9	5.7	104	3805	29.0	15.8	97	1286	31.3	5.3	105	1887	39.9	7.8	134

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEOWNERS)

			TOTAL	POST HONEYCOMBS				POST RAISIN BRAN				POST SUPER SUGAR CRISP				POST TOASTIES			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS			80986	4481	100.0	5.5	100	13121	100.0	16.2	100	4105	100.0	5.1	100	4724	100.0	5.8	100
MAGAZINES	QUINTILE 1	15799	860	19.2	5.4	98	2998	22.8	19.0	117	1095	26.7	6.9	137	760	16.1	4.8	82	
	QUINTILE 2	17259	1046	23.3	6.1	110	3120	23.8	18.1	112	1024	24.9	5.9	117	1158	24.5	6.7	115	
	QUINTILE 3	13545	920	20.5	6.8	123	2117	16.1	15.6	96	621	15.1	4.6	90	718	15.2	5.3	91	
	QUINTILE 4	15133	915	20.4	6.0	109	2422	18.5	16.0	99	641	15.6	4.2	84	785	16.6	5.2	89	
	QUINTILE 5	19250	739	16.5	3.8	69	2464	18.8	12.8	79	725	17.7	3.8	74	1304	27.6	6.8	116	
NEWSPAPERS	QUINTILE 1	12413	517	11.5	4.2	75	2258	17.2	18.2	112	545	13.3	4.4	87	533	11.3	4.3	74	
	QUINTILE 2	24116	1216	27.1	5.0	91	4294	32.7	17.8	110	1335	32.5	5.5	109	1427	30.2	5.9	101	
	QUINTILE 3	11261	613	13.7	5.4	98	1877	14.3	16.7	103	729	17.8	6.5	128	743	15.7	6.6	111	
	QUINTILE 4	20255	1238	27.6	6.1	110	3123	23.8	15.4	95	1028	25.0	5.1	100	1051	22.2	5.2	89	
	QUINTILE 5	12940	897	20.0	6.9	125	1570	12.0	12.1	75	*469	11.4	3.6	72	970	20.5	7.5	129	
OUTDOOR	QUINTILE 1	14852	1006	22.5	6.8	122	2612	19.9	17.6	109	820	20.0	5.5	109	789	16.7	5.3	91	
	QUINTILE 2	15725	1087	24.3	6.9	125	2569	19.6	16.3	101	1006	24.5	6.4	126	822	17.4	5.2	90	
	QUINTILE 3	16330	878	19.6	5.4	97	2618	20.0	16.0	99	756	18.4	4.6	91	932	19.7	5.7	98	
	QUINTILE 4	16744	827	18.5	4.9	89	2715	20.7	16.2	100	722	17.6	4.3	85	1072	22.7	6.4	110	
	QUINTILE 5	17334	683	15.2	3.9	71	2608	19.9	15.0	93	803	19.6	4.6	91	1109	23.5	6.4	110	
RADIO-DRIVE TIME	QUINTILE 1	15911	1209	27.0	7.6	137	2734	20.8	17.2	106	1008	24.6	6.3	125	1043	22.1	6.6	112	
	QUINTILE 2	14837	980	21.9	6.6	119	2616	19.9	17.6	109	668	16.3	4.5	89	894	18.9	6.0	103	
	QUINTILE 3	15339	729	16.3	4.8	86	2406	18.3	15.7	97	740	18.0	4.8	95	878	18.6	5.7	98	
	QUINTILE 4	16723	801	17.9	4.8	87	2742	20.9	16.4	101	978	23.8	5.8	115	873	18.5	5.2	89	
	QUINTILE 5	18176	762	17.0	4.2	76	2623	20.0	14.4	89	712	17.3	3.9	77	1037	22.0	5.7	98	
RADIO-MID- DAY	TERCILE 1	21020	1452	32.4	6.9	125	3538	27.0	16.8	104	1363	33.2	6.5	128	1092	23.1	5.2	89	
	TERCILE 2	21610	1268	28.3	5.9	106	4119	31.4	19.1	118	1120	27.3	5.2	102	1564	33.1	7.2	124	
	TERCILE 3	38355	1761	39.3	4.6	83	5464	41.6	14.2	88	1622	39.5	4.2	83	2068	43.8	5.4	92	
RADIO-TOTAL	QUINTILE 1	15988	1155	25.8	7.2	131	2674	20.4	16.7	103	905	22.0	5.7	112	977	20.7	6.1	105	
	QUINTILE 2	15626	1032	23.0	6.6	119	2539	19.4	16.2	100	1070	26.1	6.8	135	924	19.6	5.9	101	
	QUINTILE 3	16723	978	21.8	5.8	106	2925	22.3	17.5	108	962	23.4	5.8	113	1000	21.2	6.0	103	
	QUINTILE 4	16342	730	16.3	4.5	81	2816	21.5	17.2	106	565	13.8	3.5	68	950	20.1	5.8	100	
	QUINTILE 5	16306	588	13.1	3.6	65	2167	16.5	13.3	82	604	14.7	3.7	73	874	18.5	5.4	92	
TV-PRIME TIME	QUINTILE 1	15953	778	17.4	4.9	88	2324	17.7	14.6	90	812	19.8	5.1	100	1075	22.8	6.7	116	
	QUINTILE 2	16137	907	20.2	5.6	102	3063	23.3	19.0	117	994	24.2	6.2	122	1153	24.4	7.1	122	
	QUINTILE 3	16420	1009	22.5	6.1	111	2786	21.2	17.0	105	937	22.8	5.7	113	944	20.0	5.7	99	
	QUINTILE 4	16687	907	20.2	5.4	98	2683	20.4	16.1	99	623	15.2	3.7	74	716	15.2	4.3	74	
	QUINTILE 5	15789	881	19.7	5.6	101	2265	17.3	14.3	89	739	18.0	4.7	92	837	17.7	5.3	91	
TV-DAYTIME	TERCILE 1	27736	1603	35.8	5.8	104	4502	34.3	16.2	100	1570	38.2	5.7	112	1813	38.4	6.5	112	
	TERCILE 2	26489	1681	37.5	6.3	115	4337	33.1	16.4	101	1483	36.1	5.6	110	1519	32.2	5.7	98	
	TERCILE 3	26761	1197	26.7	4.5	81	4281	32.6	16.0	99	1052	25.6	3.9	78	1392	29.5	5.2	89	
TV-TOTAL	QUINTILE 1	16345	1015	22.7	6.2	112	2455	18.7	15.0	93	857	20.9	5.2	103	1184	25.1	7.2	124	
	QUINTILE 2	16447	911	20.3	5.5	100	2884	22.0	17.5	108	1015	24.7	6.2	122	1075	22.8	6.5	112	
	QUINTILE 3	15980	780	17.4	4.9	88	2609	19.9	16.3	101	720	17.5	4.5	89	1002	21.2	6.3	107	
	QUINTILE 4	15887	1018	22.7	6.4	116	2766	21.1	17.4	107	789	19.2	5.0	98	765	16.2	4.8	83	
	QUINTILE 5	16326	757	16.9	4.6	84	2407	18.3	14.7	91	725	17.7	4.4	88	699	14.8	4.3	73	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	1097	24.5	5.3	96	3924	29.9	18.9	117	1290	31.4	6.2	123	1228	26.0	5.9	102	
	NEWSPAPER IMPERATIVE	19186	1289	28.8	6.7	121	3223	24.6	16.8	104	1097	26.7	5.7	113	1090	23.1	5.7	97	
		21899	1020	22.8	4.7	84	3574	27.2	16.3	101	962	23.4	4.4	87	1137	24.1	5.2	89	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	931	20.8	6.0	109	2875	21.9	18.6	115	1035	25.2	6.7	132	891	18.9	5.8	99	
	OUTDOOR IMPERATIVE	25953	1357	30.3	5.2	94	4546	34.6	17.5	108	1417	34.5	5.5	108	1563	33.1	6.0	103	
		24400	1690	37.7	6.9	125	3638	27.7	14.9	92	1160	28.3	4.8	94	1350	28.6	5.5	95	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	1156	25.8	6.4	116	3045	23.2	16.9	104	1215	29.6	6.7	133	1040	22.0	5.8	99	
	RADIO IMPERATIVE	23571	1180	26.3	5.0	90	4433	33.8	18.8	116	1168	28.5	5.0	98	1279	27.1	5.4	93	
		23278	1564	34.9	6.7	121	3557	27.1	15.3	94	1257	30.6	5.4	107	1395	29.5	6.0	103	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	850	19.0	5.5	99	2718	20.7	17.6	109	998	24.3	6.5	127	914	19.3	5.9	101	
	TELEVISION IMPERATIVE	25829	1515	33.8	5.9	106	4634	35.3	17.9	111	1400	34.1	5.4	107	1330	28.2	5.1	88	
		26039	1491	33.3	5.7	103	3915	29.8	15.0	93	1189	29.0	4.6	90	1828	38.7	7.0	120	
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	890	19.9	5.4	97	3007	22.9	18.1	112	943	23.0	5.7	112	792	16.8	4.8	82	
	OUTDOOR IMPERATIVE	26834	1125	25.1	4.2	76	4742	36.1	17.7	109	1373	33.4	5.1	101	1691	35.8	6.3	108	
		23346	1732	38.7	7.4	134	3578	27.3	15.3	95	1283	31.3	5.5	108	1376	29.1	5.9	101	
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	984	22.0	5.7	104	3020	23.0	17.6	109	1144	27.9	6.7	132	887	18.8	5.2	89	
	RADIO IMPERATIVE	25892	1047	23.4	4.0	73	4550	34.7	17.6	108	1131	27.6	4.4	86	1458	30.9	5.6	97	
		23167	1841	41.1	7.9	144	3542	27.0	15.3	94	1382	33.7	6.0	118	1524	32.3	6.6	113	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	752	16.8	4.4	79	3099	23.6	18.1	111	954	23.2	5.6	110	1185	25.1	6.9	118	
	TELEVISION IMPERATIVE	26214	1293	28.9	4.9	89	4628	35.3	17.7	109	1223	29.8	4.7	92	1190	25.2	4.5	78	
		23412	1648	36.8	7.0	127	3316	25.3	14.2	87	1268	30.9	5.4	107	1567	33.2	6.7	115	
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	1229	27.4	8.0	145	2846	21.7	18.6	115	1130	27.5	7.4	146	882	18.7	5.8	99	
	RADIO IMPERATIVE	24901	1352	30.2	5.4	98	3900	29.7	15.7	97	1125	27.4	4.5	89	1298	27.5	5.2	89	
		26492	1451	32.4	5.5	99	4137	31.5	15.6	96	1368	33.3							

	TOTAL U.S. '000	POST HONEYCOMBS				POST RAISIN BRAN				POST SUPER SUGAR CRISP				POST TOASTIES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	4481	100.0	5.5	100	13121	100.0	16.2	100	4105	100.0	5.1	100	4724	100.0	5.8	100
ATLANTIC MONTHLY	415	**5	0.1	1.2	22	**62	0.5	14.9	92	**9	0.2	2.2	43	**6	0.1	1.4	25
BARRON'S	453	**16	0.4	3.5	64	**95	0.7	21.0	129	**30	0.7	6.6	131	**12	0.3	2.6	45
BETTER HOMES & GARDENS	16256	1017	22.7	6.3	113	2837	21.6	17.5	108	1101	26.8	6.8	134	1053	22.3	6.5	111
BON APPETIT	2535	**88	2.0	3.5	63	356	2.7	14.0	87	**94	2.3	3.7	73	**143	3.0	5.6	97
BUSINESS WEEK	1278	**70	1.6	5.5	99	*210	1.6	16.4	101	**42	1.0	3.3	65	**20	0.4	1.6	27
CAR AND DRIVER	378	**16	0.4	4.2	77	**42	0.3	11.1	69	**19	0.5	5.0	99	**4	0.1	1.1	18
CBS MAGAZINE NETWORK (GROSS)	1498	**145	3.2	9.7	175	*320	2.4	21.4	132	**123	3.0	8.2	162	**35	0.7	2.3	40
CHANGING TIMES	1505	**120	2.7	8.0	144	256	2.0	17.0	105	**23	0.6	1.5	30	**40	0.8	2.7	46
COLONIAL HOMES	1231	**124	2.8	10.1	182	*219	1.7	17.8	110	**58	1.4	4.7	93	**31	0.7	2.5	43
CONDE NAST MAG. PKG. (GROSS)	14146	861	19.2	6.1	110	2657	20.2	18.8	116	804	19.6	5.7	112	576	12.2	4.1	70
CONSUMERS DIGEST	1323	**88	2.0	6.7	120	*288	2.2	21.8	134	**115	2.8	8.7	171	**50	1.1	3.8	65
COSMOPOLITAN	7102	370	8.3	5.2	94	1142	8.7	16.1	99	432	10.5	6.1	120	300	6.4	4.2	72
COUNTRY LIVING	2481	*158	3.5	6.4	115	472	3.6	19.0	117	*130	3.2	5.2	103	*181	3.8	7.3	125
CUISINE	1472	**48	1.1	3.3	59	*190	1.4	12.9	80	**67	1.6	4.6	90	*79	1.7	5.4	92
CYCLE WORLD	425	**62	1.4	14.6	264	**103	0.8	24.2	150	**43	1.0	10.1	200	**8	0.2	1.9	32
DCI:CREATIVE IDEAS FOR LIV	2510	*178	4.0	7.1	128	496	3.8	19.8	122	*160	3.9	6.4	126	**139	2.9	5.5	95
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	362	8.1	5.4	98	1174	8.9	17.5	108	360	8.8	5.4	106	386	8.2	5.8	99
DISCOVER	894	**64	1.4	7.2	129	*149	1.1	16.7	103	**72	1.8	8.1	159	**18	0.4	2.0	35
EBONY	3507	290	6.5	8.3	149	539	4.1	15.4	95	272	6.6	7.8	153	*195	4.1	5.6	95
ESQUIRE	1083	**92	2.1	8.5	154	*146	1.1	13.5	83	**79	1.9	7.3	144	**28	0.6	2.6	44
ESSENCE	1830	*198	4.4	10.8	196	268	2.0	14.6	90	*157	3.8	8.6	169	*107	2.3	5.8	100
FAMILY CIRCLE	15930	919	20.5	5.8	104	2846	21.7	17.9	110	957	23.3	6.0	119	971	20.6	6.1	104
THE FAMILY HANDYMAN	1126	**125	2.8	11.1	201	*203	1.5	18.0	111	*109	2.7	9.7	191	*63	1.3	5.6	96
FAMILY WEEKLY	11468	677	15.1	5.9	107	1996	15.2	17.4	107	797	19.4	6.9	137	577	12.2	5.0	86
FIELD & STREAM	2234	*150	3.3	6.7	121	435	3.3	19.5	120	*75	1.8	3.4	66	*162	3.4	7.3	124
FOOD & WINE	579	**51	1.1	8.8	159	*75	0.6	13.0	80	**63	1.5	10.9	215	**20	0.4	3.5	59
FORBES	728	**44	1.0	6.0	109	*170	1.3	23.4	144	**49	1.2	6.7	133	*55	1.2	7.6	130
FORTUNE	906	**49	1.1	5.4	98	*208	1.6	23.0	142	**52	1.3	5.7	113	*12	0.3	1.3	23
GENTLEMEN'S QUARTERLY	791	*78	1.7	9.9	178	*159	1.2	20.1	124	*63	1.5	8.0	157	*15	0.3	1.9	33
GLAMOUR	5265	342	7.6	6.5	117	1058	8.1	20.1	124	283	6.9	5.4	106	244	5.2	4.6	79
GOLF DIGEST	636	*77	1.7	12.1	219	*131	1.0	20.6	127	**44	1.1	6.9	136	*64	1.4	10.1	173
GOLF DIGEST/TENNIS (GROSS)	1186	*110	2.5	9.3	168	*231	1.8	19.5	120	*70	1.7	5.9	116	*74	1.6	6.2	107
GOLF MAGAZINE	441	*24	0.5	5.4	98	*97	0.7	22.0	136	*22	0.5	5.0	98	*33	0.7	7.5	128
GOLF MAGAZINE/SKI (GROSS)	922	*44	1.0	4.8	86	*216	1.6	23.4	145	*51	1.2	5.5	109	*33	0.7	3.6	61
GOOD HOUSEKEEPING	16487	942	21.0	5.7	103	2975	22.7	18.0	111	1100	26.8	6.7	132	978	20.7	5.9	102
HARPER'S BAZAAR	2423	*154	3.4	6.4	115	378	2.9	15.6	96	*143	3.5	5.9	116	*94	2.0	3.9	67
HEALTH	1994	*123	2.7	6.2	111	342	2.6	17.2	106	*121	2.9	6.1	120	*36	0.8	1.8	31
HEARST MAG CORP. BUY (GROSS)	44101	2721	60.7	6.2	112	7692	58.6	17.4	108	2814	68.6	6.4	126	2386	50.5	5.4	93
HEARST MAN POWER (GROSS)	1993	*168	3.7	8.4	152	270	2.1	13.5	84	*111	2.7	5.6	110	*166	3.5	8.3	143
HEARST WOMAN POWER (GROSS)	31274	1871	41.8	6.0	108	5538	42.2	17.7	109	2081	50.7	6.7	131	1659	35.1	5.3	91
HOUSE BEAUTIFUL	3623	*178	4.0	4.9	89	620	4.7	17.1	106	*210	5.1	5.8	114	*227	4.8	6.3	107
INC.	283	*38	0.8	13.4	243	*93	0.7	32.9	203	*22	0.5	7.8	153	*5	0.1	1.8	30
JET	2928	259	5.8	8.8	160	376	2.9	12.8	79	245	6.0	8.4	165	*173	3.7	5.9	101
LADIES' HOME JOURNAL	11918	710	15.8	6.0	108	2091	15.9	17.5	108	780	19.0	6.5	129	809	17.1	6.8	116
LHJ FAMILY GRP COMBO(GROSS)	16764	991	22.1	5.9	107	2944	22.4	17.6	108	1062	25.9	6.3	125	955	20.2	5.7	98
LIFE	4254	327	7.3	7.7	139	750	5.7	17.6	109	350	8.5	8.2	162	*194	4.1	4.6	78
L.A. TIMES HOME MAGAZINE	1145	*8	0.2	0.7	13	*227	1.7	19.8	122	*0	0.0	0.0	0	*22	0.5	1.9	33
MADEMOISELLE	2884	*163	3.6	5.7	102	506	3.9	17.5	108	*174	4.2	6.0	119	*130	2.8	4.5	77
MC CALL'S	13460	821	18.3	6.1	110	2364	18.0	17.6	108	927	22.6	6.9	136	1011	21.4	7.5	129
MC CALL'S/WRK MOTHER (GROSS)	14606	961	21.4	6.6	119	2609	19.9	17.9	110	1066	26.0	7.3	144	1051	22.2	7.2	123
MECHANIX ILLUSTRATED	772	*55	1.2	7.1	129	*113	0.9	14.6	90	*94	2.3	12.2	240	*40	0.8	5.2	89
METROPOLITAN HOME	967	*37	0.8	3.8	69	*136	1.0	14.1	87	*41	1.0	4.2	84	*21	0.4	2.2	37
MONEY	1588	*58	1.3	3.7	66	*263	2.0	16.6	102	*58	1.4	3.7	72	*45	1.0	2.8	49
MOTHER EARTH NEWS	1002	*82	1.8	8.2	148	*226	1.7	22.6	139	*24	0.6	2.4	47	*62	1.3	6.2	106
MS.	825	*79	1.8	9.6	173	*168	1.3	20.4	126	*52	1.3	6.3	124	*44	0.9	5.3	91
NATIONAL ENQUIRER	10336	708	15.8	6.8	124	1657	12.6	16.0	99	829	20.2	8.0	158	683	14.5	6.6	113
NATIONAL GEOGRAPHIC	9597	328	7.3	3.4	62	1909	14.5	19.9	123	349	8.5	3.6	72	477	10.1	5.0	85
NATIONAL SUNDAY MAGAZINE PKG	49558	2468	55.1	5.0	90	8636	65.8	17.4	108	2670	65.0	5.4	106	2556	54.1	5.2	88
NATURAL HISTORY	573	*18	0.4	3.1	57	*85	0.6	14.8	92	*16	0.4	2.8	55	*23	0.5	4.0	69
NEW WOMAN	1699	*124	2.8	7.3	132	324	2.5	19.1	118	*117	2.9	6.9	136	*95	2.0	5.6	96
NEW YORK INCLUDING CUE	443	*31	0.7	7.0	126	*43	0.3	9.7	60	*28	0.7	6.3	125	*9	0.2	2.0	35
THE NEW YORKER	1270	*33	0.7	2.6	47	*190	1.4	15.0	92	*37	0.9	2.9	57	*50	1.1	3.9	67
NEWSWEEK	6277	271	6.0	4.3	78	1116	8.5	17.8	110	348	8.5	5.5	109	*236	5.0	3.8	64
THE N.Y. TIMES DAILY EDITION	1205	*30	0.7	2.5	45	*162	1.2	13.4	83	*9	0.2	0.7	15	*15	0.3	1.2	21
THE N.Y. TIMES MAGAZINE	2081	*56	1.2	2.7	49	400	3.0	19.2	119	*36	0.9	1.7	34	*25	0.5	1.2	21
OMNI	788	*71	1.6	9.0	163	*145	1.1	18.4	114	*83	2.0	10.5	208	*7	0.1	0.9	15
ON CABLE	1158	*125	2.8	10.8	195	*272	2.1	23.5	145	*83	2.0	7.2	141	*69	1.5	6.0	102
1001 HOME IDEAS	2852	*158	3.5	5.5	100	511	3.9	17.9	111	*162	3.9	5.7	112	*110	2.3	3.9	66
ORGANIC GARDENING	1658	*132	2.9	8.0	144	324	2.5	19.5	121	*48	1.2	2.9	57	*146	3.1	8.8	151
OUTDOOR LIFE	896	*74	1.7	8.3	149	*160	1.2	17.9	110	*78	1.9	8.7	172	*80	1.7	8.9	153
PARADE MAGAZINE	24275	974	21.7	4.0	73	4248	32.4	17.5	108	1268	30.9	5.2	103	1123	23.8	4.6	79

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	POST HONEYCOMBS				POST RAISIN BRAN				POST SUPER SUGAR CRISP				POST TOASTIES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	4481	100.0	5.5	100	13121	100.0	16.2	100	4105	100.0	5.1	100	4724	100.0	5.8	100
PARENTS	3845	315	7.0	8.2	148	923	7.0	24.0	148	357	8.7	9.3	183	*189	4.0	4.9	84
PENTHOUSE	831	**101	2.3	12.2	220	*145	1.1	17.4	108	**63	1.5	7.6	150	**8	0.2	1.0	17
PEOPLE	11645	654	14.6	5.6	102	1916	14.6	16.5	102	734	17.9	6.3	124	433	9.2	3.7	64
PLAYBOY	2006	*134	3.0	6.7	121	244	1.9	12.2	75	*157	3.8	7.8	154	**74	1.6	3.7	63
POPULAR HOT RODDING	297	**52	1.2	17.5	316	*54	0.4	18.2	112	**41	1.0	13.8	272	**19	0.4	6.4	110
POPULAR MECHANICS	1018	**83	1.9	8.2	147	**122	0.9	12.0	74	**55	1.3	5.4	107	**97	2.1	9.5	163
POPULAR SCIENCE	878	**72	1.6	8.2	148	**67	0.5	7.6	47	**27	0.7	3.1	61	**46	1.0	5.2	90
PREVENTION	3913	*173	3.9	4.4	80	786	6.0	20.1	124	*148	3.6	3.8	75	*238	5.0	6.1	104
PSYCHOLOGY TODAY	1710	**68	1.5	4.0	72	281	2.1	16.4	101	**100	2.4	5.8	115	**41	0.9	2.4	41
READER'S DIGEST	22204	1309	29.2	5.9	107	4028	30.7	18.1	112	1225	29.8	5.5	109	1442	30.5	6.5	111
REDBOOK	7684	558	12.5	7.3	131	1420	10.8	18.5	114	550	13.4	7.2	141	380	8.0	4.9	85
ROAD & TRACK	410	**40	0.9	9.8	176	**58	0.4	14.1	87	**31	0.8	7.6	149	**22	0.5	5.4	92
ROLLING STONE	969	**96	2.1	9.9	179	*201	1.5	20.7	128	**67	1.6	6.9	136	**4	0.9	4.5	78
RUNNER'S WORLD	298	**33	0.7	11.1	200	**47	0.4	15.8	97	**12	0.3	4.0	79	**7	0.1	2.3	40
SATURDAY EVENING POST	1169	**71	1.6	6.1	110	244	1.9	20.9	129	**68	1.7	5.8	115	**88	1.9	7.5	129
SCIENCE 84	587	**17	0.4	2.9	52	**80	0.6	13.6	84	**50	1.2	8.5	168	**40	0.8	6.8	117
SCIENCE DIGEST	482	**23	0.5	4.8	86	**83	0.6	17.2	106	**17	0.4	3.5	70	**25	0.5	5.2	89
SCIENTIFIC AMERICAN	594	**33	0.7	5.6	100	*77	0.6	13.0	80	*21	0.5	3.5	70	*5	0.1	0.8	14
SELF	2089	*108	2.4	5.2	93	384	2.9	18.4	113	*144	3.5	6.9	136	**62	1.3	3.0	51
SEVENTEEN	2411	*179	4.0	7.4	134	384	2.9	15.9	98	*190	4.6	7.9	155	**104	2.2	4.3	74
SKI	480	**20	0.4	4.2	75	**119	0.9	24.8	153	**29	0.7	6.0	119	**0	0.0	0.0	0
SMITHSONIAN	2760	**75	1.7	2.7	49	546	4.2	19.8	122	**71	1.7	2.6	51	**71	1.5	2.6	44
SOAP OPERA DIGEST	3013	235	5.2	7.8	141	632	4.8	21.0	129	271	6.6	9.0	177	*218	4.6	7.2	124
SOUTHERN LIVING	4184	*184	4.1	4.4	79	678	5.2	16.2	100	*199	4.8	4.8	94	247	5.2	5.9	101
SPORT	559	**34	0.8	6.1	110	*78	0.6	14.0	86	**38	0.9	6.8	134	**28	0.6	5.0	86
THE SPORTING NEWS	436	**51	1.1	11.7	211	**117	0.9	26.8	166	**48	1.2	11.0	217	**36	0.8	8.3	142
SPORTS AFIELD	493	**63	1.4	12.8	231	**65	0.5	13.2	81	**40	1.0	8.1	160	**44	0.9	8.9	153
SPORTS ILLUSTRATED	2758	236	5.3	8.6	155	471	3.6	17.1	105	*219	5.3	7.9	157	**86	1.8	3.1	53
STAR	7456	461	10.3	6.2	112	1235	9.4	16.6	102	593	14.4	8.0	157	425	9.0	5.7	98
SUNDAY	24936	1248	27.9	5.0	90	4275	32.6	17.1	106	1251	30.5	5.0	99	1309	27.7	5.2	90
SUNSET	2124	**80	1.8	3.8	68	398	3.0	18.7	116	**60	1.5	2.8	56	**123	2.6	5.8	99
TV GUIDE	21661	1345	30.0	6.2	112	3640	27.7	16.8	104	1430	34.8	6.6	130	1121	23.7	5.2	89
TENNIS	550	**34	0.8	6.2	112	**100	0.8	18.2	112	*26	0.6	4.7	93	**11	0.2	2.0	34
TIME	8880	445	9.9	5.0	91	1666	12.7	18.8	116	380	9.3	4.3	84	323	6.8	3.6	62
TOWN & COUNTRY	917	**49	1.1	5.3	97	*161	1.2	17.6	108	**62	1.5	6.8	133	**28	0.6	3.1	52
TRAVEL & LEISURE	972	**63	1.4	6.5	117	*156	1.2	16.0	99	**52	1.3	5.3	106	**36	0.8	3.7	63
TRUE STORY	3356	374	8.3	11.1	201	525	4.0	15.6	97	307	7.5	9.1	180	*191	4.0	5.7	98
U.S. NEWS & WORLD REPORT	3410	*112	2.5	3.3	59	611	4.7	17.9	111	*137	3.3	4.0	79	*125	2.6	3.7	63
USA TODAY	1759	**98	2.2	5.6	101	361	2.8	20.5	127	**44	1.1	2.5	49	*56	1.2	3.2	55
US	1873	*174	3.9	9.3	168	389	3.0	20.8	128	*199	4.8	10.6	210	**122	2.6	6.5	112
VOGUE	3909	*248	5.5	6.3	115	709	5.4	18.1	112	*203	4.9	5.2	102	*141	3.0	3.6	62
WALL STREET JOURNAL	1886	**76	1.7	4.0	73	425	3.2	22.5	139	**65	1.6	3.4	68	*153	3.2	8.1	139
WEIGHT WATCHERS	2120	*134	3.0	6.3	114	464	3.5	21.9	135	*135	3.3	6.4	126	**110	2.3	5.2	89
WOMAN'S DAY	14172	804	17.9	5.7	103	2696	20.5	19.0	117	925	22.5	6.5	129	912	19.3	6.4	110
WORKING MOTHER	1146	*140	3.1	12.2	221	*244	1.9	21.3	131	*139	3.4	12.1	239	**40	0.8	3.5	60
WORKING WOMAN	1322	*105	2.3	7.9	144	276	2.1	20.9	129	*118	2.9	8.9	176	**19	0.4	1.4	25
WORLD TENNIS	*163	**17	0.4	10.4	188	**10	0.1	6.1	38	**18	0.4	11.0	218	**4	0.1	2.5	42
ZIFF-DAVIS MAG NETWK (GROSS)	2532	282	6.3	11.1	201	376	2.9	14.8	92	*194	4.7	7.7	151	**79	1.7	3.1	53
BLAIR INSERTS	43657	1992	44.5	4.6	82	7431	56.6	17.0	105	2187	53.3	5.0	99	2138	45.3	4.9	84
DAILY NEWSPAPERS																	
READ ANY	51633	2619	58.4	5.1	92	8889	67.7	17.2	106	2805	68.3	5.4	107	3017	63.9	5.8	100
READ ONE	43463	2258	50.4	5.2	94	7551	57.5	17.4	107	2455	59.8	5.6	111	2580	54.6	5.9	102
READ TWO OR MORE	8170	361	8.1	4.4	80	1338	10.2	16.4	101	350	8.5	4.3	85	436	9.2	5.3	91
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2624	58.6	5.0	90	9175	69.9	17.4	108	2731	66.5	5.2	102	2703	57.2	5.1	88
READ ONE	46126	2409	53.8	5.2	94	7923	60.4	17.2	106	2435	59.3	5.3	104	2476	52.4	5.4	92
READ TWO OR MORE	6552	215	4.8	3.3	59	1252	9.5	19.1	118	296	7.2	4.5	89	228	4.8	3.5	60
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	31.33				29.98				30.26				26.30			
30 DAY REACH	71455	4135	92.3	5.8	105	11591	88.3	16.2	100	3630	88.4	5.1	100	3955	83.7	5.5	95
50 SHWG - 30 DAY AV FREQ	14.56	16.33				15.72				15.49				13.75			
30 DAY REACH	67742	3976	88.7	5.9	106	11076	84.4	16.4	101	3560	86.7	5.3	104	3793	80.3	5.6	96
25 SHWG - 30 DAY AV FREQ	7.94	8.71				8.56				8.46				7.47			
30 DAY REACH	62117	3723	83.1	6.0	108	10186	77.6	16.4	101	3254	79.3	5.2	103	3521	74.5	5.7	97
CABLE TV: HOME WIRED	32077	2339	52.2	7.3	132	5800	44.2	18.1	112	1850	45.1	5.8	114	1997	42.3	6.2	107
HOME NOT WIRED	48909	2142	47.8	4.4	79	7321	55.8	15.0	92	2255	54.9	4.6	91	2727	57.7	5.6	96
HAVE PAY CABLE	15935	1469	32.8	9.2	167	3054	23.3	19.2	118	1090	26.6	6.8	135	905	19.2	5.7	97

	TOTAL U.S. '000	POST HONEYCOMBS				POST RAISIN BRAN				POST SUPER SUGAR CRISP				POST TOASTIES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	4481	100.0	5.5	100	13121	100.0	16.2	100	4105	100.0	5.1	100	4724	100.0	5.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2631	58.7	6.0	108	7474	57.0	17.0	105	2244	54.7	5.1	101	2581	54.6	5.9	101
10:00 AM - 3:00 PM	30659	1917	42.8	6.3	113	5481	41.8	17.9	110	1813	44.2	5.9	117	1840	39.0	6.0	103
3:00 PM - 7:00 PM	31045	1981	44.2	6.4	115	5416	41.3	17.4	108	1804	43.9	5.8	115	1657	35.1	5.3	92
7:00 PM - MIDNIGHT	15767	1048	23.4	6.6	120	2517	19.2	16.0	99	923	22.5	5.9	115	898	19.0	5.7	98
MIDNIGHT - 6:00 AM	9120	601	13.4	6.6	119	1549	11.8	17.0	105	493	12.0	5.4	107	453	9.6	5.0	85
6:00 AM - MIDNIGHT	58527	3550	79.2	6.1	110	9945	75.8	17.0	105	3236	78.8	5.5	109	3400	72.0	5.8	100
ENTIRE DAY	59311	3591	80.1	6.1	109	10072	76.8	17.0	105	3268	79.6	5.5	109	3455	73.1	5.8	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1038	23.2	6.4	116	3057	23.3	18.9	117	968	23.6	6.0	118	1135	24.0	7.0	120
ALL NEWS	2256	**66	1.5	2.9	53	376	2.9	16.7	103	**64	1.6	2.8	56	**45	1.0	2.0	34
AOR/PROGRESSIVE	3874	*213	4.8	5.5	99	777	5.9	20.1	124	336	8.2	8.7	171	**128	2.7	3.3	57
BEAUTIFUL MUSIC	5660	338	7.5	6.0	108	915	7.0	16.2	100	250	6.1	4.4	87	363	7.7	6.4	110
BLACK	2204	*167	3.7	7.6	137	371	2.8	16.8	104	*150	3.7	6.8	134	**117	2.5	5.3	91
CLASSICAL	1418	**14	0.3	1.0	18	*249	1.9	17.6	108	**15	0.4	1.1	21	**59	1.2	4.2	71
CHR/ROCK	9538	678	15.1	7.1	128	1813	13.8	19.0	117	595	14.5	6.2	123	375	7.9	3.9	67
COUNTRY	12648	741	16.5	5.9	106	2012	15.3	15.9	98	807	19.7	6.4	126	949	20.1	7.5	129
GOLDEN OLDIES	1191	**89	2.0	7.5	135	*128	1.0	10.7	66	**79	1.9	6.6	131	**33	0.7	2.8	48
MOR/NOSTALGIA	4757	*218	4.9	4.6	83	811	6.2	17.0	105	266	6.5	5.6	110	216	4.6	4.5	78
NEWS/TALK	3863	*139	3.1	3.6	65	666	5.1	17.2	106	**107	2.6	2.8	55	*120	2.5	3.1	53
RELIGIOUS	3084	*263	5.9	8.5	154	515	3.9	16.7	103	**90	2.2	2.9	58	*235	5.0	7.6	131
SOFT ROCK	521	**56	1.2	10.7	194	**92	0.7	17.7	109	**24	0.6	4.6	91	**62	1.3	11.9	204
URBAN CONTEMPORARY	1585	*121	2.7	7.6	138	*220	1.7	13.9	86	**101	2.5	6.4	126	**63	1.3	4.0	68
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*312	7.0	9.6	173	603	4.6	18.5	114	*225	5.5	6.9	136	*211	4.5	6.5	111
ABC DIRECTION	2316	*169	3.8	7.3	132	331	2.5	14.3	88	**129	3.1	5.6	110	**124	2.6	5.4	92
ABC ENTERTAINMENT	4834	377	8.4	7.8	141	897	6.8	18.6	115	300	7.3	6.2	122	342	7.2	7.1	121
ABC FM	2202	*193	4.3	8.8	158	285	2.2	12.9	80	*156	3.8	7.1	140	**80	1.7	3.6	62
ABC INFORMATION	5425	274	6.1	5.1	91	1149	8.8	21.2	131	261	6.4	4.8	95	433	9.2	8.0	137
ABC ROCK	1677	**113	2.5	6.7	122	371	2.8	22.1	137	*168	4.1	10.0	198	**71	1.5	4.2	73
CBS	4430	*256	5.7	5.8	104	802	6.1	18.1	112	*164	4.0	3.7	73	310	6.6	7.0	120
MUTUAL	4992	*279	6.2	5.6	101	840	6.4	16.8	104	266	6.5	5.3	105	*223	4.7	4.5	77
NBC	4679	*244	5.4	5.2	94	798	6.1	17.1	105	*277	6.7	5.9	117	*224	4.7	4.8	82
RADIORADIO	1994	**132	2.9	6.6	120	384	2.9	19.3	119	**81	2.0	4.1	80	**75	1.6	3.8	64
RKO ONE	2298	**96	2.1	4.2	76	406	3.1	17.7	109	*124	3.0	5.4	106	**69	1.5	3.0	51
RKO TWO	3311	*169	3.8	5.1	92	523	4.0	15.8	97	*172	4.2	5.2	102	*188	4.0	5.7	97
THE SOURCE	2114	**106	2.4	5.0	91	336	2.6	15.9	98	*168	4.1	7.9	157	**52	1.1	2.5	42
NON-WIRED : BLAIR	8654	490	10.9	5.7	102	1751	13.3	20.2	125	478	11.6	5.5	109	627	13.3	7.2	124
INTERNET	12025	756	16.9	6.3	114	2002	15.3	16.6	103	720	17.5	6.0	118	582	12.3	4.8	83
KATZ RADIO GROUP	15359	781	17.4	5.1	92	2716	20.7	17.7	109	783	19.1	5.1	101	868	18.4	5.7	97
SUPERNET	10628	721	16.1	6.8	123	1897	14.5	17.8	110	802	19.5	7.5	149	496	10.5	4.7	80
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	478	10.7	5.5	100	1319	10.1	15.2	94	442	10.8	5.1	101	578	12.2	6.7	114
WKDAY 9:00 AM - 1:00 PM	12163	725	16.2	6.0	108	1922	14.6	15.8	98	617	15.0	5.1	100	742	15.7	6.1	105
WKDAY 1:00 PM - 4:30 PM	16150	1018	22.7	6.3	114	2634	20.1	16.3	101	934	22.8	5.8	114	1092	23.1	6.8	116
WKDAY 4:30 PM - 7:30 PM	22463	1086	24.2	4.8	87	3426	26.1	15.3	94	1065	25.9	4.7	94	1502	31.8	6.7	115
WKDAY 7:30 PM - 8:00 PM	31795	1516	33.8	4.8	86	5120	39.0	16.1	99	1506	36.7	4.7	93	2015	42.7	6.3	109
WKDAY 11:00 PM - 11:30 PM	23977	1458	32.5	6.1	110	4072	31.0	17.0	105	1269	30.9	5.3	104	1584	33.5	6.6	113
WKDAY 11:30 PM - 1:00 AM	7703	590	13.2	7.7	138	1271	9.7	16.5	102	523	12.7	6.8	134	530	11.2	6.9	118
M-SAT 8-11 PM-SUN 7-11 PM	33800	1831	40.9	5.4	98	5572	42.5	16.5	102	1815	44.2	5.4	106	2171	46.0	6.4	110
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	356	7.9	5.4	98	1142	8.7	17.5	108	396	9.6	6.1	119	324	6.9	5.0	85
ANOTHER WORLD	N 4620	225	5.0	4.9	88	769	5.9	16.6	103	231	5.6	5.0	99	374	7.9	8.1	139
AS THE WORLD TURNS	C 5614	377	8.4	6.7	121	956	7.3	17.0	105	340	8.3	6.1	119	519	11.0	9.2	158
CAPITOL	C 3396	329	7.3	9.7	175	597	4.5	17.6	109	266	6.5	7.8	155	239	5.1	7.0	121
CBS MORN. NEWS 1	C 1446	**28	0.6	1.9	35	168	1.3	11.6	72	*59	1.4	4.1	80	155	3.3	10.7	184
CBS MORN. NEWS 2	C 1207	**30	0.7	2.5	45	126	1.0	10.4	64	**41	1.0	3.4	67	*60	1.3	5.0	85
DAYS OF OUR LIVES	N 5877	259	5.8	4.4	80	930	7.1	15.8	98	264	6.4	4.5	89	440	9.3	7.5	128
FACTS OF LIFE - DAYTIME	N 2290	*102	2.3	4.5	81	288	2.2	12.6	78	152	3.7	6.6	131	172	3.6	7.5	129
FAMILY FEUD	A 3023	205	4.6	6.8	123	412	3.1	13.6	84	122	3.0	4.0	80	208	4.4	6.9	118
GENERAL HOSPITAL	A 6097	398	8.9	6.5	118	1007	7.7	16.5	102	391	9.5	6.4	127	293	6.2	4.8	82
GOOD MORNING, AMERICA-730A	A 3515	231	5.2	6.6	119	548	4.2	15.6	96	187	4.6	5.3	105	229	4.8	6.5	112
GOOD MORNING, AMERICA-830A	A 2818	210	4.7	7.5	135	495	3.8	17.6	108	123	3.0	4.4	86	200	4.2	7.1	122
GUIDING LIGHT	C 5339	387	8.6	7.2	131	905	6.9	17.0	105	366	8.9	6.9	135	457	9.7	8.6	147
ONE LIFE TO LIVE	A 4478	283	6.3	6.3	114	693	5.3	15.5	96	220	5.4	4.9	97	289	6.1	6.5	111
PRESS YOUR LUCK	C 2244	145	3.2	6.5	117	383	2.9	17.1	105	118	2.9	5.3	104	*96	2.0	4.3	73
PRICE IS RIGHT 1	C 4348	270	6.0	6.2	112	723	5.5	16.6	103	187	4.6	4.3	85	254	5.4	5.8	100
PRICE IS RIGHT 2	C 5014	336	7.5	6.7	121	840	6.4	16.8	103	240	5.8	4.8	94	353	7.5	7.0	121
RYAN'S HOPE	A 3150	139	3.1	4.4	80												

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEOWNERS)

		TOTAL	POST HONEYCOMBS				POST RAISIN BRAN				POST SUPER SUGAR CRISP				POST TOASTIES			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	4481	100.0	5.5	100	13121	100.0	16.2	100	4105	100.0	5.1	100	4724	100.0	5.8	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY	N	26063	1184	26.4	4.5	82	3930	30.0	15.1	93	1139	27.7	4.4	86	1905	40.3	7.3	125
NETWORK AFFILIATES - LATE	N	20261	1153	25.7	5.7	103	3514	26.8	17.3	107	1049	25.6	5.2	102	1341	28.4	6.6	113
INDEPENDENTS - LATE	N	2076	106	2.4	5.1	92	307	2.3	14.8	91	*74	1.8	3.6	70	115	2.4	5.5	95
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	632	14.1	6.0	109	1881	14.3	18.0	111	827	20.1	7.9	156	644	13.6	6.2	106
ABC MONDAY NIGHT MOVIE	A	6412	343	7.7	5.3	97	1237	9.4	19.3	119	343	8.4	5.3	106	450	9.5	7.0	120
ABC SUNDAY NIGHT MOVIE	A	12407	610	13.6	4.9	89	2018	15.4	16.3	100	581	14.2	4.7	92	683	14.5	5.5	94
ABC WORLD NEWS TONIGHT	A	6176	287	6.4	4.6	84	864	6.6	14.0	86	267	6.5	4.3	85	401	8.5	6.5	111
AFTERMASH	C	5863	*278	6.2	4.7	86	840	6.4	14.3	88	*296	7.2	5.0	100	441	9.3	7.5	122
ALICE	C	9594	453	10.1	4.7	85	1447	11.0	15.1	93	468	11.4	4.9	96	666	14.1	6.9	119
AMERICAN PARADE	C	6622	302	6.7	4.6	82	951	7.2	14.4	89	211	5.1	3.2	63	466	9.9	7.0	121
BENSON	A	10886	393	8.8	3.6	65	1648	12.6	15.1	93	493	12.0	4.5	89	597	12.6	5.5	94
BLUE THUNDER	A	5036	324	7.2	6.4	116	875	6.7	17.4	107	*305	7.4	6.1	119	389	8.2	7.7	132
CAGNEY & LACEY	C	9965	463	10.3	4.6	84	1862	14.2	18.7	115	612	14.9	6.1	121	661	14.0	6.6	114
CBS EVENING NEWS-DEAN	C	3491	**103	2.3	3.0	53	412	3.1	11.8	73	**75	1.8	2.1	42	*172	3.6	4.9	84
CBS EVENING NEWS-RATHER	C	7123	267	6.0	3.7	68	1120	8.5	15.7	97	299	7.3	4.2	83	529	11.2	7.4	127
CBS SAT. NEWS-SCHIEFFER	C	3621	115	2.6	3.2	57	561	4.3	15.5	96	112	2.7	3.1	61	263	5.6	7.3	125
CBS SATURDAY NIGHT MOVIE	C	5436	312	7.0	5.7	104	933	7.1	17.2	106	342	8.3	6.3	124	315	6.7	5.8	99
CBS WEDNESDAY NIGHT MOVIE	C	6100	302	6.7	5.0	89	1049	8.0	17.2	106	319	7.8	5.2	103	494	10.5	8.1	139
CHEERS	N	8889	475	10.6	5.3	97	1628	12.4	18.3	113	465	11.3	5.2	103	422	8.9	4.7	81
DALLAS	C	22109	1073	23.9	4.9	88	3832	29.2	17.3	107	1114	27.1	5.0	99	1678	35.5	7.6	130
DIFF'RENT STROKES	N	6940	413	9.2	6.0	108	1202	9.2	17.3	107	418	10.2	6.0	119	417	8.8	6.0	103
DOUBLE TROUBLE	N	7223	429	9.6	5.9	107	1253	9.5	17.3	107	577	14.1	8.0	158	459	9.7	6.4	109
DUCK FACTORY	N	5595	316	7.1	5.6	102	996	7.6	17.8	110	273	6.7	4.9	96	258	5.5	4.6	79
DUKES OF HAZZARD	C	5768	315	7.0	5.5	99	995	7.6	17.3	106	354	8.6	6.1	121	415	8.8	7.2	123
DYNASTY	A	20053	903	20.2	4.5	81	3211	24.5	16.0	99	825	20.1	4.1	81	1106	23.4	5.5	95
FACTS OF LIFE	N	8087	396	8.8	4.9	88	1409	10.7	17.4	108	637	15.5	7.9	155	525	11.1	6.5	111
FALCON CREST	C	20046	918	20.5	4.6	83	3200	24.4	16.0	99	968	23.6	4.8	95	1470	31.1	7.3	126
FALL GUY	A	9084	539	12.0	5.9	107	1541	11.7	17.0	105	655	16.0	7.2	142	650	13.8	7.2	123
FAMILY TIES	N	7964	442	9.9	5.5	100	1320	10.1	16.6	102	510	12.4	6.4	126	457	9.7	5.7	98
FANTASY ISLAND	A	7687	443	9.9	5.8	104	1234	9.4	16.1	99	373	9.1	4.9	96	537	11.4	7.0	120
FOULUPS,BLEEPS & BLUNDERS	A	8861	451	10.1	5.1	92	1542	11.8	17.4	107	405	9.9	4.6	90	605	12.8	6.8	117
FOUR SEASONS	C	5095	*300	6.7	5.9	106	809	6.2	15.9	98	*304	7.4	6.0	118	360	7.6	7.1	121
GIMME A BREAK	N	8838	438	9.8	5.0	90	1341	10.2	15.2	94	469	11.4	5.3	105	557	11.8	6.3	108
HART TO HART	A	8978	528	11.8	5.9	106	1480	11.3	16.5	102	464	11.3	5.2	102	605	12.8	6.7	116
HILL STREET BLUES	N	8590	451	10.1	5.3	95	1642	12.5	19.1	118	459	11.2	5.3	105	368	7.8	4.3	73
HOTEL	A	14085	688	15.4	4.9	88	2080	15.9	14.8	91	662	16.1	4.7	93	814	17.2	5.8	99
JEFFERSONS	C	9360	433	9.7	4.6	84	1520	11.6	16.2	100	468	11.4	5.0	99	659	14.0	7.0	121
JENNIFER SLEPT HERE	N	5841	301	6.7	5.2	93	950	7.2	16.3	100	296	7.2	5.1	100	343	7.3	5.9	101
KATE & ALLIE	C	9206	418	9.3	4.5	82	1385	10.6	15.0	93	620	15.1	6.7	133	591	12.5	6.4	110
KNIGHT RIDER	N	7076	397	8.9	5.6	101	1179	9.0	16.7	103	323	7.9	4.6	90	528	11.2	7.5	128
LOVE BOAT	A	12219	511	11.4	4.2	76	1957	14.9	16.0	99	439	10.7	3.6	71	774	16.4	6.3	109
MAGNUM PI	C	11199	551	12.3	4.9	89	1919	14.6	17.1	106	597	14.5	5.3	105	651	13.8	5.8	100
MAMA'S FAMILY	N	6057	311	6.9	5.1	93	1065	8.1	17.6	109	365	8.9	6.0	119	508	10.8	8.4	144
MASTER, THE	N	3598	*245	5.5	6.8	123	566	4.3	15.7	97	*184	4.5	5.1	101	*209	4.4	5.8	100
MATT HOUSTON	A	6344	428	9.6	6.7	122	1164	8.9	18.3	113	374	9.1	5.9	116	360	7.6	5.7	97
NBC MONDAY NIGHT MOVIE	N	11994	821	18.3	6.8	124	2068	15.8	17.2	106	709	17.3	5.9	117	686	14.5	5.7	98
NBC NIGHTLY NEWS	N	5132	197	4.4	3.8	69	832	6.3	16.2	100	201	4.9	3.9	77	410	8.7	8.0	137
NBC NIGHTLY NEWS-SAT	N	3375	**156	3.5	4.6	84	438	3.3	13.0	80	**98	2.4	2.9	57	301	6.4	8.9	153
NBC NIGHTLY NEWS-SUN	N	3130	**87	1.9	2.8	50	465	3.5	14.9	92	*116	2.8	3.7	73	*238	5.0	7.6	130
NBC SUNDAY NIGHT MOVIE	N	8284	650	14.5	7.8	142	1385	10.6	16.7	103	590	14.4	7.1	141	600	12.7	7.2	124
NEMHART	C	9240	452	10.1	4.9	88	1567	11.9	17.0	105	675	16.4	7.3	144	640	13.5	6.9	119
ONE DAY AT A TIME	C	7288	398	8.9	5.5	99	1280	9.8	17.6	108	359	8.7	4.9	97	395	8.4	5.4	93
PEOPLE ARE FUNNY	N	4855	*223	5.0	4.6	83	858	6.5	17.7	109	*288	7.0	5.9	117	418	8.8	8.6	148
REAL PEOPLE	N	8869	499	11.1	5.6	102	1341	10.2	15.1	93	383	9.3	4.3	85	654	13.8	7.4	126
REMINGTON STEELE	N	7743	363	8.1	4.7	85	1267	9.7	16.4	101	436	10.6	5.6	111	426	9.0	5.5	94
RIPLEY'S BELIEVE IT - NOT	A	5345	311	6.9	5.8	105	917	7.0	17.2	106	376	9.2	7.0	139	287	6.1	5.4	92
RIPTIDE	N	6988	364	8.1	5.2	94	1225	9.3	17.5	108	428	10.4	6.1	121	456	9.7	6.5	112
SCARECROW & MRS. KING	C	10002	456	10.2	4.6	82	1615	12.3	16.1	100	531	12.9	5.3	105	799	16.9	8.0	137
SIMON & SIMON	C	10638	601	13.4	5.6	102	1839	14.0	17.3	107	701	17.1	6.6	130	923	19.5	8.7	149
60 MINUTES	C	13293	509	11.4	3.8	69	2009	15.3	15.1	93	454	11.1	3.4	67	953	20.2	7.2	123
ST. ELSEWHERE	N	7017	432	9.6	6.2	111	1220	9.3	17.4	107	523	12.7	7.5	147	327	6.9	4.7	80
THREE'S COMPANY	A	10917	545	12.2	5.0	90	2012	15.3	18.4	114	626	15.2	5.7	113	687			

	TOTAL U.S. '000	POST 40% BRAN				POST FRUIT & FIBRE				QUAKER CAP'N CRUNCH				QUAKER LIFE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	4585	100.0	5.7	100	3670	100.0	4.5	100	8033	100.0	9.9	100	5010	100.0	6.2	100
18 - 24	9282	*311	6.8	3.4	59	**290	7.9	3.1	69	1593	19.8	17.2	173	611	12.2	6.6	106
25 - 34	19072	820	17.9	4.3	76	793	21.6	4.2	92	2710	33.7	14.2	143	2081	41.5	10.9	176
35 - 44	14591	518	11.3	3.6	63	749	20.4	5.1	113	1741	21.7	11.9	120	1009	20.1	6.9	112
45 - 54	11345	667	14.5	5.9	104	576	15.7	5.1	112	1176	14.6	10.4	105	594	11.9	5.2	85
55 - 64	11635	1007	22.0	8.7	153	*712	19.4	6.1	135	*611	7.6	5.3	53	*391	7.8	3.4	54
65 OR OLDER	15061	1261	27.5	8.4	148	550	15.0	3.7	81	**203	2.5	1.3	14	*325	6.5	2.2	35
18 - 34	28354	1131	24.7	4.0	70	1083	29.5	3.8	84	4303	53.6	15.2	153	2691	53.7	9.5	153
18 - 49	48339	1999	43.6	4.1	73	2128	58.0	4.4	97	6774	84.3	14.0	141	4017	80.2	8.3	134
25 - 54	45008	2006	43.8	4.5	79	2119	57.7	4.7	104	5626	70.0	12.5	126	3684	73.5	8.2	132
35 - 49	19985	868	18.9	4.3	77	1045	28.5	5.2	115	2471	30.8	12.4	125	1326	26.5	6.6	107
50 OR OLDER	32647	2586	56.4	7.9	140	1542	42.0	4.7	104	1260	15.7	3.9	39	993	19.8	3.0	49
GRADUATED COLLEGE	11155	513	11.2	4.6	81	*407	11.1	3.6	81	675	8.4	6.1	61	918	18.3	8.2	133
ATTENDED COLLEGE	13682	759	16.6	5.5	98	702	19.1	5.1	113	1363	17.0	10.0	100	1121	22.4	8.2	132
GRADUATED HIGH SCHOOL	33880	2125	46.3	6.3	111	1650	45.0	4.9	107	4450	55.4	13.1	132	2350	46.9	6.9	112
DID NOT GRADUATE HIGH SCHOOL	22270	1188	25.9	5.3	94	911	24.8	4.1	90	1546	19.2	6.9	70	620	12.4	2.8	45
EMPLOYED	40306	1972	43.0	4.9	86	1923	52.4	4.8	105	4559	56.8	11.3	114	2894	57.8	7.2	116
EMPLOYED FULL-TIME	32850	1596	34.8	4.9	86	1655	45.1	5.0	111	3654	45.5	11.1	112	2322	46.3	7.1	114
EMPLOYED PART-TIME	7456	*376	8.2	5.0	89	*268	7.3	3.6	79	905	11.3	12.1	122	571	11.4	7.7	124
NOT EMPLOYED	40680	2613	57.0	6.4	113	1747	47.6	4.3	95	3474	43.2	8.5	86	2117	42.3	5.2	84
PROFESSIONAL/MANAGER	10392	*459	10.0	4.4	78	*485	13.2	4.7	103	779	9.7	7.5	76	610	12.2	5.9	95
TECH/CLERICAL/SALES	17574	827	18.0	4.7	83	837	22.8	4.8	105	2080	25.9	11.8	119	1324	26.4	7.5	122
PRECISION/CRAFT	825	**28	0.6	2.8	50	*557	1.6	5.8	128	**114	1.4	11.6	117	**52	1.0	5.3	85
OTHER EMPLOYED	11354	658	14.4	5.8	102	*545	14.9	4.8	106	1587	19.8	14.0	141	909	18.1	8.0	129
SINGLE	9863	*276	6.0	2.8	49	*280	7.6	2.8	63	795	9.9	8.1	81	522	10.4	5.3	86
MARRIED	51375	3149	68.7	6.1	108	2479	67.5	4.8	106	5943	74.0	11.6	117	3655	73.0	7.1	115
DIVORCED/SEPARATED/WIDOWED	19748	1160	25.3	5.9	104	910	24.8	4.6	102	1295	16.1	6.6	66	833	16.6	4.2	68
PARENTS	32590	1385	30.2	4.2	75	1368	37.3	4.2	93	5751	71.6	17.6	178	3063	61.1	9.4	152
WHITE	70416	4259	92.9	6.0	107	3343	91.1	4.7	105	6728	83.8	9.6	96	4718	94.2	6.7	108
BLACK	8778	*309	6.7	3.5	62	*311	8.5	3.5	78	1125	14.0	12.8	129	*260	5.2	3.0	48
OTHER	1791	**17	0.4	0.9	17	**15	0.4	0.8	18	**180	2.2	10.1	101	**32	0.6	1.8	29
NORTHEAST-CENSUS	17786	882	14.9	3.8	68	827	22.5	4.6	103	1645	20.5	9.2	93	1364	27.2	7.7	124
NORTH CENTRAL	20741	1643	35.8	7.9	140	1092	29.8	5.3	116	2450	30.5	11.8	119	1597	31.9	7.7	124
SOUTH	27775	1287	28.1	4.6	82	1102	30.0	4.0	88	2660	33.1	9.6	97	1054	21.0	3.8	61
WEST	14683	973	21.2	6.6	117	649	17.7	4.4	98	1278	15.9	8.7	88	996	19.9	6.8	110
NORTHEAST-MKTG.	17961	655	14.3	3.6	64	844	23.0	4.7	104	1487	18.5	8.3	83	1399	27.9	7.8	126
EAST CENTRAL	11885	799	17.4	6.7	119	618	16.8	5.2	115	1487	18.5	12.5	126	781	15.6	6.6	106
WEST CENTRAL	14090	1080	23.6	7.7	135	633	17.2	4.5	99	1578	19.6	11.2	113	1104	22.0	7.8	127
SOUTH	24081	1157	25.2	4.8	85	1021	27.8	4.2	94	2411	30.0	10.0	101	850	17.0	3.5	57
PACIFIC	12969	894	19.5	6.9	122	*553	15.1	4.3	94	1070	13.3	8.3	83	876	17.5	6.8	109
COUNTY SIZE A	32439	1305	28.5	4.0	71	1468	40.0	4.5	100	3052	38.0	9.4	95	2006	40.0	6.2	100
COUNTY SIZE B	24915	1647	35.9	6.6	117	1147	31.3	4.6	102	2696	33.6	10.8	109	1519	30.3	6.1	99
COUNTY SIZE C	12930	779	17.0	6.0	106	635	17.3	4.9	108	1409	17.5	10.9	110	894	17.8	6.9	112
COUNTY SIZE D	10703	854	18.6	8.0	141	*420	11.4	3.9	87	876	10.9	8.2	83	591	11.8	5.5	89
METRO CENTRAL CITY	24518	1291	28.2	5.3	93	979	26.7	4.0	88	2420	30.1	9.9	100	1363	27.2	5.6	90
METRO SUBURBAN	35919	1905	41.5	5.3	94	1821	49.6	5.1	112	3703	46.1	10.3	104	2521	50.3	7.0	113
NON METRO	20549	1389	30.3	6.8	119	869	23.7	4.2	93	1910	23.8	9.3	94	1126	22.5	5.5	89
TOP 5 ADI'S	18341	698	15.2	3.8	67	843	23.0	4.6	101	1529	19.0	8.3	84	1133	22.6	6.2	100
TOP 10 ADI'S	25378	952	20.8	3.8	66	1154	31.4	4.5	100	2333	29.0	9.2	93	1565	31.2	6.2	100
TOP 20 ADI'S	36488	1521	33.2	4.2	74	1659	45.2	4.5	100	3264	40.6	8.9	90	2410	48.1	6.6	107
HSGLD INC. \$50,000 OR MORE	6612	*323	7.0	4.9	86	**301	8.2	4.6	100	*518	6.4	7.8	79	*572	11.4	8.7	140
\$40,000 OR MORE	12659	679	14.8	5.4	95	*619	16.9	4.9	108	1217	15.2	9.6	97	1003	20.0	7.9	128
\$30,000 OR MORE	24698	1432	31.2	5.8	102	1348	36.7	5.5	120	2594	32.3	10.5	106	1920	38.3	7.8	126
\$25,000 OR MORE	32077	1897	41.4	5.9	104	1728	47.1	5.4	119	3506	43.6	10.9	110	2657	53.0	8.3	134
\$20,000 - \$24,999	9144	*357	7.8	3.9	69	*387	10.5	4.2	93	939	11.7	10.3	104	*545	10.9	6.0	96
\$15,000 - \$19,999	8728	562	12.3	6.4	114	*406	11.1	4.7	103	900	11.2	10.3	104	580	11.6	6.6	107
\$10,000 - \$14,999	12562	723	15.8	5.8	102	530	14.4	4.2	93	1518	18.9	12.1	122	536	10.7	4.3	69
UNDER \$10,000	18475	1047	22.8	5.7	100	618	16.8	3.3	74	1169	14.6	6.3	64	693	13.8	3.8	61
HOUSEHOLD OF 1 PERSON	11987	713	15.6	5.9	105	429	11.7	3.6	79	252	3.1	2.1	21	420	8.4	3.5	57
2 PEOPLE	26577	1787	39.0	6.7	119	1258	34.3	4.7	104	1355	16.9	5.1	51	1056	21.1	4.0	64
3 OR 4 PEOPLE	30617	1476	32.2	4.8	85	1279	34.9	4.2	92	3965	49.4	13.0	131	2555	51.0	8.3	135
5 OR MORE PEOPLE	11804	*609	13.3	5.2	91	*704	19.2	6.0	132	2460	30.6	20.8	210	980	19.6	8.3	134
NO CHILD IN HSHLD	46165	3064	66.8	6.6	117	2114	57.6	4.6	101	2025	25.2	4.4	44	1878	37.5	4.1	66
CHILD(REN) UNDER 2 YRS	5325	*266	5.8	5.0	88	**187	5.1	3.5	77	804	10.0	15.1	152	*382	7.6	7.2	116
2 - 5 YEARS	14221	691	15.1	4.9	86	*594	16.2	4.2	92	2394	29.8	16.8	170	1578	31.5	11.1	179
6 - 11 YEARS	15117	645	14.1	4.3	75	733	20.0	4.8	107	2705	33.7	17.9	180	1387	27.7	9.2	148
12 - 17 YEARS	16611	714	15.6	4.3	76	855	23.3	5.1	114	3110	38.7	18.7	189	1357	27.1	8.2	132
RESIDENCE OWNED	55884	3763	82.1	6.7	119	2730	74.4	4.9	108	5079	63.2	9.1	92	3683	73.5	6.6	107
VALUE: \$50,000 OR MORE	31744	2121	46.3	6.7	118	1445	39.4	4.6	100	2853	35.5	9.0	91	2285	45.6	7.2	116
VALUE: UNDER \$50,000	24140	1643	35.8	6.8	120	1285	35.0	5.3	117	2226	27.7	9.2	93	1399	27.9	5.8	94

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	POST 40% BRAN				POST FRUIT & FIBRE				QUAKER CAP'N CRUNCH				QUAKER LIFE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	4585	100.0	5.7	100	3670	100.0	4.5	100	8033	100.0	9.9	100	5010	100.0	6.2	100
MAGAZINES	QUINTILE 1	15799	999	21.8	6.3	112	837	22.8	5.3	117	1947	24.2	12.3	124	1258	25.1	8.0	129
	QUINTILE 2	17259	1009	22.0	5.8	103	951	25.9	5.5	122	1806	22.5	10.5	105	1143	22.8	6.6	107
	QUINTILE 3	13545	519	11.3	3.8	68	*522	14.2	3.9	85	1369	17.0	10.1	102	736	14.7	5.4	88
	QUINTILE 4	15133	1000	21.8	6.6	117	686	18.7	4.5	100	1455	18.1	9.6	97	1076	21.5	7.1	115
	QUINTILE 5	19250	1059	23.1	5.5	97	673	18.3	3.5	77	1456	18.1	7.6	76	798	15.9	4.1	67
NEWSPAPERS	QUINTILE 1	12413	602	13.1	4.8	86	*479	13.1	3.9	85	1111	13.8	9.0	90	619	12.4	5.0	81
	QUINTILE 2	24116	1617	35.3	6.7	118	1361	37.1	5.6	125	2354	29.3	9.8	98	1799	35.9	7.5	121
	QUINTILE 3	11261	748	16.3	6.6	117	*531	14.5	4.7	104	1145	14.3	10.2	103	724	14.5	6.4	104
	QUINTILE 4	20255	1142	24.9	5.6	100	844	23.0	4.2	92	2223	27.7	11.0	111	1347	26.9	6.7	107
	QUINTILE 5	12940	475	10.4	3.7	65	*455	12.4	3.5	78	1200	14.9	9.3	93	*521	10.4	4.0	65
OUTDOOR	QUINTILE 1	14852	906	19.8	6.1	108	754	20.5	5.1	112	1563	19.5	10.5	106	928	18.5	6.2	101
	QUINTILE 2	15725	837	18.3	5.3	94	658	17.9	4.2	92	1767	22.0	11.2	113	904	18.0	5.7	93
	QUINTILE 3	16330	856	18.7	5.2	93	698	19.0	4.3	94	1806	22.5	11.1	111	1247	24.9	7.6	123
	QUINTILE 4	16744	991	21.6	5.9	105	796	21.7	4.8	105	1668	20.8	10.0	100	1049	20.9	6.3	101
	QUINTILE 5	17334	995	21.7	5.7	101	764	20.8	4.4	97	1229	15.3	7.1	71	883	17.6	5.1	82
RADIO-DRIVE TIME	QUINTILE 1	15911	1010	22.0	6.3	112	716	19.5	4.5	99	1446	18.0	9.1	92	1150	23.0	7.2	117
	QUINTILE 2	14837	851	18.6	5.7	101	707	19.3	4.8	105	1668	20.8	11.2	113	943	18.8	6.4	103
	QUINTILE 3	15339	774	16.9	5.0	89	631	17.2	4.1	91	1608	20.0	10.5	106	998	19.9	6.5	105
	QUINTILE 4	16723	974	21.2	5.8	103	791	21.6	4.7	104	1815	22.6	10.9	109	1117	22.3	6.7	108
	QUINTILE 5	18176	977	21.3	5.4	95	825	22.5	4.5	100	1495	18.6	8.2	83	802	16.0	4.4	71
RADIO-MID- DAY	TERCILE 1	21020	1319	28.8	6.3	111	871	23.7	4.1	91	2190	27.3	10.4	105	1701	34.0	8.1	131
	TERCILE 2	21610	1324	28.9	6.1	108	973	26.5	4.5	99	2334	29.1	10.8	109	1407	28.1	6.5	105
	TERCILE 3	38355	1942	42.4	5.1	89	1825	49.7	4.8	105	3509	43.7	9.1	92	1903	38.0	5.0	80
RADIO-TOTAL	QUINTILE 1	15988	1001	21.8	6.3	111	677	18.4	4.2	93	1636	20.4	10.2	103	1165	23.3	7.3	118
	QUINTILE 2	15626	853	18.6	5.5	96	600	16.3	3.8	85	1841	22.9	11.8	119	1053	21.0	6.7	109
	QUINTILE 3	16723	973	21.2	5.8	103	872	23.8	5.2	115	1635	20.4	9.8	99	1187	23.7	7.1	115
	QUINTILE 4	16342	848	18.5	5.2	92	834	22.7	5.1	113	1576	19.6	9.6	97	977	19.5	6.0	97
	QUINTILE 5	16306	910	19.8	5.6	99	687	18.7	4.2	93	1345	16.7	8.2	83	628	12.5	3.9	62
TV-PRIME TIME	QUINTILE 1	15953	1088	23.7	6.8	120	679	18.5	4.3	94	1323	16.5	8.3	84	780	15.6	4.9	79
	QUINTILE 2	16137	884	19.3	5.5	97	860	23.4	5.3	118	1717	21.4	10.6	107	1231	24.6	7.6	123
	QUINTILE 3	16420	969	21.1	5.9	104	758	20.7	4.6	102	1774	22.1	10.8	109	1044	20.8	6.4	103
	QUINTILE 4	16687	730	15.9	4.4	77	762	20.8	4.6	101	1775	22.1	10.6	107	953	19.0	5.7	92
	QUINTILE 5	15789	914	19.9	5.8	102	610	16.6	3.9	85	1444	18.0	9.1	92	1002	20.0	6.3	103
TV-DAYTIME	TERCILE 1	27736	1698	37.0	6.1	108	1466	39.9	5.3	117	2980	37.1	10.7	108	1598	31.9	5.8	93
	TERCILE 2	26489	1265	27.6	4.8	84	1091	29.7	4.1	91	2677	33.3	10.1	102	1819	36.3	6.9	111
	TERCILE 3	26761	1622	35.4	6.1	107	1112	30.3	4.2	92	2376	29.6	8.9	90	1593	31.8	6.0	96
TV-TOTAL	QUINTILE 1	16345	1164	25.4	7.1	126	638	17.4	3.9	86	1673	20.8	10.2	103	833	16.6	5.1	82
	QUINTILE 2	16447	882	19.2	5.4	95	949	25.9	5.8	127	1246	15.5	7.6	76	999	19.9	6.1	98
	QUINTILE 3	15980	864	18.8	5.4	96	808	22.0	5.1	112	1864	23.2	11.7	118	963	19.2	6.0	97
	QUINTILE 4	15887	791	17.3	5.0	88	662	18.0	4.2	92	1797	22.4	11.3	114	1065	21.3	6.7	108
	QUINTILE 5	16326	884	19.3	5.4	96	611	16.6	3.7	83	1453	18.1	8.9	90	1150	23.0	7.0	114
MAGAZINES-NEWSPAPERS: DUAL		20721	1281	27.9	6.2	109	1193	32.5	5.8	127	2285	28.4	11.0	111	1446	28.9	7.0	113
MAGAZINE IMPERATIVE		19186	944	20.6	4.9	87	845	23.0	4.4	97	2180	27.1	11.4	115	1267	25.3	6.6	107
NEWSPAPER IMPERATIVE		21899	1342	29.3	6.1	108	992	27.0	4.5	100	1848	23.0	8.4	85	1277	25.5	5.8	94
MAGAZINES-OUTDOOR: DUAL		15451	882	19.2	5.7	101	932	25.4	6.0	133	1835	22.8	11.9	120	963	19.2	6.2	101
MAGAZINE IMPERATIVE		25953	1486	32.4	5.7	101	1213	33.1	4.7	103	2632	32.8	10.1	102	1822	36.4	7.0	113
OUTDOOR IMPERATIVE		24400	1397	30.5	5.7	101	947	25.8	3.9	86	2473	30.8	10.1	102	1489	29.7	6.1	99
MAGAZINES-RADIO: DUAL		18049	1100	24.0	6.1	108	872	23.8	4.8	107	2107	26.2	11.7	118	1453	29.0	8.1	130
MAGAZINE IMPERATIVE		23571	1244	27.1	5.3	93	1221	33.3	5.2	114	2470	30.7	10.5	106	1395	27.8	5.9	96
RADIO IMPERATIVE		23278	1314	28.7	5.6	100	862	23.5	3.7	82	2190	27.3	9.4	95	1475	29.4	6.3	102
MAGAZINES-TELEVISION: DUAL		15459	964	21.0	6.2	110	800	21.8	5.2	114	1572	19.6	10.2	103	933	18.6	6.0	98
MAGAZINE IMPERATIVE		25829	1333	29.1	5.2	91	1178	32.1	4.6	101	3031	37.7	11.7	118	1898	37.9	7.3	119
TELEVISION IMPERATIVE		26039	1577	34.4	6.1	107	1157	31.5	4.4	98	2261	28.1	8.7	88	1348	26.9	5.2	84
NEWSPAPERS-OUTDOOR: DUAL		16605	1147	25.0	6.9	122	919	25.0	5.5	122	1794	22.3	10.8	109	1176	23.5	7.1	114
NEWSPAPER IMPERATIVE		26834	1634	35.6	6.1	108	1327	36.2	4.9	109	2360	29.4	8.8	89	1756	35.0	6.5	106
OUTDOOR IMPERATIVE		23346	1054	23.0	4.5	80	875	23.8	3.7	83	2691	33.5	11.5	116	1349	26.9	5.8	93
NEWSPAPERS-RADIO: DUAL		17133	956	20.9	5.6	99	810	22.1	4.7	104	1602	19.9	9.4	94	1114	22.2	6.5	105
NEWSPAPER IMPERATIVE		25892	1642	35.8	6.3	112	1388	37.8	5.4	118	2462	30.6	9.5	96	1617	32.3	6.2	101
RADIO IMPERATIVE		23167	1440	31.4	6.2	110	864	23.5	3.7	82	2712	33.8	11.7	118	1676	33.5	7.2	117
NEWSPAPERS-TELEVISION: DUAL		17159	1236	27.0	7.2	127	947	25.8	5.5	122	1549	19.3	9.0	91	1017	20.3	5.9	96
NEWSPAPER IMPERATIVE		26214	1469	32.0	5.6	99	1225	33.4	4.7	103	2576	32.1	9.8	99	1830	36.5	7.0	113
TELEVISION IMPERATIVE		23412	1166	25.4	5.0	88	980	26.7	4.2	92	2402	29.9	10.3	103	1284	25.6	5.5	89
OUTDOOR-RADIO: DUAL		15303	856	18.7	5.6	99	574	15.6	3.8	83	1735	21.6	11.3	114	995	19.9	6.5	105
OUTDOOR IMPERATIVE		24901	1410	30.8	5.7	100	1297	35.3	5.2	115	2642	32.9	10.6	107	1483	29.6	6.0	96
RADIO IMPERATIVE		26492	1597	34.8	6.0	106	1152	31.4	4.3	96	2572	32.0	9.7	98	1897	37.9	7.2	116
OUTDOOR-TELEVISION: DUAL		14794	1008	22.0	6.8	120	774	21.1	5.2									

	TOTAL U.S. '000	POST 40% BRAN				POST FRUIT & FIBRE				QUAKER CAP'N CRUNCH				QUAKER LIFE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAkers	80986	4585	100.0	5.7	100	3670	100.0	4.5	100	8033	100.0	9.9	100	5010	100.0	6.2	100
ATLANTIC MONTHLY	415	**15	0.3	3.6	64	**31	0.8	7.5	165	**22	0.3	5.3	53	**16	0.3	3.9	62
BARRON'S	453	**4	0.1	0.9	16	**4	0.1	0.9	19	**72	0.9	15.9	160	**49	1.0	10.8	175
BETTER HOMES & GARDENS	16256	1043	22.7	6.4	113	968	26.4	6.0	131	1803	22.4	11.1	112	1198	23.9	7.4	119
BON APPETIT	2535	**131	2.9	5.2	91	**74	2.0	2.9	64	**108	1.3	4.3	43	**227	4.5	9.0	145
BUSINESS WEEK	1278	**15	0.3	1.2	21	**71	1.9	5.6	123	**115	1.4	9.0	91	**72	1.4	5.6	91
CAR AND DRIVER	378	**15	0.3	4.0	70	**16	0.4	4.2	93	**50	0.6	13.2	133	**14	0.3	3.7	60
CBS MAGAZINE NETWORK (GROSS)	1498	**87	1.9	5.8	103	**105	2.9	7.0	155	**32	4.3	22.8	230	**83	1.7	5.5	90
CHANGING TIMES	1505	**85	1.9	5.6	100	**73	2.0	4.9	107	**154	1.9	10.2	103	**113	2.3	7.5	121
COLONIAL HOMES	1231	**105	2.3	8.5	151	**108	2.9	8.8	194	**146	1.8	11.9	120	**194	1.9	7.6	123
CONDE NAST MAG. PKG. (GROSS)	14146	654	14.3	4.6	82	587	16.0	4.1	92	1797	22.4	12.7	128	737	14.7	5.2	84
CONSUMERS DIGEST	1323	**86	1.9	6.5	115	**18	0.5	1.4	30	**141	1.8	10.7	107	**65	1.3	4.9	79
COSMOPOLITAN	7102	310	6.8	4.4	77	377	10.3	5.3	117	851	10.6	12.0	121	506	10.1	7.1	115
COUNTRY LIVING	2481	**161	3.5	6.5	115	**87	2.4	3.5	77	**204	2.5	8.2	83	**127	2.5	5.1	83
CUISINE	1472	**82	1.8	5.6	98	**25	0.7	1.7	37	**76	0.9	5.2	52	**146	2.9	9.9	160
CYCLE WORLD	425	**40	0.9	9.4	166	**34	0.9	8.0	177	**98	1.2	23.1	232	**7	0.1	1.6	27
DCI:CREATIVE IDEAS FOR LIV	2510	**169	3.7	6.7	119	**141	3.8	5.6	124	283	3.5	11.3	114	**207	4.1	8.2	133
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	386	8.4	5.8	102	333	9.1	5.0	110	581	7.2	8.7	88	435	8.7	6.5	105
DISCOVER	894	**37	0.8	4.1	73	**23	0.6	2.6	57	**129	1.6	14.4	145	**106	2.1	11.9	192
EBONY	3507	**120	2.6	3.4	60	**127	3.5	3.6	80	655	8.2	18.7	188	**108	2.2	3.1	50
ESQUIRE	1083	**48	1.0	4.4	78	**29	0.8	2.7	59	**197	2.5	18.2	183	**55	1.1	5.1	82
ESSENCE	1830	**60	1.3	3.3	58	**63	1.7	3.4	76	342	4.3	18.7	188	**56	1.1	3.1	49
FAMILY CIRCLE	15930	951	20.7	6.0	105	859	23.4	5.4	119	1730	21.5	10.9	109	1122	22.4	7.0	114
THE FAMILY HANDYMAN	1126	**77	1.7	6.8	121	**88	2.4	7.8	172	**179	2.2	15.9	160	**79	1.6	7.0	113
FAMILY WEEKLY	11468	910	19.8	7.9	140	651	17.7	5.7	125	1286	16.0	11.2	113	704	14.1	6.1	99
FIELD & STREAM	2234	**216	4.7	9.7	171	**91	2.5	4.1	90	**254	3.2	11.4	115	**171	3.4	7.7	124
FOOD & WINE	579	**29	0.6	5.0	88	**12	0.3	2.1	46	**49	0.6	8.5	85	**24	0.5	4.1	67
FORBES	728	**62	1.4	8.5	150	**12	0.3	1.6	36	**79	1.0	10.9	109	**93	1.9	12.8	207
FORTUNE	906	**20	0.4	2.2	39	**28	0.8	3.1	68	**121	1.5	13.4	135	**137	2.7	15.1	244
GENTLEMEN'S QUARTERLY	791	**26	0.6	3.3	58	**95	2.6	12.0	265	**106	1.3	13.4	135	**33	0.7	4.2	67
GLAMOUR	5265	255	5.6	4.8	86	**240	6.5	4.6	101	718	8.9	13.6	137	329	6.6	6.2	101
GOLF DIGEST	636	**24	0.5	3.8	67	**38	1.0	6.0	132	**84	1.0	13.2	133	**67	1.3	10.5	170
GOLF DIGEST/TENNIS (GROSS)	1186	**33	0.7	2.8	49	**46	1.3	3.9	86	**132	1.6	11.1	112	**91	1.8	7.7	124
GOLF MAGAZINE	441	**9	0.2	2.0	36	**53	1.4	12.0	265	**37	0.5	8.4	85	**61	1.2	13.8	224
GOLF MAGAZINE/SKI (GROSS)	922	**11	0.2	1.2	21	**65	1.8	7.0	156	**89	1.1	9.7	97	**97	1.9	10.5	170
GOOD HOUSEKEEPING	16487	1121	24.4	6.8	120	812	22.1	4.9	109	1710	21.3	10.4	105	1204	24.0	7.3	118
HARPER'S BAZAAR	2423	**85	1.9	3.5	62	**49	1.3	2.0	45	337	4.2	13.9	140	**100	2.0	4.1	67
HEALTH	1994	**154	3.4	7.7	136	**72	2.0	3.6	80	**223	2.8	11.2	113	**86	1.7	4.3	70
HEARST MAG CORP. BUY (GROSS)	44101	2584	56.4	5.9	103	2029	55.3	4.6	102	4851	60.4	11.0	111	3042	60.7	6.9	112
HEARST MAN POWER (GROSS)	1993	**101	2.2	5.1	90	**99	2.7	5.0	110	**198	2.5	9.9	100	**131	2.6	6.6	106
HEARST WOMAN POWER (GROSS)	31274	1885	41.1	6.0	106	1512	41.2	4.8	107	3464	43.1	11.1	112	2303	46.0	7.4	119
HOUSE BEAUTIFUL	3623	**206	4.5	5.7	100	**120	3.3	3.3	73	394	4.9	10.9	110	**214	4.3	5.9	95
INC.	283	**1	0.0	0.4	6	**15	0.4	5.3	117	**55	0.7	19.4	196	**23	0.5	8.1	131
JET	2928	**50	1.1	1.7	30	**107	2.9	3.7	81	**41	6.0	16.4	166	**105	2.1	3.6	58
LADIES' HOME JOURNAL	11918	604	13.2	5.1	90	634	17.3	5.3	117	1450	18.1	12.2	123	794	15.8	6.7	108
LHJ FAMILY GRP COMBO(GROSS)	16764	942	20.5	5.6	99	845	23.0	5.0	111	2084	25.9	12.4	125	1088	21.7	6.5	105
LIFE	4254	**176	3.8	4.1	73	227	6.2	5.3	118	488	6.1	11.5	116	264	5.3	6.2	100
L.A. TIMES HOME MAGAZINE	1145	**60	1.3	5.2	93	**19	0.5	1.7	37	**83	1.0	7.2	73	**17	0.3	1.5	24
MADEMOISELLE	2884	**165	3.6	5.7	101	**69	1.9	2.4	53	399	5.0	13.8	139	**141	2.8	4.9	79
MC CALL'S	13460	953	20.8	7.1	125	813	22.2	6.0	133	1492	18.6	11.1	112	793	15.8	5.9	95
MC CALL'S/WRK MOTHER (GROSS)	14606	1031	22.5	7.1	125	855	23.3	5.9	129	1710	21.3	11.7	118	906	18.1	6.2	100
MECHANIX ILLUSTRATED	772	**51	1.1	6.6	117	**74	2.0	9.6	212	**85	1.1	11.0	111	**46	0.9	6.0	96
METROPOLITAN HOME	967	**33	0.7	3.4	60	**40	1.1	4.1	91	**50	0.6	5.2	52	**27	0.5	2.8	45
MONEY	1588	**95	2.1	6.0	106	**52	1.4	3.3	72	**179	2.2	11.3	114	**119	2.4	7.5	121
MOTHER EARTH NEWS	1002	**59	1.3	5.9	104	**25	0.7	2.5	55	**80	1.1	9.0	91	**81	1.6	8.1	131
MS.	825	**56	1.2	6.8	120	**64	1.7	7.8	171	**103	1.3	12.5	126	**87	1.7	10.5	170
NATIONAL ENQUIRER	10336	559	12.2	5.4	96	381	10.4	3.7	81	1250	15.6	12.1	122	623	12.4	6.0	97
NATIONAL GEOGRAPHIC	9597	606	13.2	6.3	112	544	14.8	5.7	125	761	9.5	7.9	80	607	12.1	6.3	102
NATIONAL SUNDAY MAGAZINE PKG	49558	2974	64.9	6.0	106	2546	69.4	5.1	113	5094	63.4	10.3	104	3303	65.9	6.7	108
NATURAL HISTORY	573	**18	0.4	3.1	55	**10	0.3	1.7	39	**48	0.6	8.4	84	**4	0.1	0.7	11
NEW WOMAN	1699	**104	2.3	6.1	108	**115	3.1	6.8	149	283	3.5	16.7	168	**93	1.9	5.5	88
NEW YORK INCLUDING CUE	443	**27	0.6	6.1	108	**14	0.4	3.2	70	**44	0.5	9.9	100	**42	0.8	9.5	153
THE NEW YORKER	1270	**62	1.4	4.9	86	**51	1.4	4.0	89	**96	1.2	7.6	76	**73	1.5	5.7	93
NEWSWEEK	6277	402	8.8	6.4	113	299	8.1	4.8	105	575	7.2	9.2	92	561	11.2	8.9	144
THE N.Y. TIMES DAILY EDITION	1205	**60	1.3	5.0	88	**27	0.7	2.2	49	**34	0.4	2.8	28	**97	1.9	8.0	130
THE N.Y. TIMES MAGAZINE	2081	**87	1.9	4.2	74	**66	1.8	3.2	70	**54	0.7	2.6	26	**125	2.5	6.0	97
OMNI	788	**71	1.5	9.0	159	**41	1.1	5.2	115	**136	1.7	17.3	174	**101	2.0	12.8	207
ON CABLE	1158	**29	0.6	2.5	44	**33	0.9	2.8	63	**236	2.9	20.4	205	**102	2.0	8.8	142
1001 HOME IDEAS	2852	**184	4.0	6.5	114	**139	3.8	4.9	108	411	5.1	14.4	145	**207	4.1	7.3	117
ORGANIC GARDENING	1658	**123	2.7	7.4	131	**91	2.5	5.5	121	**158	2.0	9.5	96	**127	2.5	7.7	124
OUTDOOR LIFE	896	**35	0.8	3.9	69	**50	1.4	5.6	123	**99	1.2	11.0	111	**69	1.4	7.7	124
PARADE MAGAZINE	24275	1456	31.8	6.0	106	1311	35.7	5.4	119	2351	29.3	9.7	98	1593	31.8	6.6	106

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	POST 40% BRAN				POST FRUIT & FIBRE				QUAKER CAP'N CRUNCH				QUAKER LIFE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	4585	100.0	5.7	100	3670	100.0	4.5	100	8033	100.0	9.9	100	5010	100.0	6.2	100
PARENTS	3845	**231	5.0	6.0	106	*141	3.8	3.7	81	712	8.9	18.5	187	495	9.9	12.9	208
PENTHOUSE	831	**22	0.5	2.6	47	**37	1.0	4.5	98	*163	2.0	19.6	198	**116	2.3	14.0	226
PEOPLE	11645	525	11.5	4.5	80	421	11.5	3.6	80	1267	15.8	10.9	110	958	19.1	8.2	133
PLAYBOY	2006	**71	1.5	3.5	63	**64	1.7	3.2	70	*197	2.5	9.8	99	*127	2.5	6.3	102
POPULAR HOT RODDING	297	**12	0.3	4.0	71	**23	0.6	7.7	171	**57	0.7	19.2	193	**28	0.6	9.4	152
POPULAR MECHANICS	1018	**42	0.9	4.1	73	**61	1.7	6.0	132	**89	1.1	8.7	88	**52	1.0	5.1	83
POPULAR SCIENCE	878	**40	0.9	4.6	80	**37	1.0	4.2	93	**114	1.4	13.0	131	**60	1.2	6.8	110
PREVENTION	3913	380	8.3	9.7	172	*244	6.6	6.2	138	361	4.5	9.2	93	408	8.1	10.4	169
PSYCHOLOGY TODAY	1710	**54	1.2	3.2	56	**65	1.8	3.8	84	*187	2.3	10.9	110	*79	1.6	4.6	75
READER'S DIGEST	22204	1542	33.6	6.9	123	1160	31.6	5.2	115	2231	27.8	10.0	101	1473	29.4	6.6	107
REDBOOK	7684	455	9.9	5.9	105	324	8.8	4.2	93	903	11.2	11.8	118	593	11.8	7.7	125
ROAD & TRACK	410	**22	0.5	5.4	95	**43	1.2	10.5	231	**67	0.8	16.3	165	**49	1.0	12.0	193
ROLLING STONE	969	**44	1.0	4.5	80	**25	0.7	2.6	57	*176	2.2	18.2	183	**97	1.9	10.0	162
RUNNER'S WORLD	298	**24	0.5	8.1	142	**11	0.3	3.7	81	**45	0.6	15.1	152	**31	0.6	10.4	168
SATURDAY EVENING POST	1169	**60	1.3	5.1	91	**67	1.8	5.7	126	*113	1.4	9.7	97	**91	1.8	7.8	126
SCIENCE 84	587	**10	0.2	1.7	30	**32	0.9	5.5	120	**78	1.0	13.3	134	**39	0.8	6.6	107
SCIENCE DIGEST	482	**31	0.7	6.4	114	**16	0.4	3.3	73	**51	0.6	10.6	107	**41	0.8	8.5	138
SCIENTIFIC AMERICAN	594	**24	0.5	4.0	71	*18	0.5	3.0	67	*73	0.9	12.3	124	*19	0.4	3.2	52
SELF	2089	**88	1.9	4.2	74	**116	3.2	5.6	123	281	3.5	13.5	136	**114	2.3	5.5	88
SEVENTEEN	2411	**100	2.2	4.1	73	**66	1.8	2.7	60	308	3.8	12.8	129	*141	2.8	5.8	95
SKI	480	**2	0.0	0.4	7	*12	0.3	2.5	55	**52	0.6	10.8	109	**36	0.7	7.5	121
SMITHSONIAN	2760	*195	4.3	7.1	125	*140	3.8	5.1	112	*91	1.1	3.3	33	*197	3.9	7.1	115
SOAP OPERA DIGEST	3013	**116	2.5	3.8	68	*114	3.1	3.8	83	567	7.1	18.8	190	*180	3.6	6.0	97
SOUTHERN LIVING	4184	*217	4.7	5.2	92	*192	5.2	4.6	101	297	3.7	7.1	72	*228	4.6	5.4	88
SPORT	559	**42	0.9	7.5	133	**22	0.6	3.9	87	**101	1.3	18.1	182	**77	1.5	13.8	223
THE SPORTING NEWS	436	**22	0.5	5.0	89	**10	0.3	2.3	51	**48	0.6	11.0	111	**5	0.1	1.1	19
SPORTS AFIELD	493	**28	0.6	5.7	100	**23	0.6	4.7	103	**58	0.7	11.8	119	**38	0.8	7.7	125
SPORTS ILLUSTRATED	2758	**67	1.5	2.4	43	**48	1.3	1.7	38	327	4.1	11.9	120	*262	5.2	9.5	154
STAR	7456	369	8.0	4.9	87	341	9.3	4.6	101	849	10.6	11.4	115	487	9.7	6.5	106
SUNDAY	24936	1305	28.5	5.2	92	1186	32.3	4.8	105	2439	30.4	9.8	99	1823	36.4	7.3	118
SUNSET	2124	*191	4.2	9.0	159	**144	3.9	6.8	150	**147	1.8	6.9	70	**149	3.0	7.0	113
TV GUIDE	21661	1197	26.1	5.5	98	949	25.9	4.4	97	2622	32.6	12.1	122	1454	29.0	6.7	109
TENNIS	550	**9	0.2	1.6	29	**8	0.2	1.5	32	**48	0.6	8.7	88	**24	0.5	4.4	71
TIME	8880	371	8.1	4.2	74	335	9.1	3.8	83	870	10.8	9.8	99	573	11.4	6.5	104
TOWN & COUNTRY	917	**32	0.7	3.5	62	**46	1.3	5.0	111	*90	1.1	9.8	99	**59	1.2	6.4	104
TRAVEL & LEISURE	972	**36	0.8	3.7	65	**33	0.9	3.4	75	**78	1.0	8.0	81	**48	1.0	4.9	80
TRUE STORY	3356	*180	3.9	5.4	95	*149	4.1	4.4	98	641	8.0	19.1	193	*205	4.1	6.1	99
U.S. NEWS & WORLD REPORT	3410	*220	4.8	6.5	114	*191	5.2	5.6	124	263	3.3	7.7	78	*244	4.9	7.2	116
USA TODAY	1759	*99	2.2	5.6	99	**73	2.0	4.2	92	*160	2.0	9.1	92	*138	2.8	7.8	127
US	1873	**134	2.9	7.2	126	**98	2.7	5.2	115	294	3.7	15.7	158	**164	3.3	8.8	142
VOGUE	3909	*146	3.2	3.7	66	*162	4.4	4.1	91	398	5.0	10.2	103	*154	3.1	3.9	64
WALL STREET JOURNAL	1886	**124	2.7	6.6	116	**142	3.9	7.5	166	*136	1.7	7.2	73	**129	2.6	6.8	111
WEIGHT WATCHERS	2120	*106	2.3	5.0	88	**95	2.6	4.5	99	269	3.3	12.7	128	**107	2.1	5.0	82
WOMAN'S DAY	14172	878	19.1	6.2	109	820	22.3	5.8	128	1573	19.6	11.1	112	997	19.9	7.0	114
WORKING MOTHER	1146	**78	1.7	6.8	120	**42	1.1	3.7	81	*218	2.7	19.0	192	**113	2.3	9.9	159
WORKING WOMAN	1322	**67	1.5	5.1	90	**56	1.5	4.2	93	*216	2.7	16.3	165	**94	1.9	7.1	115
WORLD TENNIS	*163	**4	0.1	2.5	43	**8	0.2	4.9	108	**33	0.4	20.2	204	**2	0.0	1.2	20
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**89	1.9	3.5	62	**153	4.2	6.0	133	372	4.6	14.7	148	*146	2.9	5.8	93
BLAIR INSERTS	43657	2396	52.3	5.5	97	2109	57.5	4.8	107	4220	52.5	9.7	97	2923	58.3	6.7	108
DAILY NEWSPAPERS																	
READ ANY	51633	3201	69.8	6.2	110	2470	67.3	4.8	106	4937	61.5	9.6	96	3355	67.0	6.5	105
READ ONE	43463	2725	59.4	6.3	111	2108	57.4	4.9	107	4291	53.4	9.9	100	2935	58.6	6.8	109
READ TWO OR MORE	8170	476	10.4	5.8	103	363	9.9	4.4	98	645	8.0	7.9	80	421	8.4	5.2	83
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3138	68.4	6.0	105	2595	70.7	4.9	109	5363	66.8	10.2	103	3520	70.3	6.7	108
READ ONE	46126	2816	61.4	6.1	108	2288	62.3	5.0	109	4793	59.7	10.4	105	3114	62.2	6.8	109
READ TWO OR MORE	6552	323	7.0	4.9	87	306	8.3	4.7	103	570	7.1	8.7	88	406	8.1	6.2	100
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.64				28.91				28.40				29.31			
30 DAY REACH	71455	4003	87.3	5.6	99	3262	88.9	4.6	101	7389	92.0	10.3	104	4394	87.7	6.1	99
50 SHWG - 30 DAY AV FREQ	14.56	13.97				15.41				14.85				15.13			
30 DAY REACH	67742	3851	84.0	5.7	100	3079	83.9	4.5	100	7065	87.9	10.4	105	4257	85.0	6.3	102
25 SHWG - 30 DAY AV FREQ	7.94	7.75				8.41				7.96				8.00			
30 DAY REACH	62117	3459	75.4	5.6	98	2812	76.6	4.5	100	6587	82.0	10.6	107	3990	79.6	6.4	104
CABLE TV: HOME WIRED	32077	2153	47.0	6.7	119	1778	48.4	5.5	122	3706	46.1	11.6	116	2294	45.8	7.2	116
HOME NOT WIRED	48909	2432	53.0	5.0	88	1892	51.6	3.9	85	4327	53.9	8.8	89	2716	54.2	5.6	90
HAVE PAY CABLE	15935	798	17.4	5.0	88	731	19.9	4.6	101	2054	25.6	12.9	130	1275	25.4	8.0	129

	TOTAL U.S. '000	POST 40% BRAN				POST FRUIT & FIBRE				QUAKER CAP'N CRUNCH				QUAKER LIFE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	4585	100.0	5.7	100	3670	100.0	4.5	100	8033	100.0	9.9	100	5010	100.0	6.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2553	55.7	5.8	103	1999	54.5	4.6	100	4474	55.7	10.2	103	2986	59.6	6.8	110
10:00 AM - 3:00 PM	30659	1961	42.8	6.4	113	1301	35.4	4.2	94	3193	39.7	10.4	105	2289	45.7	7.5	121
3:00 PM - 7:00 PM	31045	1677	36.6	5.4	95	1557	42.4	5.0	111	3311	41.2	10.7	108	2090	41.7	6.7	109
7:00 PM - MIDNIGHT	15767	807	17.6	5.1	90	742	20.2	4.7	104	1706	21.2	10.8	109	995	19.9	6.3	102
MIDNIGHT - 6:00 AM	9120	570	12.4	6.3	110	408	11.1	4.5	99	1112	13.8	12.2	123	556	11.1	6.1	99
6:00 AM - MIDNIGHT	58527	3335	72.7	5.7	101	2760	75.2	4.7	104	6162	76.7	10.5	106	4020	80.2	6.9	111
ENTIRE DAY	59311	3387	73.9	5.7	101	2800	76.3	4.7	104	6251	77.8	10.5	106	4050	80.8	6.8	110
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1074	23.4	6.6	117	747	20.4	4.6	102	1750	21.8	10.8	109	1348	26.9	8.3	135
ALL NEWS	2256	**85	1.9	3.8	67	**130	3.5	5.8	127	*188	2.3	8.3	84	*149	3.0	6.6	107
AOR/PROGRESSIVE	3874	*160	3.5	4.1	73	*224	6.1	5.8	128	443	5.5	11.4	115	413	8.2	10.7	172
BEAUTIFUL MUSIC	5660	371	8.1	6.6	116	*283	7.7	5.0	110	454	5.7	8.0	81	434	8.7	7.7	124
BLACK	2204	**81	1.8	3.7	65	**93	2.5	4.2	93	268	3.3	12.2	123	**67	1.3	3.0	49
CLASSICAL	1418	**57	1.2	4.0	71	**40	1.1	2.8	62	**120	1.5	8.5	85	**93	1.9	6.6	106
CHR/ROCK	9538	299	6.5	3.1	55	416	11.3	4.4	96	1342	16.7	14.1	142	706	14.1	7.4	120
COUNTRY	12648	744	16.2	5.9	104	573	15.6	4.5	100	1225	15.2	9.7	98	679	13.6	5.4	87
GOLDEN OLDIES	1191	**38	0.8	3.2	56	**61	1.7	5.1	113	**97	1.2	8.1	82	**96	1.9	8.1	130
MOR/NOSTALGIA	4757	308	6.7	6.5	114	*129	3.5	2.7	60	506	6.3	10.6	107	283	5.6	5.9	96
NEWS/TALK	8853	307	6.7	7.9	140	*265	7.2	6.9	151	*283	3.5	7.3	74	*255	5.1	6.6	107
RELIGIOUS	3084	*309	6.7	10.0	177	**161	4.4	5.2	115	*369	4.6	12.0	121	*243	4.9	7.9	127
SOFT ROCK	521	**24	0.5	4.6	81	**12	0.3	2.3	51	**47	0.6	9.0	91	**16	0.3	3.1	50
URBAN CONTEMPORARY	1585	**21	0.5	1.3	23	**68	1.9	4.3	95	*210	2.6	13.2	134	**76	1.5	4.8	78
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*142	3.1	4.4	77	*187	5.1	5.7	127	456	5.7	14.0	141	*214	4.3	6.6	106
ABC DIRECTION	2316	*144	3.1	6.2	110	*146	4.0	6.3	139	305	3.8	13.2	133	**142	2.8	6.1	99
ABC ENTERTAINMENT	4834	325	7.1	6.7	119	*258	7.0	5.3	118	498	6.2	10.3	104	337	6.7	7.0	113
ABC FM	2202	**56	1.2	2.5	45	**86	2.3	3.9	86	359	4.5	16.3	164	*138	2.8	6.3	101
ABC INFORMATION	5425	428	9.3	7.9	139	292	8.0	5.4	119	487	6.1	9.0	91	457	9.1	8.4	136
ABC ROCK	1677	**41	0.9	2.4	43	**107	2.9	6.4	141	244	3.0	14.5	147	**112	2.2	6.7	108
CBS	4430	387	8.4	8.7	154	*223	6.1	5.0	111	367	4.6	8.3	84	298	5.9	6.7	109
MUTUAL	4992	311	6.8	6.2	110	317	8.6	6.4	140	470	5.9	9.4	95	374	7.5	7.5	121
NBC	4679	366	8.0	7.8	138	*258	7.0	5.5	122	420	5.2	9.0	90	299	6.0	6.4	103
RADIORADIO	1994	**96	2.1	4.8	85	**101	2.8	5.1	112	*174	2.2	8.7	88	*183	3.7	9.2	148
RKO ONE	2298	**83	1.8	3.6	64	**79	2.2	3.4	76	306	3.8	13.3	134	*203	4.1	8.8	143
RKO TWO	3311	*152	3.3	4.6	81	**104	2.8	3.1	69	357	4.4	10.8	109	*219	4.4	6.6	107
THE SOURCE	2114	**49	1.1	2.3	41	**199	5.4	9.4	208	*204	2.5	9.6	97	*217	4.3	10.3	166
NON-WIRED: BLAIR	8654	507	11.1	5.9	103	378	10.3	4.4	96	1030	12.8	11.9	120	618	12.3	7.1	115
INTERNET	12025	709	15.5	5.9	104	640	17.4	5.3	117	1344	16.7	11.2	113	983	19.6	8.2	132
KATZ RADIO GROUP	15359	957	20.9	6.2	110	716	19.5	4.7	103	1511	18.8	9.8	99	1068	21.3	7.0	112
SUPERNET	10628	574	12.5	5.4	95	427	11.6	4.0	89	1239	15.4	11.7	118	681	13.6	6.4	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	628	13.7	7.3	128	394	10.7	4.6	100	786	9.8	9.1	92	407	8.1	4.7	76
WKDAY 9:00 AM - 1:00 PM	12163	711	15.5	5.8	103	582	15.9	4.8	106	1259	15.7	10.4	104	650	13.0	5.3	86
WKDAY 1:00 PM - 4:30 PM	16150	955	20.8	5.9	104	746	20.3	4.6	102	1679	20.9	10.4	105	922	18.4	5.7	92
WKDAY 4:30 PM - 7:30 PM	22463	1357	29.6	6.0	107	1014	27.6	4.5	100	1945	24.2	8.7	87	1161	23.2	5.2	84
WKDAY 7:30 PM - 8:00 PM	31795	1943	42.4	6.1	108	1492	40.7	4.7	104	2810	35.0	8.8	89	1691	33.8	5.3	86
WKDAY 11:00 PM - 11:30 PM	23977	1430	31.2	6.0	105	1037	28.3	4.3	95	2512	31.3	10.5	106	1421	28.4	5.9	96
WKDAY 11:30 PM - 1:00 AM	7703	432	9.4	5.6	99	305	8.3	4.0	87	926	11.5	12.0	121	488	9.7	6.3	102
M-SAT 8-11 PM+SUN 7-11 PM	1996	1996	43.5	5.9	104	1580	43.1	4.7	103	3297	41.0	9.8	98	2038	40.7	6.0	97
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	260	5.7	4.0	70	311	8.5	4.8	105	764	9.5	11.7	118	420	8.4	6.4	104
ANOTHER WORLD	N 4620	313	6.8	6.8	120	241	6.6	5.2	115	428	5.3	9.3	93	222	4.4	4.8	78
AS THE WORLD TURNS	C 5614	386	8.4	6.9	121	311	8.5	5.5	122	562	7.0	10.0	101	297	5.9	5.3	86
CAPITOL	C 3396	195	4.3	5.7	101	207	5.6	6.1	135	363	4.5	10.7	108	156	3.1	4.6	74
CBS MORN. NEWS 1	C 1446	*97	2.1	6.7	118	*94	2.6	6.5	143	*94	1.2	6.5	66	**63	1.3	4.4	70
CBS MORN. NEWS 2	C 1207	*102	2.2	8.5	149	*62	1.7	5.1	113	*90	1.1	7.5	75	*58	1.2	4.8	78
DAYS OF OUR LIVES	N 5877	456	9.9	7.8	137	273	7.4	4.6	103	434	5.4	7.4	74	354	7.1	6.0	97
FACTS OF LIFE - DAYTIME	N 2290	155	3.4	6.8	120	*93	2.5	4.1	90	265	3.3	11.6	117	106	2.1	4.6	75
FAMILY FEUD	A 3023	155	3.4	5.1	91	*111	3.0	3.7	81	262	3.3	8.7	87	182	3.6	6.0	97
GENERAL HOSPITAL	A 6097	311	6.8	5.1	90	233	6.3	3.8	84	786	9.8	12.9	130	368	7.3	6.0	98
GOOD MORNING, AMERICA-730	A 3515	223	4.9	6.3	112	157	4.3	4.5	99	340	4.2	9.7	98	193	3.9	5.5	89
GOOD MORNING, AMERICA-830	A 2818	238	5.2	8.4	149	156	4.3	5.5	122	261	3.2	9.3	93	163	3.3	5.8	94
GUIDING LIGHT	C 5339	288	6.3	5.4	95	274	7.5	5.1	113	558	6.9	10.5	105	243	4.9	4.6	74
ONE LIFE TO LIVE	A 4478	204	4.4	4.6	80	167	4.6	3.7	82	544	6.8	12.1	122	275	5.5	6.1	99
PRESS YOUR LUCK	C 2244	109	2.4	4.9	86	*99	2.7	4.4	97	269	3.3	12.0	121	135	2.7	6.0	97
PRICE IS RIGHT 1	C 4348	283	6.2	6.5	115	197	5.4	4.5	100	465	5.8	10.7	108	151	3.0	3.5	56
PRICE IS RIGHT 2	C 5014	324	7.1	6.5	114	271	7.4	5.4	119	518	6.4	10.3	104	173	3.5	3.5	56
RYAN'S HOPE	A 3150	*114	2.5	3.6	64	188	5.1	6.0	132	409	5.1	13.0	131	262	5.2	8.3	134
SALE OF THE CENTURY	N </																

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL	POST 40% BRAN				POST FRUIT & FIBRE				QUAKER CAP'N CRUNCH				QUAKER LIFE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	4585	100.0	5.7	100	3670	100.0	4.5	100	8033	100.0	9.9	100	5010	100.0	6.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1744	38.0	6.7	118	1157	31.5	4.4	98	1952	24.3	7.5	76	1301	26.0	5.0	81
NETWORK AFFILIATES - LATE		20261	1267	27.6	6.3	110	862	23.5	4.3	94	2094	26.1	10.3	104	1165	23.3	5.7	93
INDEPENDENTS - LATE		2076	138	3.0	6.6	117	116	3.2	5.6	123	147	1.8	7.1	71	110	2.2	5.3	86
TV EVENING NTHK 6 PM - 2 AM																		
A TEAM		N 10453	600	13.1	5.7	101	467	12.7	4.5	99	1125	14.0	10.8	109	703	14.0	6.7	109
ABC MONDAY NIGHT MOVIE		A 6412	414	9.0	6.5	114	378	10.3	5.9	130	646	8.0	10.1	102	434	8.7	6.8	109
ABC SUNDAY NIGHT MOVIE		A 12407	681	14.9	5.5	97	601	16.4	4.8	107	1169	14.6	9.4	95	745	14.9	6.0	97
ABC WORLD NEWS TONIGHT		A 6176	406	8.9	6.6	116	191	5.2	3.1	68	476	5.9	7.7	78	251	5.0	4.1	66
AFTERMASH		C 5863	362	7.9	6.2	109	*355	9.7	6.1	134	493	6.1	8.4	85	*365	7.3	6.2	101
ALICE		C 9594	513	11.2	5.3	94	489	13.3	5.1	112	780	9.7	8.1	82	567	11.3	5.9	96
AMERICAN PARADE		C 6622	462	10.1	7.0	123	324	8.8	4.9	108	457	5.7	6.9	70	345	6.9	5.2	84
BENSON		A 10886	705	15.4	6.5	114	457	12.5	4.2	93	908	11.3	8.3	84	701	14.0	6.4	104
BLUE THUNDER		A 5036	384	8.4	7.6	135	358	9.8	7.1	157	474	5.9	9.4	95	302	6.0	6.0	97
CAGNEY & LACEY		C 9965	564	12.3	5.7	100	560	15.3	5.6	124	1060	13.2	10.6	107	869	17.3	8.7	141
CBS EVENING NEWS-DEAN		C 3491	*207	4.5	5.9	105	*83	2.3	2.4	52	*169	2.1	4.8	49	*136	2.7	3.9	63
CBS EVENING NEWS-RATHER		C 7123	506	11.0	7.1	125	371	10.1	5.2	115	468	5.8	6.6	66	368	7.3	5.2	84
CBS SAT. NEWS-SCHIEFFER		C 3621	336	7.3	9.3	164	191	5.2	5.3	116	134	1.7	3.7	37	125	2.5	5.5	56
CBS SATURDAY NIGHT MOVIE		C 5436	333	7.3	6.1	108	300	8.2	5.5	122	521	6.5	9.6	97	384	7.7	7.1	114
CBS WEDNESDAY NIGHT MOVIE		C 6100	388	8.5	6.4	112	272	7.4	4.5	98	584	7.3	9.6	97	394	7.9	6.5	104
CHEERS		N 8889	509	11.1	5.7	101	472	12.9	5.3	117	924	11.5	10.4	105	710	14.2	8.0	129
DALLAS		C 22109	1377	30.0	6.2	110	970	26.4	4.4	97	2167	27.0	9.8	99	1116	22.3	5.0	82
DIFF'RENT STROKES		N 6940	473	10.3	6.8	120	307	8.4	4.4	98	661	8.2	9.5	96	330	6.6	4.8	77
DOUBLE TROUBLE		N 7223	395	8.6	5.5	97	295	8.0	4.1	90	928	11.6	12.8	130	408	8.1	5.6	91
DUCK FACTORY		N 5595	368	8.0	6.6	116	*226	6.2	4.0	89	551	6.9	9.8	99	463	9.2	8.3	134
DUKES OF HAZZARD		C 5768	319	7.0	5.5	98	*223	6.1	3.9	85	429	5.3	7.4	75	216	4.3	3.7	61
DYNASTY		A 20053	1066	23.2	5.3	94	781	21.3	3.9	86	1979	24.6	9.9	99	1031	20.6	5.1	83
FACTS OF LIFE		N 8087	419	9.1	5.2	92	359	9.8	4.4	98	790	9.8	9.8	98	552	11.0	6.8	110
FALCON CREST		C 20046	1166	25.4	5.8	103	953	26.0	4.8	105	1927	24.0	9.6	97	960	19.2	4.8	77
FALL GUY		A 9084	596	13.0	6.6	116	433	11.8	4.8	105	946	11.8	10.4	105	513	10.2	5.6	91
FAMILY TIES		N 7964	457	10.0	5.7	101	368	10.0	4.6	102	831	10.3	10.4	105	586	11.7	7.4	119
FANTASY ISLAND		A 7687	377	8.2	4.9	87	322	8.8	4.2	92	758	9.4	9.9	99	449	9.0	5.8	94
FOULUPS, BLEEPERS & BLUNDERS		A 8861	511	11.1	5.8	102	377	10.3	4.3	94	821	10.2	9.3	93	492	9.8	5.6	90
FOUR SEASONS		C 5095	*290	6.3	5.7	101	*316	8.6	6.2	137	497	6.2	9.8	98	374	7.5	7.3	119
GIMME A BREAK		N 8838	469	10.2	5.3	94	400	10.9	4.5	100	815	10.1	9.2	93	544	10.9	6.2	99
HART TO HART		A 8978	523	11.4	5.8	103	372	10.1	4.1	91	862	10.7	9.6	97	427	8.5	4.8	77
HILL STREET BLUES		N 8590	356	7.8	4.1	73	510	13.9	5.9	131	850	10.6	9.9	100	726	14.5	8.5	137
HOTEL		A 14085	713	15.6	5.1	89	602	16.4	4.3	94	1600	19.9	11.4	115	703	14.0	5.0	81
JEFFERSONS		C 9360	536	11.7	5.7	101	427	11.6	4.6	101	813	10.1	8.7	88	602	12.0	6.4	104
JENNIFER SLEPT HERE		N 5841	352	7.7	6.0	106	*217	5.9	3.7	82	570	7.1	9.8	98	333	6.6	5.7	92
KATE & ALLIE		C 9206	429	9.4	4.7	82	452	12.3	4.9	108	879	10.9	9.5	96	695	13.9	7.5	122
KNIGHT RIDER		N 7076	406	8.9	5.7	101	419	11.4	5.9	131	587	7.3	8.3	84	434	8.7	6.1	99
LOVE BOAT		A 12219	733	16.0	6.0	106	440	12.0	3.6	79	1012	12.6	8.3	83	698	13.9	5.7	92
MAGNUM PI		C 11199	796	17.4	7.1	126	561	15.3	5.0	111	1252	15.6	11.2	113	664	13.3	5.9	96
MAMA'S FAMILY		N 6057	418	9.1	6.9	122	307	8.4	5.1	112	576	7.2	9.5	96	263	5.2	4.3	70
MASTER, THE		N 3598	*186	4.1	5.2	91	*292	8.0	8.1	179	358	4.5	9.9	100	*255	5.1	7.1	115
MATT HOUSTON		A 6344	521	11.4	8.2	145	396	10.8	6.2	138	658	8.2	10.4	105	534	10.7	8.4	136
NBC MONDAY NIGHT MOVIE		N 11994	659	14.4	5.5	97	602	16.4	5.0	111	1477	18.4	12.3	124	776	15.5	6.5	105
NBC NIGHTLY NEWS		N 5132	340	7.4	6.6	117	197	5.4	3.8	85	358	4.5	7.0	70	243	4.9	4.7	77
NBC NIGHTLY NEWS-SAT		N 3375	*161	3.5	4.8	84	*121	3.3	3.6	79	*289	3.6	8.6	86	*126	2.5	3.7	60
NBC NIGHTLY NEWS-SUN		N 3130	*201	4.4	6.4	113	*137	3.7	4.4	97	*270	3.4	8.6	87	*96	1.9	3.1	50
NBC SUNDAY NIGHT MOVIE		N 8284	*347	7.6	4.2	74	*377	10.3	4.6	100	994	12.4	12.0	121	688	13.7	8.3	134
NEWHART		C 9240	516	11.3	5.6	99	484	13.2	5.2	116	847	10.5	9.2	92	797	15.9	8.6	139
ONE DAY AT A TIME		C 7288	337	7.4	4.6	82	407	11.1	5.6	123	823	10.2	11.3	114	517	10.3	7.1	115
PEOPLE ARE FUNNY		N 8455	364	7.9	7.5	132	*229	6.2	4.7	104	461	5.7	9.5	96	271	5.4	5.6	90
REAL PEOPLE		N 8869	512	11.2	5.8	102	315	8.6	3.6	78	783	9.7	8.8	89	359	7.2	4.0	65
REMINGTON STEELE		N 7743	445	9.7	5.7	102	371	10.1	4.8	106	647	8.1	8.4	84	515	10.3	6.7	108
RIPLEY'S BELIEVE IT - NOT		A 5345	361	7.9	6.8	119	361	9.8	6.8	149	624	7.8	11.7	118	383	7.6	7.2	116
RIPTIDE		N 6988	422	9.2	6.0	107	266	7.2	3.8	84	734	9.1	10.5	106	480	9.6	6.9	111
SCARECROW & MRS. KING		C 10002	616	13.4	6.2	109	464	12.6	4.6	102	898	11.2	9.0	91	687	13.7	6.9	111
SIMON & SIMON		C 10638	699	15.2	6.6	116	413	11.3	3.9	86	1193	14.9	11.2	113	629	12.6	5.9	96
60 MINUTES		C 13293	911	19.9	6.9	121	590	16.1	4.4	98	1054	13.1	7.9	80	698	13.9	5.3	85
ST. ELSEWHERE		N 7017	424	9.2	6.0	107	305	8.3	4.3	96	793	9.9	11.3	114	495	9.9	7.1	114
THREE'S COMPANY		A 10917	564	12.3	5.2	91	561	15.3	5.1	113	1128	14.0	10.3	104	624	12.5	5.7	92
T.J. HOOKER		A 9204	617	13.5	6.7	118	497	13.5	5.4	1								

	TOTAL U.S. '000	QUAKER PUFFED RICE				QUAKER PUFFED WHEAT				QUAKER 100% NATURAL				STRAWBERRY SHORTCAKE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEMAKERS	80986	5487	100.0	6.8	100	4351	100.0	5.4	100	2907	100.0	3.6	100	3619	100.0	4.5	100
18 - 24	9282	*467	8.5	5.0	74	**254	5.8	2.7	51	**262	9.0	2.8	79	*492	13.6	5.3	119
25 - 34	19072	806	14.7	4.2	62	772	17.7	4.0	75	866	29.8	4.5	126	1438	39.7	7.5	169
35 - 44	14591	1111	20.2	7.6	112	727	16.7	5.0	93	*562	19.3	3.9	107	679	18.8	4.7	104
45 - 54	11345	839	15.3	7.4	109	643	14.8	5.7	105	*415	14.3	3.7	102	*501	13.8	4.4	99
55 - 64	11635	912	16.6	7.8	116	714	16.4	6.1	114	*397	13.7	3.4	95	**230	6.4	2.0	44
65 OR OLDER	15061	1352	24.6	9.0	132	1241	28.5	8.2	153	405	13.9	2.7	75	**280	7.7	1.9	42
18 - 34	28354	1273	23.2	4.5	66	1026	23.6	3.6	67	1128	38.8	4.0	111	1930	53.3	6.8	152
18 - 49	48339	2744	50.0	5.7	84	2012	46.2	4.2	77	1919	66.0	4.0	111	2854	78.9	5.9	132
25 - 54	45008	2756	50.2	6.1	90	2142	49.2	4.8	89	1842	63.4	4.1	114	2618	72.3	5.8	130
35 - 49	19985	1470	26.8	7.4	109	985	22.6	4.9	92	791	27.2	4.0	110	924	25.5	4.6	103
50 OR OLDER	32647	2743	50.0	8.4	124	2340	53.8	7.2	133	987	34.0	3.0	84	765	21.1	2.3	52
GRADUATED COLLEGE	11155	524	9.5	4.7	69	461	10.6	4.1	77	822	28.3	7.4	205	*414	11.4	3.7	83
ATTENDED COLLEGE	13682	872	15.9	6.4	94	693	15.9	5.1	94	*437	15.0	3.2	89	*502	13.9	3.7	82
GRADUATED HIGH SCHOOL	33880	2339	42.6	6.9	102	2038	46.8	6.0	112	1174	40.4	3.5	97	1876	51.8	5.5	124
DID NOT GRADUATE HIGH SCHOOL	22270	1752	31.9	7.9	116	1160	26.7	5.2	97	474	16.3	2.1	59	827	22.9	3.7	83
EMPLOYED	40306	2443	44.5	6.1	89	1738	39.9	4.3	80	1774	61.0	4.4	123	1967	54.4	4.9	109
EMPLOYED FULL-TIME	32850	1998	36.4	6.1	90	1368	31.4	4.2	78	1587	54.6	4.8	135	1535	42.4	4.7	105
EMPLOYED PART-TIME	7456	*445	8.1	6.0	88	*370	8.5	5.0	92	*187	6.4	2.5	70	*432	11.9	5.8	130
NOT EMPLOYED	40680	3044	55.5	7.5	110	2614	60.1	6.4	120	1133	39.0	2.8	78	1652	45.6	4.1	91
PROFESSIONAL/MANAGER	10392	*470	8.6	4.5	67	*510	11.7	4.9	91	703	24.2	6.8	188	*402	11.1	3.9	87
TECH/CLERICAL/SALES	17574	1100	20.0	6.3	92	689	15.8	3.9	73	628	21.6	3.6	100	813	22.5	4.6	104
PRECISION/CRAFT	985	*990	1.6	9.1	135	*550	1.1	5.1	94	*78	2.7	7.9	221	*773	2.0	7.4	166
OTHER EMPLOYED	11354	783	14.3	6.9	102	489	11.2	4.3	80	*366	12.6	3.2	90	678	18.7	6.0	134
SINGLE	9863	710	12.9	7.2	106	*452	10.4	4.6	85	*377	13.0	3.8	106	*418	11.6	4.2	95
MARRIED	51375	3500	63.8	6.8	101	2870	66.0	5.6	104	1779	61.2	3.5	96	2436	67.3	4.7	106
DIVORCED/SEPARATED/WIDOWED	19748	1277	23.3	6.5	95	1030	23.7	5.2	97	750	25.8	3.8	106	765	21.1	3.9	87
PARENTS	32590	2093	38.1	6.4	95	1538	35.3	4.7	88	1189	40.9	3.6	102	2641	73.0	8.1	181
WHITE	70416	4976	90.7	7.1	104	4007	92.1	5.7	106	2590	89.1	3.7	102	2867	79.2	4.1	91
BLACK	8778	402	7.3	4.6	68	*260	6.0	3.0	55	*295	10.1	3.4	94	681	18.8	7.8	174
OTHER	1791	*110	2.0	6.1	91	*84	1.9	4.7	87	*21	0.7	1.2	33	*71	2.0	4.0	89
NORTHEAST-CENSUS	17786	2174	39.6	12.2	180	1338	30.8	7.5	140	670	23.0	3.8	105	679	18.8	3.8	85
NORTH CENTRAL	20741	1238	22.6	6.0	88	1526	35.1	7.4	137	658	22.6	3.2	88	714	19.7	3.4	77
SOUTH	27775	1165	21.2	4.2	62	677	15.6	2.4	45	772	26.6	2.8	77	1611	44.5	5.8	130
WEST	14683	910	16.6	6.2	91	810	18.6	5.5	103	806	27.7	5.5	153	*615	17.0	4.2	94
NORTHEAST-MKTG.	17961	2091	38.1	11.6	172	1233	28.3	6.9	128	746	25.7	4.2	116	663	18.3	3.7	83
EAST CENTRAL	11885	683	12.4	5.7	85	800	18.4	6.7	125	*266	9.2	2.2	62	503	13.9	4.2	95
WEST CENTRAL	14090	1010	18.4	7.2	106	1085	24.9	7.7	143	*510	17.5	3.6	101	480	13.3	3.4	76
SOUTH	24081	915	16.7	3.8	56	*514	11.8	2.1	40	641	22.1	2.7	74	1460	40.3	6.1	136
PACIFIC	12969	789	14.4	6.1	90	719	16.5	5.5	103	743	25.6	5.7	160	*514	14.2	4.0	89
COUNTY SIZE A	32439	2341	42.7	7.2	107	1798	41.3	5.5	103	1473	50.7	4.5	127	1064	29.4	3.3	73
COUNTY SIZE B	24915	1660	30.3	6.7	98	1286	29.6	5.2	96	787	27.1	3.2	88	1141	31.5	4.6	102
COUNTY SIZE C	12930	976	17.8	7.5	111	555	12.8	4.3	80	*473	16.3	3.7	102	937	25.9	7.2	162
COUNTY SIZE D	10703	510	9.3	4.8	70	711	16.3	6.6	124	*173	6.0	1.6	45	*478	13.2	4.5	100
METRO CENTRAL CITY	24518	1682	30.7	6.9	101	1354	31.1	5.5	103	1021	35.1	4.2	116	979	27.1	4.0	89
METRO SUBURBAN	35919	2588	47.2	7.2	106	1891	43.5	5.3	98	1355	46.6	3.8	105	1438	39.7	4.0	90
NON METRO	20549	1217	22.2	5.9	87	1106	25.4	5.4	100	*531	18.3	2.6	72	1203	33.2	5.9	131
TOP 5 ADI'S	18341	1602	29.2	8.7	129	1118	25.7	6.1	113	984	33.8	5.4	149	*482	13.3	2.6	59
TOP 10 ADI'S	25378	2013	36.7	7.9	117	1371	31.5	5.4	101	1190	40.9	4.7	131	770	21.3	3.0	68
TOP 20 ADI'S	36488	2860	52.1	7.8	116	2075	47.7	5.7	106	1563	53.8	4.3	119	1255	34.7	3.4	77
HSGLD INC. \$50,000 OR MORE	6612	*371	6.8	5.6	83	*215	4.9	3.3	61	*441	15.2	6.7	186	*243	6.7	3.7	82
\$40,000 OR MORE	12659	749	13.7	5.9	87	*546	12.5	4.3	80	*690	23.7	5.5	152	*523	14.5	4.1	92
\$30,000 OR MORE	24698	1619	29.5	6.6	97	1103	25.4	4.5	83	1257	43.2	5.1	142	1026	28.4	4.2	93
\$25,000 OR MORE	32077	1998	36.4	6.2	92	1376	31.6	4.3	80	1484	51.0	4.6	129	1333	36.8	4.2	93
\$20,000 - \$24,999	9144	*595	10.8	6.5	96	*484	11.1	5.3	99	*258	8.9	2.8	79	*345	9.5	3.8	84
\$15,000 - \$19,999	8728	634	11.6	7.3	107	*437	10.0	5.0	93	*273	9.4	3.1	87	*398	11.0	4.6	102
\$10,000 - \$14,999	12562	893	16.3	7.1	105	993	22.8	7.9	147	*386	13.3	3.1	86	679	18.8	5.4	121
UNDER \$10,000	18475	1366	24.9	7.4	109	1062	24.4	5.7	107	506	17.4	2.7	76	865	23.9	4.7	105
HOUSEHOLD OF 1 PERSON	11987	722	13.2	6.0	89	700	16.1	5.8	109	440	15.1	3.7	102	*107	3.0	0.9	20
2 PEOPLE	26577	1699	31.0	6.4	94	1428	32.8	5.4	100	1061	36.5	4.0	111	551	15.2	2.1	46
3 OR 4 PEOPLE	30617	2193	40.0	7.2	106	1477	33.9	4.8	90	852	29.3	2.8	78	1762	48.7	5.8	129
5 OR MORE PEOPLE	11804	873	15.9	7.4	109	*747	17.2	6.3	118	*554	19.1	4.7	131	1200	33.2	10.2	227
NO CHILD IN HSHLD	46165	3247	59.2	7.0	104	2717	62.4	5.9	110	1634	56.2	3.5	99	807	22.3	1.7	39
CHILD(REN) UNDER 2 YRS	5325	*231	4.2	4.3	64	*231	5.3	4.3	81	*167	5.7	3.1	87	*416	11.5	7.8	175
2 - 5 YEARS	14221	751	13.7	5.3	78	*662	15.2	4.7	87	*536	18.4	3.8	105	1469	40.6	10.3	231
6 - 11 YEARS	15117	937	17.1	6.2	91	793	18.2	5.2	98	*529	18.2	3.5	97	1576	43.5	10.4	233
12 - 17 YEARS	16611	1257	22.9	7.6	112	789	18.1	4.7	88	*618	21.3	3.7	104	1214	33.5	7.3	164
RESIDENCE OWNED	55884	4049	73.8	7.2	107	3334	76.6	6.0	111	2100	72.2	3.8	105	2296	63.4	4.1	92
VALUE: \$50,000 OR MORE	31744	2361	43.0	7.4	110	1954	44.9	6.2	115	1432	49.3	4.5	126	1204	33.3	3.8	85
VALUE: UNDER \$50,000	24140	1688	30.8	7.0	103	1380	31.7	5.7	106	667	22.9	2.8	77	1092	30.2	4.5	101

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	QUAKER PUFFED RICE				QUAKER PUFFED WHEAT				QUAKER 100% NATURAL				STRAWBERRY SHORTCAKE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS		80986	5487	100.0	6.8	100	4351	100.0	5.4	100	2907	100.0	3.6	100	3619	100.0	4.5	100
MAGAZINES	QUINTILE 1	15799	1278	23.3	8.1	119	1260	29.0	8.0	148	732	25.2	4.6	129	780	21.6	4.9	110
	QUINTILE 2	17259	1182	21.5	6.8	101	867	19.9	5.0	94	624	21.5	3.6	101	793	21.9	4.6	103
	QUINTILE 3	13545	863	15.7	6.4	94	583	13.4	4.3	80	*460	15.8	3.4	95	670	18.5	4.9	111
	QUINTILE 4	15133	891	16.2	5.9	87	781	17.9	5.2	96	*538	18.5	3.6	99	711	19.6	4.7	105
	QUINTILE 5	19250	1273	23.2	6.6	98	860	19.8	4.5	83	552	19.0	2.9	80	666	18.4	3.5	77
NEWSPAPERS	QUINTILE 1	12413	980	17.9	7.9	117	788	18.1	6.3	118	*441	15.2	3.6	99	*390	10.8	3.1	70
	QUINTILE 2	24116	1644	30.0	6.8	101	1360	31.3	5.6	105	1042	35.8	4.3	120	1062	29.3	4.4	99
	QUINTILE 3	11261	834	15.2	7.4	109	555	12.8	4.9	92	*453	15.6	4.0	112	609	16.8	5.4	121
	QUINTILE 4	20255	1384	25.2	6.8	101	1116	25.6	5.5	103	546	18.8	2.7	75	933	25.8	4.6	103
	QUINTILE 5	12940	645	11.8	5.0	74	*534	12.3	4.1	77	*425	14.6	3.3	91	*625	17.3	4.8	108
OUTDOOR	QUINTILE 1	14852	911	16.6	6.1	91	768	17.7	5.2	96	596	20.5	4.0	112	769	21.2	5.2	116
	QUINTILE 2	15725	1075	19.6	6.8	101	881	20.2	5.6	104	516	17.8	3.3	91	727	20.1	4.6	103
	QUINTILE 3	16330	1069	19.5	6.5	97	719	16.5	4.4	82	778	26.8	4.8	133	738	20.4	4.5	101
	QUINTILE 4	16744	1146	20.9	6.8	101	1007	23.1	6.0	112	*379	13.0	2.3	63	555	15.3	3.3	74
	QUINTILE 5	17334	1287	23.5	7.4	110	977	22.5	5.6	105	638	21.9	3.7	103	830	22.9	4.8	107
RADIO-DRIVE TIME	QUINTILE 1	15911	1110	20.2	7.0	103	1000	23.0	6.3	117	578	19.9	3.6	101	832	23.0	5.2	117
	QUINTILE 2	14837	1040	19.0	7.0	103	613	14.1	4.1	77	501	17.2	3.4	94	680	18.8	4.6	103
	QUINTILE 3	15339	1026	18.7	6.7	99	939	21.6	6.1	114	*606	20.8	4.0	110	681	18.8	4.4	99
	QUINTILE 4	16723	1049	19.1	6.3	93	749	17.2	4.5	83	595	20.5	3.6	99	700	19.3	4.2	94
	QUINTILE 5	18176	1262	23.0	6.9	102	1051	24.2	5.8	108	627	21.6	3.4	96	726	20.1	4.0	89
RADIO-MID- DAY	TERCILE 1	21020	1752	31.9	8.3	123	1223	28.1	5.8	108	677	23.3	3.2	90	1038	28.7	4.9	111
	TERCILE 2	21610	1198	21.8	5.5	82	1150	26.4	5.3	99	827	28.4	3.8	107	1114	30.8	5.2	115
	TERCILE 3	38355	2537	46.2	6.6	98	1978	45.5	5.2	96	1402	48.2	3.7	102	1467	40.5	3.8	86
RADIO-TOTAL	QUINTILE 1	15988	1199	21.9	7.5	111	1017	23.4	6.4	118	556	19.1	3.5	97	880	24.3	5.5	123
	QUINTILE 2	15626	1228	22.4	7.9	116	773	17.8	4.9	92	*499	17.2	3.2	89	626	17.3	4.0	90
	QUINTILE 3	16723	960	17.5	5.7	85	857	19.7	5.1	95	833	28.7	5.0	139	842	23.3	5.0	113
	QUINTILE 4	16342	1080	19.7	6.6	98	883	20.3	5.4	101	550	18.9	3.4	94	699	19.3	4.3	96
	QUINTILE 5	16306	1020	18.6	6.3	92	822	18.9	5.0	94	*469	16.1	2.9	80	572	15.8	3.5	79
TV-PRIME TIME	QUINTILE 1	15953	1396	25.4	8.8	129	1116	25.6	7.0	130	*339	11.7	2.1	59	732	20.2	4.6	103
	QUINTILE 2	16137	1156	21.1	7.2	106	898	20.6	5.6	104	796	27.4	4.9	137	751	20.8	4.7	104
	QUINTILE 3	16420	1062	19.4	6.5	95	773	17.8	4.7	88	661	22.7	4.0	112	841	23.2	5.1	115
	QUINTILE 4	16687	965	17.6	5.8	85	748	17.2	4.5	83	550	18.9	3.3	92	613	16.9	3.7	82
	QUINTILE 5	15789	907	16.5	5.7	85	816	18.8	5.2	96	562	19.3	3.6	99	681	18.8	4.3	97
TV-DAYTIME	TERCILE 1	27736	1877	34.2	6.8	100	1449	33.3	5.2	97	852	29.3	3.1	86	1293	35.7	4.7	104
	TERCILE 2	26489	1764	32.1	6.7	98	1290	29.6	4.9	91	903	31.1	3.4	95	1219	33.7	4.6	103
	TERCILE 3	26761	1846	33.6	6.9	102	1612	37.0	6.0	112	1151	39.6	4.3	120	1108	30.6	4.1	93
TV-TOTAL	QUINTILE 1	16345	1271	23.2	7.8	115	1044	24.0	6.4	119	*469	16.1	2.9	80	773	21.4	4.7	106
	QUINTILE 2	16447	1184	21.6	7.2	106	905	20.8	5.5	102	631	21.7	3.8	107	744	20.6	4.5	101
	QUINTILE 3	15980	1176	21.4	7.4	109	895	20.6	5.6	104	496	17.1	3.1	86	716	19.8	4.5	100
	QUINTILE 4	15887	949	17.3	6.0	88	636	14.6	4.0	75	684	23.5	4.3	120	699	19.3	4.4	98
	QUINTILE 5	16326	908	16.5	5.6	82	871	20.0	5.3	99	628	21.6	3.8	107	688	19.0	4.2	94
MAGAZINES-NEWSPAPERS: DUAL		20721	1649	30.1	8.0	117	1401	32.2	6.8	126	964	33.2	4.7	130	875	24.2	4.2	94
MAGAZINE IMPERATIVE		19186	1267	23.1	6.6	97	1054	24.2	5.5	102	675	23.2	3.5	98	1100	30.4	5.7	128
NEWSPAPER IMPERATIVE		21899	1366	24.9	6.2	92	1053	24.2	4.8	90	770	26.5	3.5	98	866	23.9	4.0	88
MAGAZINES-OUTDOOR: DUAL		15451	1069	19.5	6.9	102	868	19.9	5.6	105	694	23.9	4.5	125	741	20.5	4.8	107
MAGAZINE IMPERATIVE		25953	1978	36.0	7.6	112	1589	36.5	6.1	114	957	32.9	3.7	103	1123	31.0	4.3	97
OUTDOOR IMPERATIVE		24400	1515	27.6	6.2	92	1219	28.0	5.0	93	837	28.8	3.4	96	1157	32.0	4.7	106
MAGAZINES-RADIO: DUAL		18049	1321	24.1	7.3	108	1054	24.2	5.8	109	701	24.1	3.9	108	824	22.8	4.6	102
MAGAZINE IMPERATIVE		23571	1567	28.6	6.6	98	1401	32.2	5.9	111	971	33.4	4.1	115	1063	29.4	4.5	101
RADIO IMPERATIVE		23278	1589	29.0	6.8	101	1131	26.0	4.9	90	821	28.2	3.5	98	1125	31.1	4.8	108
MAGAZINES-TELEVISION: DUAL		15459	1213	22.1	7.8	116	953	21.9	6.2	115	561	19.3	3.6	101	713	19.7	4.6	103
MAGAZINE IMPERATIVE		25829	1626	29.6	6.3	93	1413	32.5	5.5	102	1077	37.0	4.2	116	1195	33.0	4.6	104
TELEVISION IMPERATIVE		26039	1763	32.1	6.8	100	1335	30.7	5.1	95	768	26.4	2.9	82	1052	29.1	4.0	90
NEWSPAPERS-OUTDOOR: DUAL		16605	1143	20.8	6.9	102	939	21.6	5.7	105	744	25.6	4.5	125	640	17.7	3.9	86
NEWSPAPER IMPERATIVE		26834	2111	38.5	7.9	116	1549	35.6	5.8	107	1012	34.8	3.8	105	1098	30.3	4.1	92
OUTDOOR IMPERATIVE		23346	1398	25.5	6.0	88	1080	24.8	4.6	86	780	26.8	3.3	93	1281	35.4	5.5	123
NEWSPAPERS-RADIO: DUAL		17133	1323	24.1	7.7	114	948	21.8	5.5	103	791	27.2	4.6	129	788	21.8	4.6	103
NEWSPAPER IMPERATIVE		25892	1772	32.3	6.8	101	1517	34.9	5.9	109	1000	34.4	3.9	108	975	26.9	3.8	84
RADIO IMPERATIVE		23167	1539	28.0	6.6	98	1236	28.4	5.3	99	674	23.2	2.9	81	1150	31.8	5.0	111
NEWSPAPERS-TELEVISION: DUAL		17159	1247	22.7	7.3	107	1071	24.6	6.2	116	591	20.3	3.4	96	672	18.6	3.9	88
NEWSPAPER IMPERATIVE		26214	1678	30.6	6.4	94	1315	30.2	5.0	93	1179	40.6	4.5	125	1118	30.9	4.3	95
TELEVISION IMPERATIVE		23412	1647	30.0	7.0	104	1220	28.0	5.2	97	701	24.1	3.0	83	1227	33.9	5.2	117
OUTDOOR-RADIO: DUAL		15303	1181	21.5	7.7	114	936	21.5	6.1	114	547	18.8	3.6	100	817	22.6	5.3	119
OUTDOOR IMPERATIVE		24901	1356	24.7	5.4	80	1051	24.2	4.2	79	1055	36.3	4.2	118	1147	31.7	4.6	103
RADIO IMPERATIVE		26492	1921	35.0	7.3	107	1415	32.5	5.3	99	970	33.4	3.7	102	1152	31.8	4.3	97
OUTDOOR-TELEVISION: DUAL		14794	1130	20.6	7.6	113	888	20.4	6.0	112	*528	18.2	3.6	99	818	22.6	5.5	124
OUTDOOR IMPERATIVE		25437	1530	27.9	6.0	89	1210	27.8	4.8	89	1025	35.3	4.0	112	1087	30.0	4.3	96

	TOTAL U.S. '000	QUAKER A '000	PUFFED B % DOWN	RICE C % ACROSS	D INDX	QUAKER A '000	PUFFED B % DOWN	WHEAT C % ACROSS	D INDX	QUAKER A '000	100% B % DOWN	NATURAL C % ACROSS	D INDX	STRAWBERRY A '000	SHORTCAKE B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5487	100.0	6.8	100	4351	100.0	5.4	100	2907	100.0	3.6	100	3619	100.0	4.5	100
ATLANTIC MONTHLY	415	**25	0.5	6.0	89	**36	0.8	8.7	161	**16	0.6	3.9	107	**13	0.4	3.1	70
BARRON'S	453	**65	1.2	14.3	212	**20	0.5	4.4	82	**38	1.3	8.4	234	**87	0.2	1.3	30
BETTER HOMES & GARDENS	16256	1439	26.2	8.9	131	**23	28.1	7.5	140	690	23.7	4.2	118	800	22.1	4.9	110
BON APPETIT	2535	*173	3.2	6.8	101	**128	2.9	5.0	94	*122	4.2	4.8	134	**50	1.4	2.0	44
BUSINESS WEEK	1278	**80	1.5	6.3	92	**55	1.3	4.3	80	**72	2.5	5.6	157	**60	1.7	4.7	105
CAR AND DRIVER	378	**42	0.8	11.1	164	**37	0.9	9.8	182	**12	0.4	3.2	88	**28	0.8	7.4	166
CBS MAGAZINE NETWORK (GROSS)	1498	**113	2.1	7.5	111	**69	1.6	4.6	86	**66	2.3	4.4	123	**87	2.4	5.8	130
CHANGING TIMES	1505	**90	1.6	6.0	88	**91	2.1	6.0	113	**91	3.1	6.0	168	**54	1.5	3.6	80
COLONIAL HOMES	1231	**53	1.0	4.3	64	**73	1.7	5.9	110	**28	1.0	2.3	63	**79	2.2	6.4	144
CONDE NAST MAG. PKG. (GROSS)	14146	937	17.1	6.6	98	812	18.7	5.7	107	625	21.5	4.4	123	767	21.2	5.4	121
CONSUMERS DIGEST	1323	**63	1.1	4.8	70	**93	2.1	7.0	131	**57	2.0	4.3	120	**34	0.9	2.6	58
COSMOPOLITAN	7102	570	9.5	7.3	108	466	10.7	6.6	122	*255	8.8	3.6	100	421	11.6	5.9	133
COUNTRY LIVING	2481	*213	3.9	8.6	127	*172	4.0	6.9	129	**123	4.2	5.0	138	**108	3.0	4.4	97
CUISINE	1472	**127	2.3	8.6	127	**126	2.9	8.6	159	**47	1.6	3.2	89	**41	1.1	2.8	62
CYCLE WORLD	425	**55	1.0	12.9	191	**23	0.5	5.4	101	**27	0.9	6.4	177	**32	0.9	7.5	168
DCI:CREATIVE IDEAS FOR LIV	2510	*175	3.2	7.0	103	*204	4.7	8.1	151	**84	2.9	3.3	93	*167	4.6	6.7	149
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	364	6.6	5.4	80	370	8.5	5.5	103	*196	6.7	2.9	82	323	8.9	4.8	108
DISCOVER	894	**87	1.6	9.7	144	**43	1.0	4.8	90	**35	1.2	3.9	109	**42	1.2	4.7	105
EBONY	3507	*173	3.2	4.9	73	*118	2.7	3.4	63	*178	6.1	5.1	141	321	8.9	9.2	205
ESQUIRE	1083	**56	1.0	5.2	76	**58	1.3	5.4	100	**58	2.0	5.4	149	**103	2.8	9.5	213
ESSENCE	1830	**72	1.3	3.9	58	**62	1.4	3.4	63	**71	2.4	3.9	108	*194	5.4	10.6	237
FAMILY CIRCLE	15930	1231	22.4	7.7	114	1123	25.8	7.0	131	645	22.2	4.0	113	730	20.2	4.6	103
THE FAMILY HANDYMAN	1126	**108	2.0	9.6	142	**95	2.2	8.4	157	**61	2.1	5.4	151	**52	1.4	4.6	103
FAMILY WEEKLY	11468	748	13.6	6.5	96	701	16.1	6.1	114	360	12.4	3.1	87	619	17.1	5.4	121
FIELD & STREAM	2234	*198	3.6	8.9	131	**181	4.2	8.1	151	**53	1.8	2.4	66	**65	1.8	2.9	65
FOOD & WINE	579	**28	0.5	4.8	71	**10	0.2	1.7	32	**10	0.3	1.7	48	**22	0.6	3.8	85
FORBES	728	**58	1.1	8.0	118	**49	1.1	6.7	125	**60	2.1	8.2	230	**12	0.3	1.6	37
FORTUNE	906	**67	1.2	7.4	109	**63	1.4	7.0	129	**75	2.6	8.3	231	**19	0.5	2.1	47
GENTLEMEN'S QUARTERLY	791	**39	0.7	4.9	73	**51	1.2	6.4	120	**30	1.0	3.8	106	**51	1.4	6.4	144
GLAMOUR	5265	435	8.0	8.3	123	345	7.9	6.6	122	*196	6.7	3.7	104	290	8.0	5.5	123
GOLF DIGEST	636	**15	0.3	2.4	35	**25	0.6	3.9	73	**34	1.2	5.3	149	**33	0.9	5.2	116
GOLF DIGEST/TENNIS (GROSS)	1186	**54	1.0	4.6	67	**37	0.9	3.1	58	**60	2.1	5.1	141	**65	1.8	5.5	123
GOLF MAGAZINE	441	**31	0.6	7.0	104	**54	1.2	12.2	228	**10	0.3	2.3	63	**22	0.6	5.0	112
GOLF MAGAZINE/SKI (GROSS)	922	**57	1.0	6.2	91	**71	1.6	7.7	143	**24	0.8	2.6	73	**39	1.1	4.2	95
GOOD HOUSEKEEPING	16487	1304	23.8	7.9	117	1181	27.1	7.2	133	584	20.1	3.5	99	741	20.5	4.5	101
HARPER'S BAZAAR	2423	*139	2.5	5.7	85	**92	2.1	3.8	71	**100	3.4	4.1	115	*162	4.5	6.7	150
HEALTH	1994	**79	1.4	4.0	58	**71	1.6	3.6	66	**85	2.9	4.3	119	**52	1.4	2.6	58
HEARST MAG CORP. BUY (GROSS)	44101	3445	62.8	7.8	115	2952	67.8	6.7	125	1684	57.9	3.8	106	2172	60.0	4.9	110
HEARST MAN POWER (GROSS)	1993	*280	5.1	14.0	207	*172	4.0	8.6	161	*74	2.5	3.7	103	**66	1.8	3.3	74
HEARST WOMAN POWER (GROSS)	31274	2464	44.9	7.9	116	2188	50.3	7.0	130	1174	40.4	3.8	105	1535	42.4	4.9	110
HOUSE BEAUTIFUL	3623	*242	4.4	6.7	99	*190	4.4	5.2	98	*124	4.3	3.4	95	*177	4.9	4.9	109
INC.	283	**5	0.1	1.8	26	**5	0.1	1.8	33	**18	0.6	6.4	177	**5	0.1	1.8	40
JET	2928	*114	2.1	3.9	57	**85	2.0	2.9	54	*107	3.7	3.7	102	260	7.2	8.9	199
LADIES' HOME JOURNAL	11918	821	15.0	6.9	102	767	17.6	6.4	120	387	13.3	3.2	90	628	17.4	5.3	118
LHJ FAMILY GRP COMBO(GROSS)	16764	1036	18.9	6.2	91	978	22.5	5.8	109	624	21.5	3.7	104	804	22.2	4.8	107
LIFE	4254	330	6.0	7.8	114	*235	5.4	5.5	103	*180	6.2	4.2	118	*224	6.2	5.3	118
L.A. TIMES HOME MAGAZINE	1145	**31	0.6	2.7	40	**65	1.5	5.7	106	**111	3.8	9.7	270	**9	0.2	0.8	18
MADMOISELLE	2884	*154	2.8	5.3	79	*159	3.7	5.5	103	*178	6.1	6.2	172	*194	5.4	6.7	151
MC CALL'S	13460	907	16.5	6.7	99	881	20.2	6.5	122	484	16.6	3.6	100	639	17.7	4.7	106
MC CALL'S/MRK MOTHER (GROSS)	14606	967	17.6	6.6	98	947	21.8	6.5	121	546	18.8	3.7	104	741	20.5	5.1	114
MECHANIX ILLUSTRATED	772	**71	1.3	9.2	136	**85	2.0	11.0	205	**39	1.3	5.1	141	**12	0.3	1.6	35
METROPOLITAN HOME	967	**56	1.0	5.8	85	**53	1.2	5.5	102	**50	1.7	5.2	144	**69	1.9	7.1	160
MONEY	1588	**79	1.4	5.0	73	**55	1.3	3.5	64	**69	2.4	4.3	121	**58	1.6	3.7	82
MOTHER EARTH NEWS	1002	**87	1.6	8.7	128	**90	2.1	9.0	167	*34	1.2	3.4	95	**43	1.2	4.3	96
MS.	825	**90	1.6	10.9	161	**66	1.5	8.0	149	**49	1.7	5.9	165	**43	1.2	5.2	117
NATIONAL ENQUIRER	10336	823	15.0	8.0	118	676	15.5	6.5	122	335	11.5	3.2	90	803	22.2	7.8	174
NATIONAL GEOGRAPHIC	9597	539	15.3	8.7	129	670	15.4	7.0	130	408	14.0	4.3	118	370	10.2	3.9	86
NATIONAL SUNDAY MAGAZINE PKG	49558	3806	65.7	7.3	107	2944	67.7	5.9	111	1937	66.6	3.9	109	2201	60.8	4.4	99
NATURAL HISTORY	573	**44	0.8	7.7	113	**43	1.0	7.5	140	*21	0.7	3.7	102	*16	0.4	2.8	62
NEW WOMAN	1699	**99	1.8	5.8	86	**99	2.3	5.8	108	**68	2.3	4.0	112	*142	3.9	8.4	187
NEW YORK INCLUDING CUE	443	**18	0.3	4.1	60	**30	0.7	6.8	126	**29	1.0	6.5	182	**0	0.0	0.0	0
THE NEW YORKER	1270	**111	2.0	8.7	129	**73	1.7	5.7	107	*89	3.1	7.0	195	**33	0.9	2.6	58
NEWSWEEK	6277	508	9.3	8.1	119	418	9.6	6.7	124	318	10.9	5.1	141	306	8.5	4.9	109
THE N.Y. TIMES DAILY EDITION	1205	**136	2.5	11.3	167	**87	2.0	7.2	134	**44	1.5	3.7	102	**15	0.4	1.2	28
THE N.Y. TIMES MAGAZINE	2081	*211	3.8	10.1	150	**168	3.9	8.1	150	**116	4.0	5.6	155	**28	0.8	1.3	30
OWNI	788	**49	0.9	6.2	92	**28	0.6	3.6	66	**54	1.9	6.9	191	**56	1.5	7.1	159
ON CABLE	1158	**27	0.5	2.3	34	**60	1.4	5.2	96	**22	0.8	1.9	53	**29	0.8	2.5	56
1001 HOME IDEAS	2852	*135	2.5	4.7	70	*141	3.2	4.9	92	*152	5.2	5.3	148	*125	3.5	4.4	98
ORGANIC GARDENING	1658	*195	3.6	11.8	174	*187	4.3	11.3	210	*71	2.4	4.3	119	*155	0.4	0.9	20
OUTDOOR LIFE	896	**48	0.9	5.4	79	**55	1.3	6.1	114	**26	0.9	2.9	81	**54	1.5	6.0	135
PARADE MAGAZINE	24275	1858	33.9	7.7	113	1444	33.2	5.9	111	855	29.4	3.5	98	980	27.1	4.0	90

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	QUAKER PUFFED RICE				QUAKER PUFFED WHEAT				QUAKER 100% NATURAL				STRAWBERRY SHORTCAKE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	5487	100.0	6.8	100	4351	100.0	5.4	100	2907	100.0	3.6	100	3619	100.0	4.5	100
PARENTS	3845	*165	3.0	4.3	63	*227	5.2	5.9	110	*190	6.5	4.9	138	274	7.6	7.1	159
PENTHOUSE	831	**106	1.9	12.8	188	**39	0.9	4.7	87	**25	0.9	3.0	84	**62	1.7	7.5	167
PEOPLE	11645	774	14.1	6.6	98	682	15.7	5.9	109	516	17.8	4.4	123	660	18.2	5.7	127
PLAYBOY	2006	**105	1.9	5.2	77	**77	1.8	3.8	71	**84	2.9	4.2	117	*134	3.7	6.7	149
POPULAR HOT RODDING	297	**32	0.6	10.8	159	**18	0.4	6.1	113	**7	0.2	2.4	66	**45	1.2	15.2	339
POPULAR MECHANICS	1018	**189	3.4	18.6	274	**96	2.2	9.4	176	**40	1.4	3.9	109	**27	0.7	2.7	59
POPULAR SCIENCE	878	**127	2.3	14.5	213	**125	2.9	14.2	265	**49	1.7	5.6	155	**2	0.1	0.2	5
PREVENTION	3913	453	8.3	11.6	171	489	11.2	12.5	233	*188	6.5	4.8	134	*222	6.1	5.7	127
PSYCHOLOGY TODAY	1710	**153	2.8	8.9	132	**152	3.5	8.9	165	*36	1.2	2.1	59	*33	0.9	1.9	43
READER'S DIGEST	22204	1802	32.8	8.1	120	1589	36.5	7.2	133	829	28.5	3.7	104	888	24.5	4.0	89
REDBOOK	7684	640	11.7	8.3	123	541	12.4	7.0	131	335	11.5	4.4	121	373	10.3	4.9	109
ROAD & TRACK	410	**15	0.3	3.7	54	**14	0.3	3.4	64	*18	0.6	4.4	122	*37	1.0	9.0	202
ROLLING STONE	969	**98	1.8	10.1	149	**72	1.7	7.4	138	*75	2.6	7.7	216	*68	1.9	7.0	157
RUNNER'S WORLD	298	**15	0.3	5.0	74	**21	0.5	7.0	131	*21	0.7	7.0	196	*2	0.1	0.7	15
SATURDAY EVENING POST	1169	*158	2.9	13.5	199	*113	2.6	9.7	180	*20	0.7	1.7	48	*54	1.5	4.6	103
SCIENCE 84	587	**75	1.4	12.8	189	**52	1.2	8.9	165	*69	2.4	11.8	327	*46	1.3	7.8	175
SCIENCE DIGEST	482	**57	1.0	11.8	175	**56	1.3	11.6	216	*30	1.0	6.2	173	*28	0.8	5.8	130
SCIENTIFIC AMERICAN	594	**37	0.7	6.2	92	**28	0.6	4.7	88	*59	2.0	9.9	277	*28	0.8	4.7	105
SELF	2089	**108	2.0	5.2	76	**71	1.6	3.4	63	*82	2.8	3.9	109	*98	2.7	4.7	105
SEVENTEEN	2411	*187	3.4	7.8	114	*104	2.4	4.3	80	*93	3.2	3.9	107	*163	4.5	6.8	151
SKI	480	**26	0.5	5.4	80	**16	0.4	3.3	62	*14	0.5	2.9	81	*17	0.5	3.5	79
SMITHSONIAN	2760	*162	3.0	5.9	87	*163	3.7	5.9	110	*131	4.5	4.7	132	*77	2.1	2.8	62
SOAP OPERA DIGEST	3013	*232	4.2	7.7	114	*201	4.6	6.7	124	*47	1.6	1.6	43	213	5.9	7.1	158
SOUTHERN LIVING	4184	*189	3.4	4.5	67	*166	3.8	4.0	74	*112	3.9	2.7	75	*155	4.3	3.7	83
SPORT	559	**41	0.7	7.3	108	*45	1.0	8.1	150	*7	0.2	1.3	35	*6	0.2	1.1	24
THE SPORTING NEWS	436	**29	0.5	6.7	98	**29	0.7	6.7	124	*27	0.9	6.2	173	*0	0.0	0.0	0
SPORTS AFIELD	493	**34	0.6	6.9	102	**20	0.5	4.1	76	*5	0.2	1.0	28	*11	0.3	2.2	50
SPORTS ILLUSTRATED	2758	**150	2.7	5.4	80	*115	2.6	4.2	78	*138	4.7	5.0	139	*121	3.3	4.4	98
STAR	7456	587	10.7	7.9	116	540	12.4	7.2	135	249	8.6	3.3	93	536	14.8	7.2	161
SUNDAY	24936	1947	35.5	7.8	115	1664	38.2	6.7	124	1036	35.6	4.2	116	1090	30.1	4.4	98
SUNSET	2124	*171	3.1	8.1	119	*169	3.9	8.0	148	*131	4.5	6.2	172	*62	1.7	2.9	65
TV GUIDE	21661	1402	25.6	6.5	96	1154	26.5	5.3	99	784	27.0	3.6	101	1143	31.6	5.3	118
TENNIS	550	**39	0.7	7.1	105	*13	0.3	2.4	44	*26	0.9	4.7	132	*32	0.9	5.8	130
TIME	8880	896	16.3	10.1	149	601	13.8	6.8	126	427	14.7	4.8	134	344	9.5	3.9	87
TOWN & COUNTRY	917	*31	0.6	3.4	50	*40	0.9	4.4	81	*50	1.7	5.5	152	*43	1.2	4.7	105
TRAVEL & LEISURE	972	*67	1.2	6.9	102	*73	1.7	7.5	140	*34	1.2	3.5	97	*53	1.5	5.5	122
TRUE STORY	3356	383	7.0	11.4	168	*194	4.5	5.8	108	*57	2.0	1.7	47	*199	5.5	5.9	133
U.S. NEWS & WORLD REPORT	3410	*290	5.3	8.5	126	*207	4.8	6.1	113	*167	5.7	4.9	136	*95	2.6	2.8	62
USA TODAY	1759	*147	2.7	8.4	123	*96	2.2	5.5	102	*76	2.6	4.3	120	*39	1.1	2.2	50
US	1873	*114	2.1	6.1	90	*119	2.7	6.4	118	*77	2.6	4.1	115	*103	2.8	5.5	123
VOGUE	3909	*237	4.3	6.1	89	*237	5.4	6.1	113	*169	5.8	4.3	120	*185	5.1	4.7	106
WALL STREET JOURNAL	1886	*101	1.8	5.4	79	*79	1.8	4.2	78	*81	2.8	4.3	120	*53	1.5	2.8	63
WEIGHT WATCHERS	2120	*222	4.0	10.5	155	*211	4.8	10.0	185	*77	2.6	3.6	101	*151	4.2	7.1	159
WOMAN'S DAY	14172	1309	23.9	9.2	136	1063	24.4	7.5	140	575	19.8	4.1	113	693	19.1	4.9	109
WORKING MOTHER	1146	*60	1.1	5.2	77	*66	1.5	5.8	107	*62	2.1	5.4	151	*102	2.8	8.9	199
WORKING WOMAN	1322	*70	1.3	5.3	78	*43	1.0	3.3	61	*54	1.9	4.1	114	*70	1.9	5.3	118
WORLD TENNIS	*163	*22	0.4	13.5	199	*13	0.3	8.0	148	*7	0.2	4.3	120	*9	0.2	5.5	124
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*232	4.2	9.2	135	*162	3.7	6.4	119	*107	3.7	4.2	118	*102	2.8	4.0	90
BLAIR INSERTS	43657	3170	57.8	7.3	107	2477	56.9	5.7	106	1854	63.8	4.2	118	1803	49.8	4.1	92
DAILY NEWSPAPERS																	
READ ANY	51633	3681	67.1	7.1	105	2937	67.5	5.7	106	1934	66.5	3.7	104	2257	62.4	4.4	98
READ ONE	43463	3005	54.8	6.9	102	2453	56.4	5.6	105	1654	56.9	3.8	106	1978	54.7	4.6	102
READ TWO OR MORE	8170	677	12.3	8.3	122	484	11.1	5.9	110	280	9.6	3.4	95	280	7.7	3.4	77
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3807	69.4	7.2	107	3046	70.0	5.8	108	2062	70.9	3.9	109	2203	60.9	4.2	94
READ ONE	46126	3326	60.6	7.2	106	2617	60.1	5.7	106	1774	61.0	3.8	107	2015	55.7	4.4	98
READ TWO OR MORE	6552	481	8.8	7.3	108	429	9.9	6.5	122	288	9.9	4.4	122	*188	5.2	2.9	64
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	25.24				25.53				30.50				33.46			
30 DAY REACH	71455	4822	87.9	6.7	100	3909	89.8	5.5	102	2447	84.2	3.4	95	3102	85.7	4.3	97
50 SHWG - 30 DAY AV FREQ	14.56	13.29				13.51				15.87				17.53			
30 DAY REACH	67742	4565	83.2	6.7	99	3704	85.1	5.5	102	2358	81.1	3.5	97	2974	82.2	4.4	98
25 SHWG - 30 DAY AV FREQ	7.94	7.38				7.49				8.48				9.51			
30 DAY REACH	62117	4108	74.9	6.6	98	3326	76.4	5.4	100	2216	76.2	3.6	99	2752	76.0	4.4	99
CABLE TV: HOME WIRED	32077	2434	44.4	7.6	112	1701	39.1	5.3	99	1190	40.9	3.7	103	1310	36.2	4.1	91
HOME NOT WIRED	48909	3053	55.6	6.2	92	2651	60.9	5.4	101	1717	59.1	3.5	98	2309	63.8	4.7	106
HAVE PAY CABLE	15935	968	17.6	6.1	90	706	16.2	4.4	82	*488	16.8	3.1	85	814	22.5	5.1	114

	TOTAL U.S. '000	A	B	C	D	QUAKER	PUFFED	RICE	QUAKER	PUFFED	WHEAT	QUAKER	100% NATURAL	STRAWBERRY	SHORTCAKE		
				%	INDX												
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	5487	100.0	6.8	100	4351	100.0	5.4	100	2907	100.0	3.6	100	3619	100.0	4.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2976	54.2	6.8	100	2413	55.5	5.5	102	1571	54.0	3.6	100	2078	57.4	4.7	106
10:00 AM - 3:00 PM	30659	2300	41.9	7.5	111	1825	41.9	6.0	111	1076	37.0	3.5	98	1553	42.9	5.1	113
3:00 PM - 7:00 PM	31045	2068	37.7	6.7	98	1524	35.0	4.9	91	1245	42.8	4.0	112	1544	42.7	5.0	111
7:00 PM - MIDNIGHT	15767	1201	21.9	7.6	112	1010	23.2	6.4	119	662	22.8	4.2	117	668	18.5	4.2	95
MIDNIGHT - 6:00 AM	9120	616	11.2	6.8	100	577	13.3	6.3	118	309	10.6	3.4	94	403	11.1	4.4	99
6:00 AM - MIDNIGHT	58527	4047	73.8	6.9	102	3158	72.6	5.4	100	2203	75.8	3.8	105	2783	76.9	4.8	106
ENTIRE DAY	59311	4124	75.2	7.0	103	3250	74.7	5.5	102	2240	77.1	3.8	105	2832	78.3	4.8	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1245	22.7	7.7	114	910	20.9	5.6	105	666	22.9	4.1	115	828	22.9	5.1	115
ALL NEWS	2256	*245	4.5	10.9	160	*157	3.6	7.0	130	*165	5.7	7.3	204	*225	0.7	1.1	25
AOR/PROGRESSIVE	3874	*298	5.4	7.7	114	*208	4.8	5.4	100	*246	8.5	6.4	177	*202	5.6	5.2	117
BEAUTIFUL MUSIC	5660	483	8.8	8.5	126	328	7.5	5.8	108	*194	6.7	3.4	95	*213	5.9	3.8	84
BLACK	2204	*131	2.4	5.9	88	*84	1.9	3.8	71	*666	2.3	3.0	83	*202	5.6	9.2	205
CLASSICAL	1418	*89	1.6	6.3	93	*116	0.4	1.1	21	*82	2.8	5.8	161	*228	0.8	2.0	44
CHR/ROCK	9538	625	11.4	6.6	97	378	8.7	4.0	74	347	11.9	3.6	101	518	14.3	5.4	122
COUNTRY	12648	685	12.5	5.4	80	586	13.5	4.6	86	388	13.3	3.1	85	647	17.9	5.1	114
GOLDEN OLDIES	1191	*61	1.1	5.1	76	*38	0.9	3.2	59	*32	1.1	2.7	75	*63	1.7	5.3	118
MOR/NOSTALGIA	4757	366	6.7	7.7	114	367	8.4	7.7	144	*153	5.3	3.2	90	*148	4.1	3.1	70
NEWS/TALK	3863	246	4.5	6.4	94	235	5.4	6.1	113	*179	6.2	4.6	129	*80	2.2	2.1	46
RELIGIOUS	3084	*310	5.6	10.1	148	*351	8.1	11.4	212	*98	3.4	3.2	89	*162	4.5	5.3	118
SOFT ROCK	521	*38	0.7	7.3	108	*26	0.6	5.0	93	*7	0.2	1.3	37	*63	1.7	12.1	271
URBAN CONTEMPORARY	1585	*113	2.1	7.1	105	*64	1.5	4.0	75	*71	2.4	4.5	125	*113	3.1	7.1	160
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*284	5.2	8.7	129	*224	5.1	6.9	128	*138	4.7	4.2	118	*291	8.0	8.9	200
ABC DIRECTION	2316	*228	4.2	9.8	145	*148	3.4	6.4	119	*130	4.5	5.6	156	*167	4.6	7.2	161
ABC ENTERTAINMENT	4834	347	6.3	7.2	106	*214	4.9	4.4	82	*221	7.6	4.6	127	*217	6.0	4.5	100
ABC FM	2202	*128	2.3	5.8	86	*64	1.5	2.9	54	*45	1.5	2.0	57	*144	4.0	6.5	146
ABC INFORMATION	5425	312	5.7	5.8	85	302	6.9	5.6	104	*172	5.9	3.2	88	*214	5.9	3.9	88
ABC ROCK	1677	*175	3.2	10.4	154	*115	2.6	6.9	128	*86	3.0	5.1	143	*104	2.9	6.2	139
CBS	4430	344	6.3	7.8	115	336	7.7	7.6	141	*188	6.5	4.2	118	*106	2.9	2.4	54
MUTUAL	4992	446	8.1	8.9	132	392	9.0	7.9	146	*277	9.5	5.5	155	*298	8.2	6.0	134
NBC	4679	372	6.8	8.0	117	319	7.3	6.8	127	*208	7.2	4.4	124	*162	4.5	3.5	77
RADIORADIO	1994	*185	3.4	9.3	137	*87	2.0	4.4	81	*50	1.7	2.5	70	*73	2.0	3.7	82
RKO ONE	2298	*107	2.0	4.7	69	*51	1.2	2.2	41	*63	2.9	3.6	101	*93	2.6	4.0	91
RKO TWO	3311	*177	3.2	5.3	79	*141	3.2	4.3	79	*171	5.9	5.2	144	*135	3.7	4.1	91
THE SOURCE	2114	*214	3.9	10.1	149	*139	3.2	6.6	122	*122	4.2	5.8	161	*85	2.3	4.0	90
NON-WIRED: BLAIR	8654	555	10.1	6.4	95	402	9.2	4.6	86	318	10.9	3.7	102	454	12.5	5.2	117
INTERNET	12025	815	14.9	6.8	100	574	13.2	4.8	89	571	19.6	4.7	132	711	19.6	5.9	132
KATZ RADIO GROUP	15359	993	18.1	6.5	95	746	17.1	4.9	90	727	25.0	4.7	132	602	16.6	3.9	88
SUPERNET	10628	907	16.5	8.5	126	675	15.5	6.4	118	323	11.1	3.0	85	576	15.9	5.4	121
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	537	9.8	6.2	92	507	11.7	5.9	109	298	10.3	3.4	96	375	10.4	4.3	97
WKDAY 9:00 AM - 1:00 PM	12163	807	14.7	6.6	98	621	14.3	5.1	95	402	13.8	3.3	92	528	14.6	4.3	97
WKDAY 1:00 PM - 4:30 PM	16150	1074	19.6	6.7	98	786	18.1	4.9	91	494	17.0	3.1	85	813	22.5	5.0	113
WKDAY 4:30 PM - 7:30 PM	22463	1695	30.9	7.5	111	1389	31.9	6.2	115	742	25.5	3.3	92	969	26.8	4.3	97
WKDAY 7:30 PM - 8:00 PM	31795	2405	43.8	7.6	112	2000	46.0	6.3	117	1008	34.7	3.2	88	1387	38.3	4.4	98
WKDAY 11:00 PM - 11:30 PM	23977	1706	31.1	7.1	105	1247	28.7	5.2	97	717	24.7	3.0	83	1005	27.8	4.2	94
WKDAY 11:30 PM - 1:00 AM	7703	551	10.0	7.2	106	365	8.4	4.7	88	234	8.0	3.0	85	363	10.0	4.7	105
M-SAT 8-11 PM-SUN 7-11 PM	33800	2524	46.0	7.5	110	1979	45.5	5.9	109	1160	39.9	3.4	96	1552	42.9	4.6	103
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	409	7.5	6.3	92	327	7.5	5.0	93	200	6.9	3.1	85	243	6.7	3.7	83
ANOTHER WORLD	N 4620	307	5.6	6.6	98	248	5.7	5.4	100	*104	3.6	2.3	63	232	6.4	5.0	112
AS THE WORLD TURNS	C 5614	321	5.9	5.7	84	202	4.6	3.6	67	*143	4.9	2.5	71	287	7.9	5.1	114
CAPITOL	C 3396	169	3.1	5.0	73	113	2.6	3.3	62	*106	3.6	3.1	87	184	5.1	5.4	121
CBS MORN. NEWS 1	C 1446	*45	0.8	3.1	46	*71	1.6	4.9	91	*53	1.8	3.7	102	*36	1.0	2.5	56
CBS MORN. NEWS 2	C 1207	*39	0.7	3.2	48	*51	1.2	4.2	79	*26	0.9	2.2	60	*24	0.7	2.0	44
DAYS OF OUR LIVES	N 5877	447	8.1	7.6	112	373	8.6	6.3	118	173	6.0	2.9	82	299	8.3	5.1	114
FACTS OF LIFE - DAYTIME	N 2290	*115	2.1	5.0	74	106	2.4	4.6	86	*115	4.0	5.0	140	*92	2.5	4.0	90
FAMILY FEUD	A 3023	196	3.6	6.5	96	*126	2.9	4.2	78	*91	3.1	3.0	84	104	2.9	3.4	77
GENERAL HOSPITAL	A 6097	487	8.9	8.0	118	357	8.2	5.9	109	247	8.5	4.1	113	266	7.4	4.4	98
GOOD MORNING, AMERICA-730A	A 3515	201	3.7	5.7	84	151	3.5	4.3	80	*138	4.7	3.9	109	*93	2.6	2.6	59
GOOD MORNING, AMERICA-830A	A 2818	217	4.0	7.7	114	170	3.9	6.0	112	*158	5.4	5.6	156	*95	2.6	3.4	75
GUIDING LIGHT	C 5339	319	5.8	6.0	88	213	4.9	4.0	74	177	6.1	3.3	92	296	8.2	5.5	124
ONE LIFE TO LIVE	A 4478	273	5.0	6.1	90	228	5.2	5.1	95	194	6.7	4.3	121	210	5.8	4.7	105
PRESS YOUR LUCK	C 2244	*133	2.4	5.9	87	*115	2.6	5.1	95	*55	1.9	2.5	68	*120	3.3	5.3	120
PRICE IS RIGHT 1	C 4348	216	3.9	5.0	73	187	4.3	4.3	80	*104	3.6	2.4	67	191	5.3	4.4	98
PRICE IS RIGHT 2	C 5014	316	5.8	6.3	93	260	6.0	5.2	97	132	4.5	2.6	73	250	6.9	5.0	112
RYAN'S HOPE	A 3150	267	4.9	8.5	125	215	4.9	6.8	127	*169	5.8	5.4	149	121	3.3	3.8	86
SALE OF THE CENTURY	N 2695	189	3.4	7.0	104	138	3.2										

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL	QUAKER				PUFFED RICE				QUAKER				PUFFED WHEAT				QUAKER 100% NATURAL				STRAWBERRY SHORTCAKE				
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	
TOTAL FEMALE HOMEMAKERS		80986	5487	100.0	6.8	100	4351	100.0	5.4	100	2907	100.0	3.6	100	3619	100.0	4.5	100									
WKDAY LOCAL EVENING TV NEWS																											
NETWORK AFFILIATES - EARLY		26063	1936	35.3	7.4	110	1597	36.7	6.1	114	870	29.9	3.3	93	958	26.5	3.7	82									
NETWORK AFFILIATES - LATE		20261	1440	26.2	7.1	105	1074	24.7	5.3	99	633	21.8	3.1	87	810	22.4	4.0	89									
INDEPENDENTS - LATE		2076	200	3.6	9.6	142	159	3.7	7.7	143	118	4.1	5.7	158	*53	1.5	2.6	57									
TV EVENING NTWK 6 PM - 2 AM																											
A TEAM		N 10453	911	16.6	8.7	129	582	13.4	5.6	104	280	9.6	2.7	75	718	19.8	6.9	154									
ABC MONDAY NIGHT MOVIE		A 6412	387	7.1	6.0	89	298	6.8	4.6	87	331	11.4	5.2	144	339	9.4	5.3	118									
ABC SUNDAY NIGHT MOVIE		A 12407	904	16.5	7.3	108	591	13.6	4.8	89	461	15.9	3.7	104	540	14.9	4.4	97									
ABC WORLD NEWS TONIGHT		A 6176	467	8.5	7.6	112	369	8.5	6.0	111	193	6.6	3.1	87	226	6.2	3.7	82									
AFTERMASH		C 5863	453	8.3	7.7	114	*359	8.3	6.1	114	*310	10.7	5.3	147	*245	6.8	4.2	92									
ALICE		C 9594	685	12.5	7.1	105	575	13.2	6.0	112	374	12.9	3.9	109	363	10.0	3.8	85									
AMERICAN PARADE		C 6622	451	8.2	6.8	101	475	10.9	7.2	134	*250	8.6	3.8	105	*235	6.5	3.5	79									
BENSON		A 10886	880	16.0	8.1	119	729	16.8	6.7	125	379	13.0	3.5	97	287	7.9	2.6	59									
BLUE THUNDER		A 5036	486	8.9	9.7	142	318	7.3	6.3	118	*156	5.4	3.1	86	*233	6.4	4.6	104									
CAGNEY & LACEY		C 9965	670	12.2	6.7	99	540	12.4	5.4	101	321	11.0	3.2	90	327	9.0	3.3	73									
CBS EVENING NEWS-DEAN		C 3491	291	5.3	8.3	123	274	6.3	7.8	146	*140	4.8	4.0	112	**92	2.5	2.6	59									
CBS EVENING NEWS-RATHER		C 7123	573	10.4	8.0	119	465	10.7	6.5	122	228	7.8	3.2	89	236	6.5	3.3	74									
CBS SAT. NEWS-SCHIEFFER		C 3621	317	5.8	8.8	129	262	6.0	7.2	135	*142	4.9	3.9	109	*93	2.6	2.6	57									
CBS SATURDAY NIGHT MOVIE		C 5436	342	6.2	6.3	93	245	5.6	4.5	84	171	5.9	3.1	88	313	8.6	5.8	129									
CBS WEDNESDAY NIGHT MOVIE		C 6100	451	8.2	7.4	109	319	7.3	5.2	97	165	5.7	2.7	75	341	9.4	5.6	125									
CHEERS		N 8889	721	13.1	8.1	120	592	13.6	6.7	124	404	13.9	4.5	127	315	8.7	3.5	79									
DALLAS		C 22109	1401	25.5	6.3	94	1391	32.0	6.3	117	696	23.9	3.1	88	994	27.5	4.5	101									
DIFF'RENT STROKES		N 6940	435	7.9	6.3	93	415	9.5	6.0	111	*178	6.1	2.6	71	289	8.0	4.2	93									
DOUBLE TROUBLE		N 7223	643	11.7	8.9	131	459	10.5	6.4	118	*291	10.0	4.0	112	389	10.7	5.4	121									
DUCK FACTORY		N 5595	494	9.0	8.8	130	429	9.9	7.7	143	*192	6.6	3.4	96	234	6.5	4.2	94									
DUKES OF HAZZARD		C 5768	387	7.1	6.7	99	357	8.2	6.2	115	*126	4.3	2.2	61	321	8.9	5.6	125									
DYNASTY		A 20053	1080	19.7	5.4	79	762	17.5	3.8	71	823	28.3	4.1	114	801	22.1	4.0	89									
FACTS OF LIFE		N 8087	733	13.4	9.1	134	605	13.9	7.5	139	317	10.9	3.9	109	377	10.4	4.7	104									
FALCON CREST		C 20046	1277	23.3	6.4	94	1282	29.5	6.4	119	597	20.5	3.0	83	998	27.6	5.0	111									
FALL GUY		A 9084	710	12.9	7.8	115	548	12.6	6.0	112	295	10.1	3.2	90	582	16.1	6.4	143									
FAMILY TIES		N 7964	661	12.0	8.3	123	491	11.3	6.2	115	*318	10.9	4.0	111	289	8.0	3.6	81									
FANTASY ISLAND		A 7687	477	8.7	6.2	92	393	9.0	5.1	95	*164	5.6	2.1	59	280	7.7	3.6	82									
FOULUPS,BLEEPERS & BLUNDERS		A 8861	651	11.9	7.3	108	553	12.7	6.2	116	337	11.6	3.8	106	367	10.1	4.1	93									
FOUR SEASONS		C 5095	475	8.7	9.3	138	*341	7.8	6.7	125	*286	9.8	5.6	156	*217	6.0	4.3	95									
GIMME A BREAK		N 8838	700	12.8	7.9	117	506	11.6	5.7	107	*260	8.9	2.9	82	293	8.1	3.3	74									
HART TO HART		A 8978	556	10.1	6.2	91	482	11.1	5.4	100	276	9.5	3.1	86	328	9.1	3.7	82									
HILL STREET BLUES		N 8590	586	10.7	6.8	101	515	11.8	6.0	112	338	11.6	3.9	110	356	9.8	4.1	93									
HOTEL		A 14085	927	16.9	6.6	97	726	16.7	5.2	96	429	14.8	3.0	85	606	16.7	4.3	96									
JEFFERSONS		C 9360	730	13.3	7.8	115	590	13.6	6.3	117	348	12.0	3.7	104	384	10.6	4.1	92									
JENNIFER SLEPT HERE		N 5841	351	6.4	6.0	89	333	7.7	5.7	106	*196	6.7	3.4	93	*254	7.0	4.3	97									
KATE & ALLIE		C 9206	746	13.6	8.1	120	612	14.1	6.6	124	343	11.8	3.7	104	444	12.3	4.8	108									
KNIGHT RIDER		N 7076	510	9.3	7.2	106	443	10.2	6.3	117	*263	9.0	3.7	104	352	9.7	5.0	111									
LOVE BOAT		A 12219	763	13.9	6.2	92	636	14.6	5.2	97	357	12.3	2.9	81	431	11.9	3.5	79									
MAGNUM PI		C 11199	783	14.3	7.0	103	662	15.2	5.9	110	324	11.1	2.9	81	640	17.7	5.7	128									
MAMA'S FAMILY		N 6057	546	10.0	9.0	133	533	12.3	8.8	164	*137	4.7	2.3	63	*211	5.8	3.5	78									
MASTER, THE		N 3598	*218	4.0	6.1	89	*175	4.0	4.9	91	*115	4.0	3.2	89	*162	4.5	4.5	101									
MATT HOUSTON		A 6344	546	10.0	8.6	127	301	6.9	4.7	88	*240	8.3	3.8	105	329	9.1	5.2	116									
NBC MONDAY NIGHT MOVIE		N 11994	773	14.1	6.4	95	537	12.3	4.5	83	407	14.0	3.4	95	683	18.9	5.7	127									
NBC NIGHTLY NEWS		N 5132	369	6.7	7.2	106	405	9.3	7.9	147	214	7.4	4.2	116	221	6.1	4.3	96									
NBC NIGHTLY NEWS-SAT		N 3375	*250	4.6	7.4	109	269	6.2	8.0	148	**105	3.6	3.1	87	**112	3.1	3.3	74									
NBC NIGHTLY NEWS-SUN		N 3130	*264	4.8	8.4	124	*266	6.1	8.5	158	*149	5.1	4.8	133	**119	3.3	3.8	85									
NBC SUNDAY NIGHT MOVIE		N 8284	603	11.0	7.3	107	503	11.6	6.1	113	*389	13.4	4.7	131	599	16.6	7.2	162									
NEWHART		C 9240	762	13.9	8.2	122	617	14.2	6.7	124	351	12.1	3.8														

	TOTAL U.S. '000	TOTAL B % ACROSS DOWN % INDX				TRIX B % ACROSS DOWN % INDX				WHEATIES B % ACROSS DOWN % INDX				OTHER POST CEREALS A B C D '000 DOWN % ACROSS INDX			
		'000	%	INDX		'000	%	INDX		'000	%	INDX		'000	%	INDX	
TOTAL FEMALE HOMEMAKERS	80986	6577	100.0	8.1	100	5100	100.0	6.3	100	10519	100.0	13.0	100	3041	100.0	3.8	100
18 - 24	9282	625	9.5	6.7	83	615	12.1	6.6	105	722	8.8	9.9	76	*440	14.5	4.7	126
25 - 34	19072	1731	26.3	9.1	112	2086	40.9	10.9	174	2747	26.1	14.4	111	931	30.6	4.9	130
35 - 44	14591	1149	17.5	7.9	97	1199	23.5	8.2	130	2116	20.1	14.5	112	708	23.3	4.9	129
45 - 54	11345	804	12.2	7.1	87	*614	12.0	5.4	86	1429	13.6	12.6	97	*297	9.8	2.6	70
55 - 64	11635	904	13.7	7.8	96	*337	6.6	2.9	46	1714	16.3	14.7	113	*227	7.5	2.0	52
65 OR OLDER	15061	1365	20.8	9.1	112	*250	4.9	1.7	26	1591	15.1	10.6	81	438	14.4	2.9	77
18 - 34	28354	2356	35.8	8.3	102	2701	53.0	9.5	151	3669	34.9	12.9	100	1371	45.1	4.8	129
18 - 49	48339	3982	60.5	8.2	101	4368	85.6	9.0	143	6439	61.2	13.3	103	2258	74.3	4.7	124
25 - 54	45008	3684	56.0	8.2	101	3898	76.4	8.7	138	6293	59.8	14.0	108	1936	63.7	4.3	115
35 - 49	19985	1626	24.7	8.1	100	1668	32.7	8.3	133	2771	26.3	13.9	107	887	29.2	4.4	118
50 OR OLDER	32647	2595	39.5	7.9	98	732	14.4	2.2	36	4050	38.8	12.5	96	783	25.7	2.4	64
GRADUATED COLLEGE	11155	910	13.8	8.2	100	*467	9.2	4.2	66	1547	14.7	13.9	107	*373	12.3	3.3	89
ATTENDED COLLEGE	13682	1354	20.6	9.9	122	828	16.2	6.1	96	2122	20.2	15.5	119	*422	13.9	3.1	82
GRADUATED HIGH SCHOOL	33880	2733	41.6	8.1	99	2633	51.6	7.8	123	4964	47.2	14.7	113	1409	46.3	4.2	111
DID NOT GRADUATE HIGH SCHOOL	22270	1580	24.0	7.1	87	1172	23.0	5.3	84	1886	17.9	8.3	65	837	27.5	3.8	100
EMPLOYED	40306	3055	46.4	7.6	93	2438	47.8	6.0	96	5212	49.5	12.9	100	1607	52.8	4.0	106
EMPLOYED FULL-TIME	32850	2453	37.3	7.5	92	1968	38.6	6.0	95	4064	38.6	12.4	95	1337	44.0	4.1	108
EMPLOYED PART-TIME	7456	602	9.2	8.1	99	*469	9.2	6.3	100	1148	10.9	15.4	119	*270	8.9	3.6	96
NOT EMPLOYED	40680	3522	53.6	8.7	107	2662	52.2	6.5	104	5306	50.4	13.0	100	1434	47.2	3.5	94
PROFESSIONAL/MANAGER	10392	828	12.6	8.0	98	*480	9.4	4.6	73	1457	13.9	14.0	108	*355	11.7	3.4	91
TECH/CLERICAL/SALES	17574	1309	19.9	7.4	92	1041	20.4	5.9	94	2195	20.9	12.5	96	640	21.0	3.6	97
PRECISION/CRAFT	985	*72	1.1	7.3	90	*53	1.0	5.4	85	*161	1.5	16.3	126	*440	1.3	4.1	108
OTHER EMPLOYED	11354	846	12.9	7.5	92	864	16.9	7.6	121	1400	13.3	12.3	95	*572	18.8	5.0	134
SINGLE	9463	733	11.1	7.4	92	*385	7.5	3.9	62	804	7.6	8.2	63	*280	9.2	2.8	76
MARRIED	51375	4545	69.1	8.8	109	3690	72.4	7.2	114	7934	75.4	15.4	119	2004	65.9	3.9	104
DIVORCED/SEPARATED/WIDOWED	19748	1299	19.8	6.6	81	1025	20.1	5.2	82	1781	16.9	9.0	69	757	24.9	3.8	102
PARENTS	32590	2584	39.3	7.9	98	3981	78.1	12.2	194	5156	49.0	15.8	122	1853	60.9	5.7	151
WHITE	70416	5967	90.7	8.5	104	4384	86.0	6.2	99	9916	94.3	14.1	108	2665	87.6	3.8	101
BLACK	8778	540	8.2	6.2	76	652	12.8	7.4	118	836	4.6	5.5	43	*359	11.8	4.1	109
OTHER	1791	*70	1.1	3.9	48	*65	1.3	3.6	58	*117	1.1	6.5	50	*17	0.6	0.9	25
NORTHEAST-CENSUS	17786	1627	24.7	9.1	113	929	18.2	5.2	83	2629	25.0	14.8	114	675	22.2	3.8	101
EAST CENTRAL	20741	1838	27.9	8.9	109	1902	37.3	9.2	146	3997	38.0	19.3	148	856	28.1	4.1	110
SOUTH	27775	1978	30.1	7.1	88	1328	26.0	4.8	76	2007	19.1	7.2	56	914	30.1	3.3	88
WEST	14683	1133	17.2	7.7	95	941	18.5	6.4	102	1886	17.9	12.8	99	*596	19.6	4.1	108
NORTHEAST-MKTG.	17961	1636	24.9	9.1	112	851	16.7	4.7	75	2444	23.2	13.6	105	579	19.0	3.2	86
EAST CENTRAL	11885	980	14.9	8.2	102	937	18.4	7.9	125	1891	18.0	15.9	122	530	17.4	4.5	119
WEST CENTRAL	14090	1207	18.4	8.6	105	1258	24.7	8.9	142	2862	27.2	20.3	156	547	18.0	3.9	103
SOUTH	24081	1713	26.0	7.1	88	1268	24.9	5.3	84	1702	16.2	7.1	54	854	28.1	3.5	94
PACIFIC	12969	1041	15.8	8.0	99	786	15.4	6.1	96	1621	15.4	12.5	96	*532	17.5	4.1	109
COUNTY SIZE A	24915	2758	41.9	8.5	105	2032	39.8	6.3	99	4092	38.9	12.6	97	1004	33.0	3.1	82
COUNTY SIZE B	24915	1967	29.9	7.9	97	1461	28.6	5.9	93	3476	33.0	14.0	107	1059	34.8	4.3	113
COUNTY SIZE C	12930	1020	15.5	7.9	97	830	16.3	6.4	102	1558	14.8	12.0	93	*514	16.9	4.0	106
COUNTY SIZE D	10703	832	12.7	7.8	96	777	15.2	7.3	115	1394	13.3	13.0	100	*465	15.3	4.3	116
METRO CENTRAL CITY	24518	1902	28.9	7.8	96	1469	28.8	6.0	95	2649	25.2	10.8	83	972	32.0	4.0	106
METRO SUBURBAN	35919	3203	48.7	8.9	110	2290	44.9	6.4	101	5240	49.8	14.6	112	1310	43.1	3.6	97
NON METRO	20549	1472	22.4	7.2	88	1341	26.3	6.5	104	2630	25.0	12.8	99	759	25.0	3.7	98
TOP 5 ADI'S	18341	1562	23.7	8.5	105	1027	20.1	5.6	89	2266	21.5	12.4	95	608	20.0	3.3	88
TOP 10 ADI'S	25378	2130	32.4	8.4	103	1413	27.7	5.6	88	2944	28.0	11.6	89	807	26.5	3.2	85
TOP 20 ADI'S	36488	2997	45.6	8.2	101	2201	43.2	6.0	96	4525	43.0	12.4	95	1155	38.0	3.2	84
HSHLD INC. \$50,000 OR MORE	6612	*632	9.6	9.6	118	*304	6.0	4.6	73	1294	12.3	19.6	151	*210	6.9	3.2	85
\$40,000 OR MORE	12659	1293	19.7	10.2	126	664	13.0	5.2	83	2196	20.9	17.3	134	*372	12.2	2.9	78
\$30,000 OR MORE	24496	2315	35.2	9.4	115	1415	27.7	5.7	91	4263	40.5	17.3	133	1355	27.6	3.4	90
\$25,000 OR MORE	32077	2803	42.6	8.7	108	1949	38.2	6.1	96	5283	50.2	16.5	127	1087	35.7	3.4	90
\$20,000 - \$24,999	9144	680	10.3	7.4	92	*567	11.1	6.2	98	1139	10.8	12.5	96	*347	11.4	3.8	101
\$15,000 - \$19,999	8728	857	13.0	9.8	121	609	11.9	7.0	111	1134	10.8	13.0	100	*332	10.9	3.8	101
\$10,000 - \$14,999	12562	922	14.0	7.3	90	916	18.0	7.3	116	1372	13.0	10.9	84	636	20.9	5.1	135
UNDER \$10,000	18475	1315	20.0	7.1	88	1061	20.8	5.7	91	1591	15.1	8.6	66	640	21.0	3.5	92
HOUSEHOLD OF 1 PERSON	11987	825	12.5	6.9	85	*135	2.6	1.1	18	782	7.4	6.5	50	*271	8.9	2.3	60
2 PEOPLE	26577	2069	31.5	7.8	96	663	13.0	2.5	40	2872	27.3	10.8	83	617	20.3	2.3	62
3 OR 4 PEOPLE	30617	2717	41.3	8.9	109	2601	51.0	8.5	135	4897	46.6	16.0	123	1458	47.9	4.8	127
5 OR MORE PEOPLE	11804	966	14.7	8.2	101	1702	33.4	14.4	229	1969	18.7	16.7	128	694	22.8	5.9	157
NO CHILD IN HSHLD	46165	3796	57.7	8.2	101	996	19.5	2.2	34	5070	48.2	11.0	85	1037	34.1	2.2	60
CHILD(REN) UNDER 2 YRS	5325	555	8.4	10.4	128	670	13.1	12.6	200	849	8.1	15.9	123	*361	11.9	6.8	181
2 - 5 YEARS	14221	1355	20.6	9.5	117	1832	35.9	12.9	205	2098	19.9	14.8	114	915	30.1	6.4	171
6 - 11 YEARS	15117	1147	17.4	7.6	93	2133	41.8	14.1	224	2482	23.6	16.4	126	1011	33.2	6.7	178
12 - 17 YEARS	16611	1190	18.1	7.2	88	1761	34.5	10.6	168	2664	25.3	16.0	123	897	29.5	5.4	144
RESIDENCE OWNED	55884	4910	74.7	8.8	108	3363	65.9	6.0	96	8283	78.8	14.8	114	2164	71.2	3.9	103
VALUE: \$50,000 OR MORE	31744	3186	48.4	10.0	124	1953	38.3	6.2	98	5626	53.5	17.7	136	1245	40.9	3.9	104
VALUE: UNDER \$50,000	24140	1724	26.2	7.1	88	1409	27.6	5.8	93	2662	25.3	11.0	85	919	30.2	3.8	101

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEOWNERS)

		TOTAL	TOTAL				TRIX				WHEATIES				OTHER				POST CEREALS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX				
		'000	DOWN	DOWN	DOWN	DOWN	'000	DOWN	DOWN	DOWN	'000	DOWN	DOWN	DOWN	'000	DOWN	DOWN	DOWN				
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	DOWN	%	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'000	DOWN	%	%	INDX	'000	DOWN	%	%	INDX	'000	DOWN	%	%	'000	DOWN	%	INDX			
		'																				

	TOTAL U.S. '000	A '000	TOTAL B % DOWN	C ACROSS %	D INDX	A '000	TRIX B % DOWN	C ACROSS %	D INDX	A '000	MHEATIES B % DOWN	C ACROSS %	D INDX	OTHER '000	POST B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6577	100.0	8.1	100	5100	100.0	6.3	100	10519	100.0	13.0	100	3041	100.0	3.8	100
ATLANTIC MONTHLY	415	**72	1.1	17.3	214	**29	0.6	7.0	111	**68	0.6	16.4	126	**16	0.5	3.9	103
BARRON'S	453	**32	0.5	7.1	87	**9	0.2	2.0	32	**112	1.1	24.7	190	**0	0.0	0.0	0
BETTER HOMES & GARDENS	16256	1462	22.2	9.0	111	1098	21.5	6.8	107	2726	25.9	16.8	129	582	19.1	3.6	95
BON APPETIT	2535	**247	3.8	9.7	120	**148	2.9	5.8	93	401	3.8	15.8	122	**78	2.6	3.1	82
BUSINESS WEEK	1278	**100	1.5	7.8	96	**82	1.6	6.4	102	**150	1.4	11.7	90	**38	1.2	3.0	79
CAR AND DRIVER	378	**37	0.6	9.8	121	**10	0.2	2.6	42	**50	0.5	13.2	102	**5	0.2	1.3	35
CBS MAGAZINE NETWORK (GROSS)	1498	**213	3.2	14.2	175	**140	2.7	9.3	148	**249	2.4	16.6	128	**101	3.3	6.7	180
CHANGING TIMES	1505	**147	2.2	9.8	120	**135	2.6	9.0	142	**175	1.7	11.6	90	**41	1.3	2.7	73
COLONIAL HOMES	1231	**96	1.5	7.8	96	**100	2.0	8.1	129	**135	1.3	11.0	84	**48	1.6	3.9	104
CONDE NAST MAG. PKG. (GROSS)	14146	1154	17.5	8.2	100	1113	21.8	7.9	125	1696	16.1	12.0	92	609	20.0	4.3	115
CONSUMERS DIGEST	1323	**162	2.5	12.2	151	**94	1.8	7.1	113	**162	1.5	12.2	94	**39	1.3	2.9	79
COSMOPOLITAN	7102	512	7.8	7.2	89	513	10.1	7.2	115	872	8.3	12.3	95	295	9.7	4.2	111
COUNTRY LIVING	2481	**199	3.0	8.0	99	**220	4.3	8.9	141	438	4.2	17.7	136	**106	3.5	4.3	114
CUISINE	1472	**133	2.0	9.0	111	**121	2.4	8.2	131	**215	2.0	14.6	112	**27	0.9	1.8	49
CYCLE WORLD	425	**39	0.6	9.2	113	**50	1.0	11.8	187	**56	0.5	13.2	101	**22	0.7	5.2	138
DCI:CREATIVE IDEAS FOR LIV	2510	**281	4.3	11.2	138	292	5.7	11.6	185	489	4.6	19.5	150	**132	4.3	5.3	140
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	676	10.3	10.1	124	488	9.6	7.3	116	921	8.8	13.8	106	334	11.0	5.0	133
DISCOVER	894	**38	0.6	4.3	52	**55	1.1	6.2	98	**97	0.9	10.9	84	**34	1.1	3.8	101
EBONY	3507	259	3.9	7.4	91	320	6.3	9.1	145	286	2.7	8.2	63	**131	4.3	3.7	99
ESQUIRE	1083	**89	1.4	8.2	101	**99	1.9	9.1	145	**146	1.4	13.5	104	**53	1.7	4.9	130
ESSENCE	1830	**131	2.0	7.2	88	198	3.9	10.8	172	**137	1.3	7.5	58	**58	1.9	3.2	84
FAMILY CIRCLE	15930	1419	21.6	8.9	110	1269	24.9	8.0	126	2409	22.9	15.1	116	674	22.2	4.2	113
THE FAMILY HANDYMAN	1126	**93	1.4	8.3	102	**94	1.8	8.3	133	**183	1.7	16.3	125	**55	1.8	4.9	130
FAMILY WEEKLY	11468	967	14.7	8.4	104	794	15.6	6.9	110	1478	14.1	12.9	99	505	16.6	4.4	117
FIELD & STREAM	2234	**209	3.2	9.4	115	**137	2.7	6.1	97	367	3.5	16.4	126	**78	2.6	3.5	93
FOOD & WINE	579	**60	0.9	10.4	128	**41	0.8	7.1	112	**44	0.4	7.6	59	**14	0.5	2.4	64
FORBES	728	**83	1.3	11.4	140	**26	0.5	3.6	57	**193	1.8	26.5	204	**27	0.9	3.7	99
FORTUNE	906	**112	1.7	12.4	152	**54	1.1	6.0	95	**229	2.2	25.3	195	**34	1.1	3.8	100
GENTLEMEN'S QUARTERLY	791	**41	0.6	5.2	64	**96	1.9	12.1	193	**80	0.8	10.1	78	**37	1.2	4.7	125
GLAMOUR	5265	452	6.9	8.6	106	341	6.7	6.5	103	846	8.0	16.1	124	**207	6.8	3.9	105
GOLF DIGEST	636	**137	2.1	21.5	265	**71	1.4	11.2	177	**129	1.2	20.3	156	**27	0.9	4.2	113
GOLF DIGEST/TENNIS (GROSS)	1186	**204	3.1	17.2	212	**108	2.1	9.1	145	**189	1.8	15.9	123	**42	1.4	3.5	94
GOLF MAGAZINE	441	**75	1.1	17.0	209	**207	0.5	6.1	97	**121	1.2	27.4	211	**22	0.7	5.0	133
GOLF MAGAZINE/SKI (GROSS)	922	**106	1.6	11.5	142	**56	1.1	6.1	96	**175	1.7	19.0	146	**31	1.0	3.4	90
GOOD HOUSEKEEPING	16487	1450	22.0	8.8	108	1183	23.2	7.2	114	2630	25.0	16.0	123	663	21.8	4.0	107
HARPER'S BAZAAR	2423	**165	2.5	6.8	84	**187	3.7	7.7	123	320	3.0	13.2	102	**114	3.7	4.7	125
HEALTH	1994	**119	1.8	6.0	73	**206	4.0	10.3	164	**283	2.7	14.2	109	**78	2.6	3.9	104
HEARST MAG CORP. BUY (GROSS)	44101	3788	57.6	8.6	106	3286	64.4	7.5	118	6737	64.0	15.3	118	1814	59.7	4.1	110
HEARST MAN POWER (GROSS)	1993	**233	3.5	11.7	144	**130	2.5	6.5	104	396	3.8	19.9	153	**104	3.4	5.2	139
HEARST WOMAN POWER (GROSS)	31274	2646	40.2	8.5	104	2363	46.3	7.6	120	4691	44.6	15.0	115	1250	41.1	4.0	106
HOUSE BEAUTIFUL	3623	311	4.7	8.6	106	194	3.8	5.4	85	604	5.7	16.7	128	**132	4.3	3.6	97
INC.	283	**8	0.1	2.8	35	**56	1.1	19.8	314	**36	0.3	12.7	98	**5	0.2	1.8	47
JET	2928	**145	2.2	5.0	61	262	5.1	8.9	142	197	1.9	6.7	52	**126	4.1	4.3	115
LADIES' HOME JOURNAL	11918	1040	15.8	8.7	107	783	15.4	6.6	104	1914	18.2	16.1	124	415	13.6	3.5	93
LHJ FAMILY GRP COMBO(GROSS)	16764	1382	21.0	8.2	102	1225	24.0	7.3	116	2750	26.1	16.4	126	554	18.2	3.3	88
LIFE	4254	382	5.8	9.0	111	404	7.9	9.5	151	547	5.2	12.9	99	**215	7.1	5.1	135
L.A. TIMES HOME MAGAZINE	1145	**78	1.2	6.8	84	**15	0.3	1.3	21	**187	1.8	16.3	126	**18	0.6	1.6	42
MADEMOISELLE	2884	**224	3.4	7.8	96	**258	5.1	8.9	142	271	2.6	9.4	72	**158	5.2	5.5	146
MC CALL'S	13460	1251	19.0	9.3	114	1002	19.6	7.4	118	2105	20.0	15.6	120	601	19.8	4.5	119
MC CALL'S/WRK MOTHER (GROSS)	14606	1358	20.6	9.3	114	1129	22.1	7.7	123	2295	21.8	15.7	121	679	22.3	4.6	124
MECHANIX ILLUSTRATED	772	**129	2.0	16.7	206	**46	0.9	6.0	95	**187	1.8	24.2	186	**26	0.9	3.4	90
METROPOLITAN HOME	967	**97	1.5	10.0	124	**53	1.0	5.5	87	**129	1.2	13.3	103	**58	1.9	6.0	160
MONEY	1588	**133	2.0	8.4	103	**169	3.3	10.6	169	**269	2.6	16.9	130	**33	1.1	2.1	55
MOTHER EARTH NEWS	1002	**96	1.5	9.6	118	**83	1.6	8.3	132	**189	1.8	18.9	145	**42	1.4	4.2	112
MS.	825	**62	0.9	7.5	93	**77	1.5	9.3	148	**135	1.3	16.4	126	**61	2.0	7.4	197
NATIONAL ENQUIRER	10336	875	13.3	8.5	104	877	17.2	8.5	135	1259	12.0	12.2	94	477	15.7	4.6	123
NATIONAL GEOGRAPHIC	9597	779	11.8	8.1	100	513	10.1	5.3	85	1574	15.0	16.4	126	389	12.8	4.1	108
NATIONAL SUNDAY MAGAZINE PKG	49558	4271	64.9	8.6	106	3103	60.8	6.3	99	7092	67.4	14.3	110	1837	60.4	3.7	99
NATURAL HISTORY	573	**62	0.9	10.8	133	**59	1.2	10.3	164	**48	0.5	8.4	64	**15	0.5	2.6	70
NEW WOMAN	1699	**164	2.5	9.7	119	**109	2.1	6.4	102	**234	2.2	13.8	106	**39	1.3	2.3	61
NEW YORK INCLUDING CUE	443	**68	1.0	15.3	189	**31	0.6	7.0	111	**51	0.5	11.5	89	**13	0.4	2.9	78
THE NEW YORKER	1270	**200	3.0	15.7	194	**36	0.7	2.8	45	**172	1.6	13.5	104	**32	1.1	2.5	67
NEWSWEEK	6277	593	9.0	9.4	116	401	7.9	6.4	101	933	8.9	14.9	114	**217	7.1	3.5	92
THE N.Y. TIMES DAILY EDITION	1205	**123	1.9	10.2	126	**13	0.3	1.1	17	**196	1.9	16.3	125	**21	0.7	1.7	46
THE N.Y. TIMES MAGAZINE	2081	**140	2.1	6.7	83	**26	0.5	1.2	20	361	3.4	17.3	134	**38	1.2	1.8	49
OMNI	788	**55	0.8	7.0	86	**54	1.1	6.9	109	**85	0.8	10.8	83	**21	0.7	2.7	71
ON CABLE	1158	**146	2.2	12.6	155	**156	3.1	13.5	214	**277	2.6	23.9	184	**48	1.6	4.1	110
1001 HOME IDEAS	2852	**224	3.4	7.9	97	**236	4.6	8.3	131	554	5.3	19.4	150	**61	2.0	2.1	57
ORGANIC GARDENING	1658	**160	2.4	9.7	119	**130	2.5	7.8	125	352	3.3	21.2	163	**58	1.9	3.5	93
OUTDOOR LIFE	896	**89	1.4	9.9	122	**117	2.3	13.1	207	**154	1.5	17.2	132	**52	1.7	5.8	155
PARADE MAGAZINE	24275	2115	32.2	8.7	107	1614	31.6	6.6	106	3520	33.5	14.5	112	910	29.9	3.7	100

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	TOTAL B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6577	100.0	8.1	100	5100	100.0	6.3	100	10519	100.0	13.0	100	3041	100.0	3.8	100
PARENTS	3845	446	6.8	11.6	143	510	10.0	13.3	211	607	5.8	15.8	122	*162	5.3	4.2	112
PENTHOUSE	831	**69	1.0	8.3	102	**79	1.5	9.5	151	**86	0.8	10.3	80	**75	2.5	9.0	240
PEOPLE	11645	1026	15.6	8.8	108	890	17.5	7.6	121	1618	15.4	13.9	107	421	13.8	3.6	96
PLAYBOY	2006	*160	2.4	8.0	98	*192	3.8	9.6	152	276	2.6	13.8	106	**69	2.3	3.4	92
POPULAR HOT RODDING	297	**30	0.5	10.1	124	**23	0.5	7.7	123	**39	0.4	13.1	101	**36	1.2	12.1	323
POPULAR MECHANICS	1018	**130	2.0	12.8	157	**36	0.7	3.5	56	*265	2.5	26.0	200	**37	1.2	3.6	97
POPULAR SCIENCE	878	**102	1.6	11.6	143	**37	0.7	4.2	67	*197	1.9	22.4	173	**64	2.1	7.3	194
PREVENTION	3913	437	6.6	11.2	138	*225	4.4	5.8	91	732	7.0	18.7	144	*182	6.0	4.7	124
PSYCHOLOGY TODAY	1710	**83	1.3	4.9	60	*114	2.2	6.7	106	*256	2.4	15.0	115	**33	1.1	1.9	51
READER'S DIGEST	22204	1933	29.4	8.7	107	1485	29.1	6.7	106	3524	33.5	15.9	122	834	27.4	3.8	100
REDBOOK	7684	684	10.4	8.9	110	667	13.1	8.7	138	1189	11.3	15.5	119	292	9.6	3.8	101
ROAD & TRACK	410	**37	0.6	9.0	111	**38	0.7	9.3	147	**75	0.7	18.3	141	**35	1.2	8.5	227
ROLLING STONE	969	**82	1.2	8.5	104	*101	2.0	10.4	166	*161	1.5	16.6	128	**58	1.9	6.0	159
RUNNER'S WORLD	298	*16	0.2	5.4	66	**30	0.6	10.1	160	*34	0.3	11.4	88	*22	0.7	7.4	197
SATURDAY EVENING POST	1169	**90	1.4	7.7	95	**84	1.6	7.2	114	*199	1.9	17.0	131	**71	2.3	6.1	162
SCIENCE 84	587	**36	0.5	6.1	76	**35	0.7	6.0	95	*34	0.3	5.8	45	*113	0.4	2.2	59
SCIENCE DIGEST	482	**45	0.7	9.3	115	**42	0.8	8.7	138	*76	0.7	15.8	121	*17	0.6	3.5	94
SCIENTIFIC AMERICAN	594	**91	1.4	15.3	189	*31	0.6	5.2	83	*100	1.0	16.8	130	*23	0.8	3.9	103
SELF	2089	*145	2.2	6.9	85	*189	3.7	9.0	144	*147	1.4	7.0	54	*56	1.8	2.7	71
SEVENTEEN	2411	*173	2.6	7.2	88	*216	4.2	9.0	142	287	2.7	11.9	92	*91	3.0	3.8	101
SKI	480	**31	0.5	6.5	80	**29	0.6	6.0	96	*54	0.5	11.3	87	*9	0.3	1.9	50
SMITHSONIAN	2760	371	5.6	13.4	166	*171	3.4	6.2	98	445	4.2	16.1	124	*76	2.5	2.8	73
SOAP OPERA DIGEST	3013	278	4.2	9.2	114	222	4.4	7.4	117	338	3.2	11.2	86	*127	4.2	4.2	112
SOUTHERN LIVING	4184	395	6.0	9.4	116	*196	3.8	4.7	74	432	4.1	10.3	79	*203	6.7	4.9	129
SPORT	559	**66	1.0	11.8	145	**65	1.3	11.6	185	*44	0.4	7.9	61	*36	1.2	6.4	172
THE SPORTING NEWS	436	**52	0.8	11.9	147	**32	0.6	7.3	117	*85	0.8	19.5	150	*18	0.6	4.1	110
SPORTS AFIELD	493	**58	0.9	11.8	145	*52	1.0	10.5	167	*55	0.5	11.2	86	*50	1.6	10.1	270
SPORTS ILLUSTRATED	2758	*183	2.8	6.6	82	241	4.7	8.7	139	411	3.9	14.9	115	*80	2.6	2.9	77
STAR	7456	762	11.6	10.2	126	672	13.2	9.0	143	914	8.7	12.3	94	381	12.5	5.1	136
SUNDAY	24936	2008	30.5	8.1	99	1365	26.8	5.5	87	3694	35.1	14.8	114	807	26.5	3.2	86
SUNSET	2124	**186	2.8	8.8	108	*148	2.9	7.0	111	*302	2.9	14.2	109	*72	2.4	3.4	90
TV GUIDE	21661	1959	29.8	9.0	111	1571	30.8	7.3	115	2769	26.3	12.8	98	778	25.6	3.6	96
TENNIS	550	**68	1.0	12.4	152	*37	0.7	6.7	107	*60	0.6	10.9	84	*16	0.5	2.9	77
TIME	8880	817	12.4	9.2	113	616	12.1	6.9	110	1321	12.6	14.9	115	286	9.4	3.2	86
TOWN & COUNTRY	917	**114	1.7	12.4	153	*74	1.5	8.1	128	*123	1.2	13.4	103	*29	1.0	3.2	84
TRAVEL & LEISURE	972	*157	2.4	16.2	199	*37	0.7	3.8	60	*203	1.9	20.9	161	*36	1.2	3.7	99
TRUE STORY	3356	*255	3.9	7.6	94	408	8.0	12.2	193	392	3.7	11.7	90	*229	7.5	6.8	182
U.S. NEWS & WORLD REPORT	3410	369	5.6	10.8	133	*248	4.9	7.3	115	459	4.4	13.5	104	*69	2.3	2.0	54
USA TODAY	1759	*156	2.4	8.9	109	*101	2.0	5.7	91	316	3.0	18.0	138	*70	2.3	4.0	106
US	1873	*271	4.1	14.5	178	*261	5.1	13.9	221	317	3.0	16.9	130	*83	2.7	4.4	118
VOGUE	3909	333	5.1	8.5	105	325	6.4	8.3	132	432	4.1	11.1	85	*188	6.2	4.8	128
MALL STREET JOURNAL	1886	*141	2.1	7.5	92	*78	1.5	4.1	66	*317	3.0	16.8	129	*98	3.2	5.2	138
WEIGHT WATCHERS	2120	*208	3.2	9.8	121	*161	3.2	7.6	121	335	3.2	15.8	122	*81	2.7	3.8	102
WOMAN'S DAY	14172	1293	19.7	9.1	112	1081	21.2	7.6	121	2214	21.0	15.6	120	647	21.3	4.6	122
WORKING MOTHER	1146	*108	1.6	9.4	116	*127	2.5	11.1	176	*189	1.8	16.5	127	*78	2.6	6.8	181
WORKING WOMAN	1322	*119	1.8	9.0	111	*120	2.4	9.1	144	*195	1.9	14.8	114	*54	1.8	4.1	109
WORLD TENNIS	*163	*21	0.3	12.9	159	*13	0.3	8.0	127	*13	0.1	8.0	61	*16	0.5	9.8	261
ZIFF-DAVIS MAG NETWK (GROSS)	2532	280	4.3	11.1	136	*222	4.4	8.8	139	353	3.4	13.9	107	*176	5.8	7.0	185
BLAIR INSERTS	43657	3759	57.2	8.6	106	2651	52.0	6.1	96	6281	59.7	14.4	111	1462	48.1	3.3	89
DAILY NEWSPAPERS																	
READ ANY	51633	4372	66.5	8.5	104	3095	60.7	6.0	95	7219	68.6	14.0	108	1889	62.1	3.7	97
READ ONE	43463	3680	56.0	8.5	104	2674	52.4	6.2	98	6147	58.4	14.1	109	1679	55.2	3.9	103
READ TWO OR MORE	8170	692	10.5	8.5	104	421	8.3	5.2	82	1072	10.2	13.1	101	210	6.9	2.6	68
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4480	68.1	8.5	105	3206	62.9	6.1	97	7369	70.1	14.0	108	1888	62.1	3.6	95
READ ONE	46126	3950	60.1	8.6	105	2766	54.2	6.0	95	6312	60.0	13.7	105	1723	56.7	3.7	99
READ TWO OR MORE	6552	530	8.1	8.1	100	439	8.6	6.7	106	1057	10.0	16.1	124	*166	5.5	2.5	67
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	25.88				33.05				29.19				30.33			
30 DAY REACH	71455	5946	90.4	8.3	102	4613	90.5	6.5	103	9284	88.3	13.0	100	2731	89.8	3.8	102
50 SHWG - 30 DAY AV FREQ	14.56	13.50				17.42				15.23				15.80			
30 DAY REACH	67742	5705	86.7	8.4	104	4396	86.2	6.5	103	8939	85.0	13.2	102	2636	86.7	3.9	104
25 SHWG - 30 DAY AV FREQ	7.94	7.26				9.30				8.26				8.61			
30 DAY REACH	62117	5295	80.5	8.5	105	4138	81.1	6.7	106	8252	78.4	13.3	102	2420	79.6	3.9	104
CABLE TV: HOME WIRED	32077	2699	41.0	8.4	104	2240	43.9	7.0	111	4419	42.0	13.8	106	1406	46.2	4.4	117
HOME NOT WIRED	48909	3878	59.0	7.9	98	2859	56.1	5.8	93	6100	58.0	12.5	96	1635	53.8	3.3	89
HAVE PAY CABLE	15935	1387	21.1	8.7	107	1259	24.7	7.9	125	2373	22.6	14.9	115	804	26.4	5.0	134

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	%	'000	%	%	%	'000	%	%	%	'000	%	%	%
TOTAL FEMALE HOMEMAKERS	80986	6577	100.0	8.1	100	5100	100.0	6.3	100	10519	100.0	13.0	100	3041	100.0	3.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3499	53.2	8.0	98	2745	53.8	6.2	99	6178	58.7	14.1	108	1944	63.9	4.4	118
10:00 AM - 3:00 PM	30659	2651	40.3	8.6	106	2210	43.3	7.2	114	4477	42.6	14.6	112	1312	43.1	4.3	114
3:00 PM - 7:00 PM	31045	2739	41.6	8.8	109	2213	43.4	7.1	113	4701	44.7	15.1	117	1356	44.6	4.4	116
7:00 PM - MIDNIGHT	15767	1227	18.7	7.8	96	915	17.9	5.8	92	2204	21.0	14.0	108	662	21.8	4.2	112
MIDNIGHT - 6:00 AM	9120	847	12.9	9.3	114	485	9.5	5.3	84	1294	12.3	14.2	109	336	11.0	3.7	98
6:00 AM - MIDNIGHT	58527	4957	75.4	8.5	104	3759	73.7	6.4	102	8135	77.3	13.9	107	2476	81.4	4.2	113
ENTIRE DAY	59311	5103	77.6	8.6	106	3822	74.9	6.4	102	8300	78.9	14.0	108	2494	82.0	4.2	112
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1364	20.7	8.4	104	1214	23.8	7.5	119	2728	25.9	16.9	130	765	25.2	4.7	126
ALL NEWS	2256	*191	2.9	8.5	104	**80	1.6	3.5	56	278	2.6	12.3	95	**45	1.5	2.0	53
AOR/PROGRESSIVE	3874	248	3.8	6.4	79	*224	4.4	5.8	92	465	4.4	12.0	92	*145	4.8	3.7	100
BEAUTIFUL MUSIC	5660	581	8.8	10.3	126	*249	4.9	4.4	70	810	7.7	14.3	110	*199	6.5	3.5	94
BLACK	2204	*170	2.6	7.7	95	*211	4.1	9.6	152	*143	1.4	6.5	50	**107	3.5	4.9	129
CLASSICAL	1418	**118	1.8	8.3	102	**29	0.6	2.0	32	**117	1.1	8.3	64	**49	1.6	3.5	92
CHR/ROCK	9538	835	12.7	8.8	108	883	17.3	9.3	147	1193	11.3	12.5	96	436	14.3	4.6	122
COUNTRY	12648	940	14.3	7.4	92	820	16.1	6.5	103	1570	14.9	12.4	96	625	20.6	4.9	132
GOLDEN OLDIES	1191	**147	2.2	12.3	152	**35	0.7	2.9	47	**166	1.6	13.9	107	**44	1.4	3.7	98
MOR/NOSTALGIA	4757	376	5.7	7.9	97	*183	3.6	3.8	61	742	7.1	15.6	120	*170	5.6	3.6	95
NEWS/TALK	3853	390	5.9	10.1	124	**114	2.2	3.0	47	632	6.0	16.4	126	**86	2.8	2.2	59
RELIGIOUS	3084	*207	3.1	6.7	83	*144	2.8	4.7	74	488	4.6	15.8	122	**103	3.4	3.3	89
SOFT ROCK	521	**67	1.0	12.9	158	**68	1.3	13.1	207	**88	0.8	16.9	130	**71	2.3	13.6	363
URBAN CONTEMPORARY	1585	**89	1.4	5.6	69	*130	2.5	8.2	130	*113	1.1	7.1	55	**42	1.4	2.6	71
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	246	3.7	7.5	93	383	7.5	11.7	187	389	3.7	11.9	92	*198	6.5	6.1	162
ABC DIRECTION	2316	*213	3.2	9.2	113	**110	2.2	4.7	75	*258	2.5	11.1	86	**123	4.0	5.3	141
ABC ENTERTAINMENT	4634	401	6.1	8.3	102	342	6.7	7.1	112	724	6.9	15.0	115	*228	7.5	4.7	126
ABC FM	2202	*189	2.9	8.6	106	*163	3.2	7.4	118	*211	2.0	9.6	74	**121	4.0	5.5	146
ABC INFORMATION	5425	593	9.0	10.9	135	*241	4.7	4.4	71	836	7.9	15.4	119	*175	5.8	3.2	86
ABC ROCK	1677	**107	1.6	6.4	79	**142	2.8	8.5	134	*223	2.1	13.3	102	**79	2.6	4.7	125
CBS	4430	441	6.7	10.0	123	*142	2.8	3.2	51	749	7.1	16.9	130	*192	6.3	4.3	115
MUTUAL	4992	333	5.1	6.7	82	310	6.1	6.2	99	925	8.8	18.5	143	*158	5.2	3.2	84
NBC	4679	362	5.5	7.7	95	*218	4.3	4.7	74	838	8.0	17.9	138	*221	7.3	4.7	126
RADIORADIO	1994	*157	2.4	7.9	97	*121	2.4	6.1	96	339	3.2	17.0	131	**59	1.9	3.0	79
RKO ONE	2298	*197	3.0	8.6	106	*138	2.7	6.0	95	*207	2.0	9.0	69	*145	4.8	6.3	168
RKO TWO	3311	294	4.5	8.9	109	*234	4.6	7.1	112	435	4.1	13.1	101	**96	3.2	2.9	77
THE SOURCE	2114	*155	2.4	7.3	90	**104	2.0	4.9	78	333	3.2	15.8	121	**120	3.9	5.7	151
NON-WIRED : BLAIR	8654	809	12.3	9.3	115	601	11.8	6.9	110	1223	11.6	14.1	109	516	17.0	6.0	159
INTERNET	12025	985	15.0	8.2	101	837	16.4	7.0	111	1605	15.3	13.3	103	534	17.6	4.4	118
KATZ RADIO GROUP	15359	1291	19.6	8.4	104	891	17.5	5.8	92	2387	22.7	15.5	120	581	19.1	3.8	101
SUPERNET	10628	970	14.7	9.1	112	714	14.0	6.7	107	1272	12.1	12.0	92	443	14.6	4.2	111
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	708	10.8	8.2	101	572	11.2	6.6	105	1010	9.6	11.7	90	311	10.2	3.6	96
WKDAY 9:00 AM - 1:00 PM	12163	996	15.1	8.2	101	865	17.0	7.1	113	1230	11.7	10.1	78	458	15.1	3.8	100
WKDAY 1:00 PM - 4:30 PM	16150	1346	20.5	8.3	103	1220	23.9	7.6	120	1707	16.2	10.6	81	636	20.9	3.9	105
WKDAY 4:30 PM - 7:30 PM	22463	1869	28.4	8.3	102	1342	26.3	6.0	95	2600	24.7	11.6	89	848	27.9	3.8	101
WKDAY 7:30 PM - 8:00 PM	31795	2526	38.4	7.9	98	1870	36.7	5.9	93	3894	37.0	12.2	94	1124	37.0	3.5	94
WKDAY 11:00 PM - 11:30 PM	23977	1869	28.4	7.8	96	1504	29.5	6.3	100	3186	30.3	13.3	102	871	28.6	3.6	97
WKDAY 11:30 PM - 1:00 AM	7703	702	10.7	9.1	112	549	10.8	7.1	113	1052	10.0	13.7	105	329	10.8	4.3	114
M-SAT 8-11 PM-SUN 7-11 PM	33800	2807	42.7	8.3	102	2126	41.7	6.3	100	4360	41.4	12.9	99	1274	41.9	3.8	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	621	9.4	9.5	117	546	10.7	8.4	133	787	7.5	12.0	93	286	9.4	4.4	116
ANOTHER WORLD	N 4620	339	5.2	7.3	90	354	6.9	7.7	122	423	4.0	9.2	70	*175	5.8	3.8	101
AS THE WORLD TURNS	C 5614	477	7.3	8.5	105	391	7.7	7.0	111	522	5.0	9.3	72	225	7.4	4.0	107
CAPITOL	C 3396	312	4.7	9.2	113	265	5.2	7.8	124	330	3.1	9.7	75	163	5.4	4.8	128
CBS MORN. NEWS 1	C 1446	*111	1.7	7.7	95	*77	1.5	5.3	85	187	1.8	12.9	100	*55	1.8	3.8	101
CBS MORN. NEWS 2	C 1207	*84	1.3	7.0	86	*49	1.0	4.1	64	106	1.0	8.8	68	*53	1.7	4.4	117
DAYS OF OUR LIVES	N 5877	414	6.3	7.0	87	444	8.7	7.6	120	639	6.1	10.9	84	274	9.0	4.7	124
FACTS OF LIFE - DAYTIME	N 2290	199	3.0	8.7	107	211	4.1	9.2	146	193	1.8	8.4	65	*61	2.0	2.7	71
FAMILY FEUD	A 3023	241	3.7	8.0	98	153	3.0	5.1	80	261	2.5	8.6	66	*109	3.6	3.6	96
GENERAL HOSPITAL	A 6097	483	7.3	7.9	98	459	9.0	7.5	120	626	6.0	10.3	79	197	6.5	3.2	86
GOOD MORNING, AMERICA-730A	A 3515	318	4.8	9.0	111	171	3.4	4.9	77	536	5.1	15.2	117	*102	3.4	2.9	77
GOOD MORNING, AMERICA-830A	A 2818	279	4.2	9.9	122	136	2.7	4.8	77	383	3.6	13.6	105	*76	2.5	2.7	72
GUIDING LIGHT	C 5339	524	8.0	9.8	121	423	8.3	7.9	126	543	5.2	10.2	78	253	8.3	4.7	126
ONE LIFE TO LIVE	A 4478	337	5.1	7.5	93	355	7.0	7.9	126	489	4.6	10.9	84	187	6.1	4.2	111
PRESS YOUR LUCK	C 2244	208	3.2	9.3	114	126	2.5	5.6	89	270	2.6	12.0	93	*88	2.9	3.9	104
PRICE IS RIGHT 1	C 4348	370	5.6	8.5	105	276	5.4	6.3	101	391	3.7	9.0	69	217	7.1	5.0	133
PRICE IS RIGHT 2	C 5014	407	6.2	8.1	100	328	6.4	6.5	104	498	4.7	9.9	76	231	7.6	4.6	123
RYAN'S HOPE	A 3150	278	4.2	8.8	109	295	5.8	9.4	149	320	3.0	10.2	78	172	5.7	5.5	145
SALE OF THE CENTURY																	

BREAKFAST CEREALS (COLD): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL	TRIX				WHEATIES				OTHER POST CEREALS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	'000	% DOWN	% ACROSS	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALE HOMEMAKERS		80986	6577	100.0	8.1	100	5100	100.0	6.3	100	10519	100.0	13.0	100	3041	100.0	3.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2159	32.8	8.3	102	1183	23.2	4.5	72	3099	29.5	11.9	92	874	28.7	3.4	89
NETWORK AFFILIATES - LATE		20261	1545	23.5	7.6	94	1209	23.7	6.0	95	2600	24.7	12.8	99	723	23.8	3.6	95
INDEPENDENTS - LATE		2076	225	3.4	10.8	133	89	1.7	4.3	68	326	3.1	15.7	121	*69	2.3	3.3	89
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	M	10453	917	13.9	8.8	108	756	14.8	7.2	115	1361	12.9	13.0	100	394	13.0	3.8	100
ABC MONDAY NIGHT MOVIE	A	6412	587	8.9	9.2	113	364	7.1	5.7	90	933	8.9	14.6	112	270	8.9	4.2	112
ABC SUNDAY NIGHT MOVIE	A	12407	1118	17.0	9.0	111	770	15.1	6.2	99	1577	15.0	12.7	98	417	13.7	3.4	90
ABC WORLD NEWS TONIGHT	A	6176	502	7.6	8.1	100	275	5.4	4.5	71	817	7.8	13.2	102	188	6.2	3.0	81
AFTERMASH	C	5863	421	6.4	7.2	88	*281	5.5	4.8	76	738	7.0	12.6	97	*279	9.2	4.8	122
ALICE	C	9594	878	13.3	9.2	113	471	9.2	4.9	78	1142	10.9	11.9	92	417	13.7	4.3	116
AMERICAN PARADE	C	6622	470	7.1	7.1	87	343	6.7	5.2	82	885	8.4	13.4	103	270	8.9	4.1	109
BENSON	A	10886	803	12.2	7.4	91	581	11.4	5.3	85	1421	13.5	13.1	100	378	12.4	3.5	92
BLUE THUNDER	A	5036	427	6.5	8.5	104	302	5.9	6.0	95	734	7.0	14.6	112	*222	7.3	4.4	117
CAGNEY & LACEY	C	9965	764	11.6	7.7	94	701	13.7	7.0	112	1384	13.2	13.9	107	406	13.4	4.1	109
CBS EVENING NEWS-DEAN	C	3491	309	4.7	8.9	109	*778	1.5	2.2	35	488	4.6	14.0	108	*114	3.7	3.3	87
CBS EVENING NEWS-RATHER	C	7123	567	8.6	8.0	98	301	5.9	4.2	67	824	7.8	11.6	89	253	8.3	3.6	95
CBS SAT. NEWS-SCHIEFFER	C	3621	239	3.6	6.6	81	113	2.2	3.1	50	304	2.9	8.4	65	102	3.4	2.8	75
CBS SATURDAY NIGHT MOVIE	C	5436	480	7.3	8.8	109	418	8.2	7.7	122	710	6.7	13.1	101	181	6.0	3.3	89
CBS WEDNESDAY NIGHT MOVIE	C	6100	448	6.8	7.3	90	347	6.8	5.7	90	773	7.3	12.7	98	279	9.2	4.6	122
CHEERS	N	8889	733	11.1	8.2	102	666	13.1	7.5	119	1275	12.1	14.3	110	311	10.2	3.5	93
DALLAS	C	22109	1828	27.8	8.3	102	1196	23.5	5.4	86	2770	26.3	12.5	96	985	32.4	4.5	119
DIFF'RENT STROKES	N	6940	483	7.3	7.0	86	398	7.8	5.7	91	722	6.9	10.4	80	*218	7.2	3.1	84
DOUBLE TROUBLE	N	7223	557	8.5	7.7	95	476	9.3	6.6	105	995	9.5	13.8	106	256	8.4	3.5	94
DUCK FACTORY	N	5595	461	7.0	8.2	101	406	8.0	7.3	115	833	7.9	14.9	115	*205	6.7	3.7	98
DUKES OF HAZZARD	C	5768	436	6.6	7.6	93	446	8.7	7.7	123	666	6.3	11.5	89	315	10.4	5.5	145
DYNASTY	A	20053	1516	23.1	7.6	93	1426	28.0	7.1	113	2143	20.4	10.7	82	788	25.9	3.9	105
FACTS OF LIFE	N	8087	720	10.9	8.9	110	570	11.2	7.0	112	1057	10.0	13.1	101	355	11.7	4.4	117
FALCON CREST	C	20046	1548	23.5	7.7	95	1046	20.5	5.2	83	2449	23.3	12.2	94	875	28.8	4.4	116
FALL GUY	A	9084	790	12.0	8.7	107	750	14.7	8.3	131	996	9.5	11.0	84	459	15.1	5.1	135
FAMILY TIES	N	7964	733	11.1	9.2	113	576	11.3	7.2	115	1055	10.0	13.2	102	*223	7.3	2.8	75
FANTASY ISLAND	A	7687	622	9.5	8.1	100	460	9.0	6.0	95	852	8.1	11.1	85	293	9.6	3.8	102
FOULUPS, BLEEPES & BLUNDERS	A	8861	774	11.8	8.7	108	651	12.8	7.3	117	1170	11.1	13.2	102	307	10.1	3.5	92
FOUR SEASONS	C	5095	391	5.9	7.7	94	*217	4.3	4.3	68	690	6.6	13.5	104	*271	8.9	5.3	142
GIMME A BREAK	N	8838	652	9.9	7.4	91	566	11.1	6.4	102	948	9.0	10.7	83	244	8.0	2.8	74
HART TO HART	A	8978	663	10.1	7.4	91	452	8.9	5.0	80	1096	10.4	12.2	94	295	9.7	3.3	88
HILL STREET BLUES	N	8590	706	10.7	8.2	101	645	12.6	7.5	119	1308	12.4	15.2	117	414	13.6	4.8	128
HOTEL	A	14085	1036	15.8	7.4	91	908	17.8	6.4	102	1665	15.8	11.8	91	647	21.3	4.6	122
JEFFERSONS	C	9360	846	12.9	9.0	111	521	10.2	5.6	88	1141	10.8	12.2	94	429	14.1	4.6	122
JENNIFER SLEPT HERE	N	5841	365	5.5	6.2	77	397	7.8	6.8	108	648	6.2	11.1	85	*169	5.6	2.9	77
KATE & ALLIE	C	9206	689	10.5	7.5	92	503	9.9	5.5	87	1298	12.3	14.1	109	448	14.7	4.9	130
KNIGHT RIDER	N	7076	491	7.5	6.9	85	421	8.3	5.9	94	769	7.3	10.9	84	322	10.6	4.6	121
LOVE BOAT	A	12219	814	12.4	6.7	82	527	10.3	4.3	68	1225	11.6	10.0	77	465	15.3	3.8	101
MAGNUM PI	C	11199	826	12.6	7.4	91	842	16.5	7.5	119	1338	12.7	11.9	92	473	15.6	4.2	112
MAMA'S FAMILY	N	6057	513	7.8	8.5	104	363	7.1	6.0	95	828	7.9	13.7	105	*227	7.5	3.7	100
MASTER, THE	N	3598	286	4.3	7.9	98	285	5.6	7.9	126	429	4.1	11.9	92	*139	4.6	3.9	103
MATT HOUSTON	A	6344	518	7.9	8.2	101	471	9.2	7.4	118	917	8.7	14.5	111	258	8.5	4.1	108
NBC MONDAY NIGHT MOVIE	N	11994	941	14.3	7.8	97	924	18.1	7.7	122	1496	14.2	12.5	96	390	12.8	3.3	87
NBC NIGHTLY NEWS	N	5132	383	5.8	7.5	92	272	5.3	5.3	84	579	5.5	11.3	87	181	6.0	3.5	94
NBC NIGHTLY NEWS-SAT	N	3375	235	3.6	7.0	86	*213	4.2	6.3	100	312	3.0	9.2	71	*119	3.9	3.5	94
NBC NIGHTLY NEWS-SUN	N	3130	197	3.0	6.3	78	*183	3.6	5.8	93	306	2.9	9.8	75	*143	4.7	4.6	122
NBC SUNDAY NIGHT MOVIE	N	8284	725	11.0	8.8	108	687	13.5	8.3	132	1021	9.7	12.3	95	*266	8.7	3.2	86
NEWMART	C	9240	688	10.5	7.4	92	548	10.7	5.9	94	1286	12.2	13.9	107	430	14.1	4.7	124
ONE DAY AT A TIME	C	7288	554	8.4	7.6	94	530	10.4	7.3	115	858	8.2	11.8	91	307	10.1	4.2	112
PEOPLE ARE FUNNY	N	4855	398	6.1	8.2	101	300	5.9	6.2	98	709	6.7	14.6	112	*158	5.2	3.3	87
REAL PEOPLE	N	8869	614	9.3	6.9	85	442	8.7	5.0	79	1109	10.5	12.5	96	349	11.5	3.9	105
REMINGTON STEELE	N	7743	634	9.6	8.2	101	472	9.3	6.1	97	1121	10.7	14.5	111	308	10.1	4.0	106
RIPLEY'S BELIEVE IT - NOT	A	5345	565	8.6	10.6	130	482	9.5	9.0	143	693	6.6	13.0	100	304	10.0	5.7	151
RIPTIDE	N	6988	519	7.9	7.4	91	492	9.6	7.0	112	834	7.9	11.9	92	293	9.6	4.2	112
SCARECROW & MRS. KING	C	10002	811	12.3	8.1	100	526	10.3	5.3	84	1340	12.7	13.4	103	453	14.9	4.5	121
SIMON & SIMON	C	10638	864	13.1	8.1	100	887	17.4	8.3	132	1485	14.1	14.0	107	433	14.2	4.1	108
60 MINUTES	C	13293	1054	16.0	7.9	98	449	8.8	3.4	54	1782	16.9	13.4	103	450	14.8	3.4	90
ST. ELSEWHERE	N	7017	596	9.1	8.5	105	515	10.1	7.3	117	992	9.4	14.1	109	249	8.2	3.5	95
THREE'S COMPANY	A	10917	772	11.7	7.1	87	677	13.3										

BREAKFAST CEREALS (HOT)

BASE = FEMALE HOMEOWNERS (80986)

QUESTIONNAIRE PAGE H-1

'000	%	UNWEIGHTED
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2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?

YES	57028	70.4	6500
NO	23958	29.6	2935

ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
'000	%	'000	%	'000	%	'000	%	

IF YES

2B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?

AUNT JEMIMA GRITS	6008	7.4	1179	1.5	4003	4.9	826	1.0	689
COCOAHEATS	2045	2.5	194	.2	1284	1.6	567	.7	232
CREAM OF RICE	5708	7.0	485	.6	3853	4.8	1370	1.7	643
FARINA	3575	4.4	335	.4	2464	3.0	776	1.0	447
H.O. INSTANT OATMEAL	3439	4.2	687	.8	2333	2.9	419	.5	398
H.O. OATS	1650	2.0	168	.2	1145	1.4	337	.4	178
MALT-O-MEAL	6642	8.2	552	.7	4301	5.3	1789	2.2	753
MAYPO	1811	2.2	220	.3	969	1.2	622	.8	203
NABISCO CREAM OF WHEAT	13704	16.9	1094	1.4	9383	11.6	3227	4.0	1516
NABISCO MIX'N EAT	1070	1.3	59	.1	606	.7	405	.5	122
QUAKER INSTANT OATMEAL	18343	22.6	5555	6.9	10730	13.2	2058	2.5	2028
QUICK QUAKER OATS	20195	24.9	4903	6.1	12801	15.8	2491	3.1	2321
OLD FASHIONED QUAKER OATS	12270	15.2	2548	3.1	7353	9.1	2369	2.9	1323
QUAKER GRITS	8179	10.1	1724	2.1	5026	6.2	1430	1.8	930
OTHER QUAKER	1676	2.1	354	.4	692	.9	630	.8	191
3-MINUTE OATS	4945	6.1	661	.8	3350	4.1	934	1.2	508
WHEATENA	2528	3.1	144	.2	1470	1.8	913	1.1	322
OTHER BRANDS	6312	7.8	1401	1.7	3164	3.9	1747	2.2	677
DO NOT KNOW	206	.3							25

'000	%	UNWEIGHTED
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2C. ABOUT HOW MANY INDIVIDUAL PORTIONS OF HOT CEREAL WERE EATEN BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?

10 OR MORE	H	2582	3.2	279
6 - 9	H	5368	6.6	590
5	H	4044	5.0	456
4	H	5573	6.9	656
3	M	6683	8.3	762
2	M	8913	11.0	1024
1	L	6972	8.6	844
NONE	L	16894	20.9	1889

PORTIONS OF HOT BREAKFAST CEREAL: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	57028	100.0	70.4	100	17567	100.0	21.7	100	15595	100.0	19.3	100	23866	100.0	29.5	100
18 - 24	9282	6007	10.5	64.7	92	1564	8.9	16.8	78	1636	10.5	17.6	92	2807	11.8	30.2	103
25 - 34	19072	13919	24.4	73.0	104	4010	22.8	21.0	97	3600	23.1	18.9	98	6309	26.4	33.1	112
35 - 44	14591	10313	18.1	70.7	100	3465	19.7	23.7	109	2372	15.2	16.3	84	4476	18.8	30.7	104
45 - 54	11345	7919	13.9	69.8	99	2144	12.2	18.9	87	2103	13.5	18.5	96	3672	15.4	32.4	110
55 - 64	11635	8312	14.6	71.4	101	2608	14.8	22.4	103	2510	16.1	21.6	112	3193	13.4	27.4	93
65 OR OLDER	15061	10559	18.5	70.1	100	3776	21.5	25.1	116	3374	21.6	22.4	116	3410	14.3	22.6	77
18 - 34	28354	19926	34.9	70.3	100	5574	31.7	19.7	91	5236	33.6	18.5	96	9116	38.2	32.2	109
18 - 49	48339	34092	59.8	70.5	100	10036	57.1	20.8	96	8630	55.3	17.9	93	15426	64.6	31.9	108
25 - 54	45008	32150	56.4	71.4	101	9619	54.8	21.4	99	8075	51.8	17.9	93	14456	60.6	32.1	109
35 - 49	19985	14165	24.8	70.9	101	4462	25.4	22.3	103	3393	21.8	17.0	88	6310	26.4	31.6	107
50 OR OLDER	32647	22937	40.2	70.3	100	7531	42.9	23.1	106	6965	44.7	21.3	111	8440	35.4	25.9	88
GRADUATED COLLEGE	11155	7647	13.4	68.6	97	1934	11.0	17.3	80	1854	11.9	16.6	86	3859	16.2	34.6	117
ATTENDED COLLEGE	13682	9491	16.6	69.4	99	2565	14.6	18.7	86	2453	15.7	17.9	93	4473	18.7	32.7	111
GRADUATED HIGH SCHOOL	33880	24183	42.4	71.4	101	7242	41.2	21.4	99	6436	41.3	19.0	99	10505	44.0	31.0	105
DID NOT GRADUATE HIGH SCHOOL	22270	15707	27.5	70.5	100	5826	33.2	26.2	121	4853	31.1	21.8	113	5029	21.1	22.6	77
EMPLOYED	40306	27787	48.7	68.9	98	7274	41.4	18.0	83	7017	45.0	17.4	90	13496	56.5	33.5	114
EMPLOYED FULL-TIME	32850	22445	39.4	68.3	97	5751	32.7	17.5	81	5799	37.2	17.7	92	10895	45.7	33.2	113
EMPLOYED PART-TIME	7456	5342	9.4	71.6	102	1523	8.7	20.4	94	1218	7.8	16.3	85	2601	10.9	34.9	118
NOT EMPLOYED	40680	29241	51.3	71.9	102	10293	58.6	25.3	117	8578	55.0	21.1	110	10370	43.5	25.5	87
PROFESSIONAL/MANAGER	10392	6855	12.0	66.0	94	1508	8.6	14.5	67	1651	10.6	15.9	83	3696	15.5	35.6	121
TECH/CLERICAL/SALES	17574	12305	21.6	70.0	99	3122	17.8	17.8	82	2915	18.7	16.6	86	6268	26.3	37.7	121
PRECISION/CRAFT	985	691	1.2	70.2	100	**123	0.7	12.5	58	**212	1.4	21.5	112	*356	1.5	36.1	123
OTHER EMPLOYED	11354	7935	13.9	69.9	99	2520	14.3	22.2	102	2239	14.4	19.7	102	3176	13.3	28.0	95
SINGLE	9863	6088	10.7	61.7	88	1631	9.3	16.5	76	1845	11.8	18.7	97	2611	10.9	26.5	90
MARRIED	51375	37350	65.5	72.7	103	11603	66.0	22.6	104	9774	62.7	19.0	99	15973	66.9	31.1	106
DIVORCED/SEPARATED/MIDOWED	19748	13591	23.8	68.8	98	4332	24.7	21.9	101	3976	25.5	20.1	105	5283	22.1	26.8	91
PARENTS	32590	24767	43.4	76.0	108	8205	46.7	25.2	116	6194	39.7	19.0	99	10368	43.4	31.8	108
WHITE	70416	49738	87.2	70.6	100	14778	84.1	21.0	97	13122	84.1	18.6	97	21838	91.5	31.0	105
BLACK	8778	6402	11.2	72.9	104	2468	14.0	28.1	130	2278	14.6	26.0	135	1656	6.9	18.9	64
OTHER	1791	*888	1.6	49.6	70	**320	1.8	17.9	82	**195	1.3	10.9	57	**373	1.6	20.8	71
NORTHEAST-CENSUS	17786	11825	20.7	66.5	94	3628	20.7	20.4	94	2891	18.5	16.3	84	5307	22.2	29.8	101
NORTH CENTRAL	20741	15238	26.7	73.5	104	4862	27.7	23.4	108	3727	23.9	18.0	93	6649	27.9	32.1	109
SOUTH	27775	19601	34.4	70.6	100	6361	36.2	22.9	106	6533	41.9	23.5	122	6707	28.1	24.1	82
WEST	14683	10365	18.2	70.6	100	2716	15.5	18.5	85	2445	15.7	16.7	86	5204	21.8	35.4	120
NORTHEAST-MKTG.	17961	11472	20.1	63.9	91	3437	19.6	19.1	88	3056	19.6	17.0	88	4979	20.9	27.7	94
EAST CENTRAL	11885	8616	15.1	72.5	103	2780	15.8	23.4	108	2300	14.7	19.4	100	3536	14.8	29.8	101
WEST CENTRAL	14090	10518	18.4	74.6	106	3251	18.5	23.1	106	2411	15.5	17.1	89	4857	20.4	34.5	117
SOUTH	24081	17385	30.5	72.2	103	5797	33.0	24.1	111	5643	36.2	23.4	122	5945	24.9	24.7	84
PACIFIC	12969	9036	15.8	69.7	99	2301	13.1	17.7	82	2186	14.0	16.9	88	4549	19.1	35.1	119
COUNTY SIZE A	32439	21614	37.9	66.6	95	6295	35.8	19.4	89	6017	38.6	18.5	96	9302	39.0	28.7	97
COUNTY SIZE B	24915	18191	31.9	73.0	104	5870	33.4	23.6	109	4676	30.0	18.8	97	7645	32.0	30.7	104
COUNTY SIZE C	12930	9346	16.4	72.3	103	2985	17.0	23.1	106	2454	15.7	19.0	99	3907	16.4	30.2	103
COUNTY SIZE D	10703	7877	13.8	73.6	105	2417	13.8	22.6	104	2448	15.7	22.9	119	3012	12.6	28.1	95
METRO CENTRAL CITY	24518	16699	29.3	68.1	97	5731	32.6	23.4	108	4609	29.6	18.8	98	6359	26.6	25.9	98
METRO SUBURBAN	35919	25482	44.7	70.9	101	7173	40.8	20.0	92	6742	43.2	18.8	97	11568	48.5	32.2	109
NON METRO	20549	14847	26.0	72.3	103	4663	26.5	22.7	105	4245	27.2	20.7	107	5939	24.9	28.9	98
TOP 5 ADI'S	18341	11968	21.0	65.3	93	3443	19.6	18.8	87	3041	19.5	16.6	86	5484	23.0	29.9	101
TOP 10 ADI'S	25378	16560	29.0	65.3	93	4881	27.8	19.2	89	4583	29.4	18.1	94	7097	29.7	28.0	95
TOP 20 ADI'S	35488	24127	42.3	66.1	94	6990	39.8	19.2	88	6649	42.6	18.2	95	10487	43.9	28.7	98
HSULD INC. \$50,000 OR MORE	6612	4364	7.7	66.0	94	993	5.7	15.0	69	977	6.3	14.8	77	2395	10.0	36.2	123
\$40,000 OR MORE	12659	8596	15.1	67.9	96	2169	12.3	17.1	79	1901	12.2	15.0	78	4526	19.0	35.8	121
\$30,000 OR MORE	24698	17435	30.6	70.6	100	4548	25.9	18.4	85	4200	26.9	17.0	88	8687	36.4	35.2	119
\$25,000 OR MORE	32077	22703	39.8	70.8	101	6257	35.6	19.5	90	5359	34.4	16.7	87	11086	46.5	34.6	117
\$20,000 - \$24,999	9144	6454	11.3	70.6	100	1929	11.0	21.1	97	1847	11.8	20.2	105	2678	11.2	29.3	99
\$15,000 - \$19,999	8728	6007	10.5	68.8	98	1443	8.2	16.5	76	1958	12.6	22.4	116	2606	10.9	29.9	101
\$10,000 - \$14,999	12562	8760	15.4	69.7	99	3235	18.4	25.8	119	2333	15.0	18.6	96	3192	13.4	25.4	86
UNDER \$10,000	18475	13104	23.0	70.9	101	4703	26.8	25.5	117	4098	26.3	22.2	115	4303	18.0	23.3	79
HOUSEHOLD OF 1 PERSON	11987	7348	12.9	61.3	87	1827	10.4	15.2	70	2282	14.6	19.0	99	3240	13.6	27.0	92
2 PEOPLE	26577	17921	31.4	67.4	96	4913	28.0	18.5	85	5266	33.8	19.8	103	7742	32.4	29.1	99
3 OR 4 PEOPLE	30617	22777	39.9	74.4	106	7274	41.4	23.8	110	5865	37.6	19.2	99	9637	40.4	31.5	107
5 OR MORE PEOPLE	11804	8982	15.8	76.1	108	3553	20.2	30.1	139	2183	14.0	18.5	96	3247	13.6	27.5	93
NO CHILD IN HSHLD	46165	30520	53.5	66.1	94	8540	48.6	18.5	85	9038	58.0	19.6	102	12941	54.2	28.0	95
CHILD(REN) UNDER 2 YRS	5325	4179	7.3	78.5	111	1235	7.0	23.2	107	1118	7.2	21.0	109	1826	7.7	34.3	116
2 - 5 YEARS	14221	10897	19.1	76.6	109	3919	22.3	27.6	127	2875	18.4	20.2	105	4103	17.2	28.9	100
6 - 11 YEARS	15117	11686	20.5	77.3	110	4222	24.0	27.9	129	3030	19.4	20.0	104	4435	18.6	29.3	98
12 - 17 YEARS	16611	12367	21.7	74.5	106	4467	25.4	26.9	124	2820	18.1	17.0	88	5079	21.3	30.6	104
RESIDENCE OWNED	55884	40514	71.0	72.5	103	12215	69.5	21.9	101	11134	71.4	19.9	103	17166	71.9	30.7	104
VALUE: \$50,000 OR MORE	31744	22886	40.1	72.1	102	6699	38.1	21.1	97	5975	38.3	18.8	98	10212	42.8	32.2	109
VALUE: UNDER \$50,000	24140	17628	30.9	73.0	104	5516	31.4	22.9	105	5159	33.1	21.4	111	6953	29.1	28.8	98

PORTIONS OF HOT BREAKFAST CEREAL: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

			ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS				
			TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS			80986	57028	100.0	70.4	100	17567	100.0	21.7	100	15595	100.0	19.3	100	23866	100.0	29.5	100
MAGAZINES	QUINTILE 1		15799	12120	21.3	76.7	109	3539	20.1	22.4	103	3236	20.8	20.5	106	5345	22.4	33.8	115
	QUINTILE 2		17259	12480	21.9	72.3	103	3726	21.2	21.6	100	3607	23.1	20.9	109	5147	21.6	29.8	101
	QUINTILE 3		13545	9285	16.3	68.5	97	2876	16.4	21.2	98	2183	14.0	16.1	84	4226	17.7	31.2	106
	QUINTILE 4		15133	10303	18.1	68.1	97	3320	18.9	21.9	101	2752	17.6	18.2	94	4232	17.7	28.0	95
	QUINTILE 5		19250	12839	22.5	66.7	95	4106	23.4	21.3	98	3817	24.5	19.8	103	4917	20.6	25.5	87
NEWSPAPERS	QUINTILE 1		12413	8755	15.4	70.5	100	2665	15.2	21.5	99	2247	14.4	18.1	94	3844	16.1	31.0	105
	QUINTILE 2		24116	17000	29.8	70.5	100	5321	30.3	22.1	102	4579	29.4	19.0	99	7100	29.7	29.4	100
	QUINTILE 3		11261	8023	14.1	71.2	101	2655	15.1	23.6	109	1964	12.6	17.4	91	3404	14.3	30.2	103
	QUINTILE 4		20255	14343	25.2	70.8	101	3992	22.7	19.7	91	4124	26.4	20.4	106	6227	26.1	30.7	104
	QUINTILE 5		12940	8907	15.6	68.8	98	2934	16.7	22.7	105	2682	17.2	20.7	108	3291	13.8	25.4	86
OUTDOOR	QUINTILE 1		14852	10304	18.1	69.4	99	2937	16.7	19.8	91	2754	17.7	18.5	96	4614	19.3	31.1	105
	QUINTILE 2		15725	10963	19.2	69.7	99	3355	19.1	21.3	98	2832	18.2	18.0	94	4776	20.0	30.4	103
	QUINTILE 3		16330	11700	20.5	71.6	102	3630	20.7	22.2	102	3274	21.0	20.0	104	4796	20.1	29.4	100
	QUINTILE 4		16744	12074	21.2	72.1	102	4157	23.7	24.8	114	3053	19.6	18.2	95	4864	20.4	29.0	99
	QUINTILE 5		17334	11988	21.0	69.2	98	3489	19.9	20.1	93	3683	23.6	21.2	110	4816	20.2	27.8	94
RADIO-DRIVE TIME	QUINTILE 1		15911	11654	20.4	73.2	104	3814	21.7	24.0	111	3215	20.6	20.2	105	4625	19.4	29.1	99
	QUINTILE 2		14837	10469	18.4	70.6	100	3166	18.0	21.3	98	2706	17.4	18.2	95	4598	19.3	31.0	105
	QUINTILE 3		15339	10738	18.8	70.0	99	3312	18.9	21.6	100	2741	17.6	17.9	93	4684	19.6	30.5	104
	QUINTILE 4		16723	11327	19.9	67.7	96	3501	19.9	20.9	97	2871	18.4	17.2	89	4955	20.8	29.6	101
	QUINTILE 5		18176	12840	22.5	70.6	100	3774	21.5	20.8	96	4063	26.1	22.4	116	5003	21.0	27.5	93
RADIO-MID- DAY	TERCILE 1		21020	15060	26.4	71.6	102	4719	26.9	22.5	103	4230	27.1	20.1	105	6111	25.6	29.1	99
	TERCILE 2		21610	15160	26.6	70.2	100	4733	26.9	21.9	101	4162	26.7	19.3	100	6266	26.3	29.0	98
	TERCILE 3		38355	26808	47.0	69.9	99	8115	46.2	21.2	98	7204	46.2	18.8	98	11490	48.1	30.0	102
RADIO-TOTAL	QUINTILE 1		15988	11506	20.2	72.0	102	3748	21.3	23.4	108	3104	19.9	19.4	101	4654	19.5	29.1	99
	QUINTILE 2		15626	11372	19.9	72.8	103	3439	19.6	22.0	101	3416	21.9	21.9	114	4517	18.9	28.9	98
	QUINTILE 3		16723	11478	20.1	68.6	97	3346	19.0	20.0	92	2718	17.4	16.3	84	5415	22.7	32.4	110
	QUINTILE 4		16342	11361	19.9	69.5	99	3479	19.8	21.3	98	3008	19.3	18.4	96	4874	20.4	29.8	101
	QUINTILE 5		16306	11312	19.8	69.4	99	3556	20.2	21.8	101	3351	21.5	20.6	107	4406	18.5	27.0	92
TV-PRIME TIME	QUINTILE 1		15953	11601	20.3	72.7	103	3587	20.4	22.5	104	3263	20.9	20.5	106	4751	19.9	29.8	101
	QUINTILE 2		16137	11550	20.3	71.6	102	3746	21.3	23.2	107	3190	20.5	19.8	103	4614	19.3	28.6	97
	QUINTILE 3		16420	11960	21.0	72.8	103	3502	19.9	21.3	98	3091	19.8	18.8	98	5368	22.5	32.7	111
	QUINTILE 4		16687	11337	19.9	67.9	96	3420	19.5	20.5	94	3156	20.2	18.9	98	4761	19.9	28.5	97
	QUINTILE 5		15789	10580	18.6	67.0	95	3313	18.9	21.0	97	2895	18.6	18.3	95	4372	18.3	27.7	94
TV-DAYTIME	TERCILE 1		27736	20279	35.6	73.1	104	6994	39.8	25.2	116	5642	36.2	20.3	106	7643	32.0	27.6	94
	TERCILE 2		26489	18632	32.7	70.3	100	5783	32.9	21.8	101	5174	33.2	19.5	101	7675	32.2	29.0	98
	TERCILE 3		26761	18118	31.8	67.7	96	4790	27.3	17.9	83	4779	30.6	17.9	93	8548	35.8	31.9	108
TV-TOTAL	QUINTILE 1		16345	12043	21.1	73.7	105	4328	24.6	26.5	122	3328	21.3	20.4	106	4386	18.4	26.8	91
	QUINTILE 2		16447	11878	20.8	72.2	103	3622	20.6	22.0	102	3545	22.7	21.6	112	4711	19.7	28.6	97
	QUINTILE 3		15980	11465	20.1	71.7	102	3406	19.4	21.3	98	2974	19.1	18.6	97	5085	21.3	31.8	108
	QUINTILE 4		15887	10714	18.8	67.4	96	3069	17.5	19.3	89	2824	18.1	17.8	92	4821	20.2	30.3	103
	QUINTILE 5		16326	10928	19.2	66.9	95	3142	17.9	19.2	89	2924	18.7	17.9	93	4863	20.4	29.8	101
MAGAZINES-NEWSPAPERS: DUAL			20721	15191	26.6	73.3	104	4590	26.1	22.2	102	4187	26.8	20.2	105	6414	26.9	31.0	105
MAGAZINE IMPERATIVE			19186	14160	24.8	73.8	105	4250	24.2	22.2	102	3705	23.8	19.3	100	6205	26.0	32.3	110
NEWSPAPER IMPERATIVE			21899	14691	25.8	67.1	95	4844	27.6	22.1	102	3598	23.1	16.4	85	6249	26.2	28.5	97
MAGAZINES-OUTDOOR: DUAL			15451	11364	19.9	73.5	104	3324	18.9	21.5	99	2991	19.2	19.4	101	5050	21.2	32.7	111
MAGAZINE IMPERATIVE			25953	18997	33.3	73.2	104	5856	33.3	22.6	104	5265	33.8	20.3	105	7877	33.0	30.4	103
OUTDOOR IMPERATIVE			24400	16156	28.3	66.2	94	5032	28.6	20.6	95	4195	26.9	17.2	89	6929	29.0	28.4	96
MAGAZINES-RADIO: DUAL			18049	13478	23.6	74.7	106	3864	22.0	21.4	99	4064	26.1	22.5	117	5551	23.3	30.8	104
MAGAZINE IMPERATIVE			23571	16859	29.6	71.5	102	5129	29.2	21.8	100	4062	26.0	17.2	89	7668	32.1	32.5	110
RADIO IMPERATIVE			23278	15857	27.8	68.1	97	5143	29.3	22.1	102	4122	26.4	17.7	92	6592	27.6	28.3	96
MAGAZINES-TELEVISION: DUAL			15459	11733	20.6	75.9	108	3818	21.7	24.7	114	3341	21.4	21.6	112	4574	19.2	29.6	100
MAGAZINE IMPERATIVE			25829	18174	31.9	70.4	100	5049	28.7	19.5	90	4656	29.9	18.0	94	8469	35.5	32.8	111
TELEVISION IMPERATIVE			26039	18058	31.7	69.3	98	5881	33.5	22.6	104	5048	32.4	19.4	101	7130	29.9	27.4	93
NEWSPAPERS-OUTDOOR: DUAL			16605	11734	20.6	70.7	100	3431	19.5	20.7	95	3066	19.7	18.5	96	5237	21.9	31.5	107
NEWSPAPER IMPERATIVE			26834	19044	33.4	71.0	101	6234	35.5	23.2	107	5055	32.4	18.8	98	7755	32.5	28.9	98
OUTDOOR IMPERATIVE			23346	16164	28.3	69.2	98	4862	27.7	20.8	96	4481	28.7	19.2	100	6821	28.6	29.2	99
NEWSPAPERS-RADIO: DUAL			17133	12454	21.8	72.7	103	4146	23.6	24.2	112	3319	21.3	19.4	101	4990	20.9	29.1	99
NEWSPAPER IMPERATIVE			25892	17845	31.3	68.9	98	5396	30.7	20.8	96	4500	28.9	17.4	90	7949	33.3	30.7	104
RADIO IMPERATIVE			23167	16317	28.6	70.4	100	4832	27.5	20.9	96	4558	29.2	19.7	102	6927	29.0	29.9	101
NEWSPAPERS-TELEVISION: DUAL			17159	12544	22.0	73.1	104	4349	24.8	25.3	117	3367	21.6	19.6	102	4829	20.2	28.1	95
NEWSPAPER IMPERATIVE			26214	17934	31.4	68.4	97	5150	29.3	19.6	91	4503	28.9	17.2	89	8281	34.7	31.6	107
TELEVISION IMPERATIVE			23412	16733	29.3	71.5	101	5302											

PORTIONS OF HOT BREAKFAST CEREAL: USAGE IN LAST 7 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	57028	100.0	70.4	100	17567	100.0	21.7	100	15595	100.0	19.3	100	23866	100.0	29.5	100
ATLANTIC MONTHLY	415	286	0.5	68.9	98	**67	0.4	16.1	74	**75	0.5	18.1	94	*144	0.6	34.7	118
BARRON'S	453	365	0.6	81.2	115	**103	0.6	22.7	105	**61	0.4	13.8	70	*204	0.9	45.0	153
BETTER HOMES & GARDENS	16256	12204	21.4	75.1	107	2640	20.7	22.4	103	3280	21.0	20.2	105	5284	22.1	32.5	110
BON APPETIT	2535	1903	3.3	75.1	107	507	2.9	20.0	92	417	2.7	16.4	85	979	4.1	38.6	131
BUSINESS WEEK	1278	837	1.5	65.5	93	*261	1.5	20.4	94	*104	0.7	8.1	42	472	2.0	36.9	125
CAR AND DRIVER	378	*282	0.5	74.6	106	**97	0.6	25.7	118	**70	0.4	18.5	96	**115	0.5	30.4	103
CBS MAGAZINE NETWORK (GROSS)	1498	1231	2.2	82.2	117	1498	2.7	31.2	144	326	2.1	21.8	113	437	1.8	29.2	99
CHANGING TIMES	1505	1037	1.8	68.9	98	333	1.9	22.1	102	261	1.7	17.3	90	442	1.9	29.4	100
COLONIAL HOMES	1231	850	1.5	69.0	98	359	2.0	29.2	134	227	1.5	18.4	96	264	1.1	21.4	73
CONDE NAST MAG. PKG. (GROSS)	14146	9692	17.0	68.5	97	2769	15.8	19.6	90	2435	15.6	17.2	89	4488	18.8	31.7	108
CONSUMERS DIGEST	1323	1049	1.8	79.3	113	302	1.7	22.8	105	254	1.8	21.5	111	464	1.9	35.1	119
COSMOPOLITAN	7102	4862	8.5	68.5	97	1380	7.9	19.4	90	1289	8.3	18.1	94	2193	9.2	30.9	105
COUNTRY LIVING	2481	1839	3.2	74.1	105	551	3.1	22.2	102	528	3.4	21.3	111	760	3.2	30.6	104
CUISINE	1472	1055	1.8	71.7	102	305	1.7	20.7	96	252	1.7	17.5	91	492	2.1	33.4	113
CYCLE WORLD	425	352	0.6	82.8	118	*180	1.0	42.4	195	**74	0.5	17.4	90	**98	0.4	23.1	78
DCI:CREATIVE IDEAS FOR LIV	2510	1958	3.4	78.0	111	757	4.3	30.2	139	596	3.8	23.7	123	605	2.5	24.1	82
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5067	8.9	75.7	107	1775	10.1	26.5	122	1533	9.8	22.9	119	1760	7.4	26.3	89
DISCOVER	894	714	1.3	79.9	113	*198	1.1	22.1	102	*172	1.1	19.2	100	344	1.4	38.5	131
EBONY	3507	2759	4.8	78.7	112	1064	6.1	30.3	140	950	6.1	27.1	141	745	3.1	21.2	72
ESQUIRE	1083	814	1.4	75.2	107	283	1.6	26.1	120	*240	1.5	22.2	115	291	1.2	26.9	91
ESSENCE	1830	1473	2.6	80.5	114	537	3.1	29.3	135	489	3.1	26.7	139	447	1.9	24.4	83
FAMILY CIRCLE	15930	11760	20.6	73.8	105	3678	20.9	23.1	106	3398	21.8	21.3	111	4684	19.6	29.4	100
THE FAMILY HANDYMAN	1126	851	1.5	75.6	107	241	1.4	21.4	99	*191	1.2	17.0	88	419	1.8	37.2	126
FAMILY WEEKLY	11468	8519	14.9	74.3	105	2763	15.7	24.1	111	2009	12.9	17.5	91	3748	15.7	32.7	111
FIELD & STREAM	2234	1715	3.0	76.8	109	526	3.0	23.5	109	448	2.9	20.1	104	741	3.1	33.2	113
FOOD & WINE	579	395	0.7	68.2	97	*106	0.6	18.3	84	**79	0.5	13.6	71	*210	0.9	36.3	123
FORBES	728	539	0.9	74.0	105	*183	1.0	25.1	116	**86	0.6	11.8	61	*270	1.1	37.1	126
FORTUNE	906	656	1.2	72.4	103	*154	0.9	17.0	78	**119	0.8	13.1	68	383	1.6	42.3	143
GENTLEMEN'S QUARTERLY	791	594	1.0	75.1	107	*216	1.2	27.3	126	*112	0.7	14.2	74	266	1.1	33.6	114
GLAMOUR	5265	3668	6.4	69.7	99	1113	6.3	21.1	97	937	6.0	17.8	92	1617	6.8	30.7	104
GOLF DIGEST	636	474	0.8	74.5	106	**101	0.6	15.9	73	**121	0.8	19.0	99	*252	1.1	39.6	134
GOLF DIGEST/TENNIS (GROSS)	1186	849	1.5	71.6	102	*244	1.4	20.6	95	*260	1.7	21.9	114	346	1.4	29.2	99
GOLF MAGAZINE	441	326	0.6	73.9	105	**93	0.5	21.1	97	**59	0.4	13.4	69	*173	0.7	39.2	133
GOLF MAGAZINE/SKI (GROSS)	922	621	1.1	67.4	96	*178	1.0	19.3	89	*154	1.0	16.7	87	*289	1.2	31.3	106
GOOD HOUSEKEEPING	16487	12330	21.6	74.8	106	3830	21.8	23.2	107	3095	19.8	18.8	97	5404	22.6	32.8	111
HARPER'S BAZAAR	2423	1704	3.0	70.3	100	557	3.2	23.0	106	412	2.6	17.0	88	736	3.1	30.4	103
HEALTH	1994	1509	2.6	75.7	107	486	2.8	24.4	112	384	2.5	19.3	100	639	2.7	32.0	109
HEARST MAG CORP. BUY (GROSS)	44101	32473	56.9	73.6	105	9951	56.6	22.6	104	8447	54.2	19.2	99	14074	59.0	31.9	108
HEARST MAN POWER (GROSS)	1993	1575	2.8	79.0	112	454	2.6	22.8	105	517	3.3	25.9	135	604	2.5	30.3	103
HEARST WOMAN POWER (GROSS)	31274	23058	40.4	73.7	105	7049	40.1	22.5	104	5822	37.3	18.6	97	10187	42.7	32.6	111
HOUSE BEAUTIFUL	3623	2705	4.7	74.7	106	787	4.5	21.7	100	754	4.8	20.8	108	1165	4.9	32.2	109
INC.	283	*237	0.4	83.7	119	**95	0.5	33.6	155	**34	0.2	12.0	62	**108	0.5	38.2	129
JET	2928	2140	3.8	73.1	104	834	4.7	28.5	131	747	4.8	25.5	132	559	2.3	19.1	65
LADIES' HOME JOURNAL	11918	9013	15.8	75.6	107	2720	15.5	22.8	105	2422	15.5	20.3	106	3871	16.2	32.5	110
LHJ FAMILY GRP COMBO(GROSS)	16764	12725	22.3	75.9	108	3903	22.2	23.3	107	3390	21.7	20.2	105	5433	22.8	32.4	110
LIFE	4254	3042	5.3	71.5	102	1006	5.7	23.6	109	780	5.0	18.3	95	1256	5.3	29.5	100
L.A. TIMES HOME MAGAZINE	1145	743	1.3	64.9	92	*183	1.0	16.0	74	*242	1.6	21.1	110	319	1.3	27.9	95
MADMOISELLE	2884	2055	3.6	71.3	101	589	3.4	20.4	94	496	3.2	17.2	89	970	4.1	33.6	114
MC CALL'S	13460	10041	17.6	74.6	106	3202	18.2	23.8	110	2632	16.9	19.6	102	4207	17.6	31.3	106
MC CALL'S/WRK MOTHER (GROSS)	14606	10951	19.2	75.0	106	3478	19.8	23.8	110	2785	17.9	19.1	99	4688	19.6	32.1	109
MECHANIX ILLUSTRATED	772	621	1.1	80.4	114	*188	1.1	24.4	112	*239	1.5	31.0	161	*193	0.8	25.0	85
METROPOLITAN HOME	967	653	1.1	67.5	96	239	1.4	24.7	114	*182	1.2	18.8	98	232	1.0	24.0	81
MONEY	1588	1174	2.1	73.9	105	325	1.9	20.5	94	315	2.0	19.8	103	534	2.2	33.6	114
MOTHER EARTH NEWS	1002	785	1.4	78.3	111	*217	1.2	21.7	100	*182	1.2	18.2	94	385	1.6	38.4	130
MS.	825	609	1.1	73.8	105	*212	1.2	25.7	118	*161	1.0	19.5	101	*236	1.0	28.6	97
NATIONAL ENQUIRER	10336	7855	13.8	76.0	108	2558	14.6	24.7	114	2209	14.2	21.4	111	3088	12.9	29.9	101
NATIONAL GEOGRAPHIC	9597	7060	12.4	73.6	104	2302	13.1	24.0	111	1759	11.3	18.3	95	2999	12.6	31.2	106
NATIONAL SUNDAY MAGAZINE PKG	49558	35199	61.7	71.0	101	10712	61.0	21.6	100	9320	59.8	18.8	98	15168	63.6	30.6	104
NATURAL HISTORY	573	451	0.8	78.7	112	*161	0.9	28.1	130	**66	0.4	11.5	60	*224	0.9	39.1	133
NEW WOMAN	1699	1190	2.1	70.0	99	262	1.5	15.4	71	405	2.6	23.8	124	522	2.2	30.7	104
NEW YORK INCLUDING CUE	443	303	0.5	68.4	97	**50	0.3	11.3	52	**53	0.3	12.0	62	*200	0.8	45.1	153
THE NEW YORKER	1270	893	1.6	70.3	100	276	1.6	21.7	100	*157	1.0	12.4	64	460	1.9	36.2	123
NEWSWEEK	6277	4544	8.0	72.4	103	1330	7.6	21.2	98	1175	7.5	18.7	97	2039	8.5	32.5	110
THE N.Y. TIMES DAILY EDITION	1205	725	1.3	60.2	85	*200	1.1	16.6	77	*146	0.9	12.1	63	379	1.6	31.5	107
THE N.Y. TIMES MAGAZINE	2081	1134	2.0	54.5	77	292	1.7	14.0	65	*184	1.2	8.8	46	658	2.8	31.6	107
ON CABLE	788	590	1.0	74.9	106	*148	0.8	18.8	87	*168	1.1	21.3	111	274	1.1	34.8	118
1001 HOME IDEAS	1158	878	1.5	75.8	108	*297	1.7	25.6	118	*221	1.4	19.1	99	360	1.5	31.1	105
ORGANIC GARDENING	2852	2203	3.9	77.2	110	697	4.0	24.4	113	553	3.7	20.4	106	923	3.9	32.4	110
OUTDOOR LIFE	1658	1384	2.4	83.5	119	456	2.6	27.5	127	401	2.6	24.2	126	527	2.2	31.8	108
PARADE MAGAZINE	896	669	1.2	74.7	106	*233	1.3	26.0	120	*201	1.3	22.4	116	*235	1.0	26.2	89
	24275	17163	30.1	70.7	100	5251	29.9	21.6	100	4794	30.7	19.7	103	7118	29.8	29.3	100

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PORTIONS OF HOT BREAKFAST CEREAL: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	57028	100.0	70.4	100	17567	100.0	21.7	100	15595	100.0	19.3	100	23866	100.0	29.5	100
PARENTS	3845	3003	5.3	78.1	111	983	5.6	25.6	118	888	5.7	23.1	120	1132	4.7	29.4	100
PENTHOUSE	831	643	1.1	77.4	110	*226	1.3	27.2	125	*143	0.9	17.2	89	*274	1.1	33.0	112
PEOPLE	11645	8429	14.8	72.4	103	2266	12.9	19.5	90	2365	15.2	20.3	105	3798	15.9	32.6	111
PLAYBOY	2006	1409	2.5	70.2	100	439	2.5	21.9	101	293	1.9	14.6	76	678	2.8	33.8	115
POPULAR HOT RODDING	297	*218	0.4	73.4	104	**84	0.5	28.3	130	**40	0.3	13.5	70	**93	0.4	31.3	106
POPULAR MECHANICS	1018	823	1.4	80.8	115	*205	1.2	20.1	93	*329	2.1	32.3	168	*289	1.2	28.4	96
POPULAR SCIENCE	878	660	1.2	75.2	107	*207	1.2	23.6	109	*174	1.1	19.8	103	*279	1.2	31.8	108
PREVENTION	3913	3199	5.6	81.8	116	1100	6.3	28.1	130	832	5.3	21.3	110	1267	5.3	32.4	110
PSYCHOLOGY TODAY	1710	1243	2.2	72.7	103	338	1.9	19.8	91	353	2.3	20.6	107	551	2.3	32.2	109
READER'S DIGEST	22204	16439	28.8	74.0	105	5305	30.2	23.9	110	4366	28.0	19.7	102	6768	28.4	30.5	103
REDBOOK	7684	5867	10.3	76.4	108	1839	10.5	23.9	110	1438	9.2	18.7	97	2591	10.9	33.7	114
ROAD & TRACK	410	358	0.6	87.3	124	**65	0.4	15.9	73	**73	0.5	17.8	92	*221	0.9	53.9	183
ROLLING STONE	969	717	1.3	74.0	105	*172	1.0	17.8	82	*203	1.3	20.9	109	341	1.4	35.2	119
RUNNER'S WORLD	298	*254	0.4	85.2	121	**90	0.5	30.2	139	**45	0.3	15.1	78	**119	0.5	39.9	136
SATURDAY EVENING POST	1169	923	1.6	79.0	112	403	2.3	34.5	159	*181	1.2	15.5	80	339	1.4	29.0	98
SCIENCE 84	587	488	0.9	83.1	118	*171	1.0	29.1	134	**125	0.8	21.3	111	*192	0.8	32.7	111
SCIENCE DIGEST	482	389	0.7	80.7	115	*133	0.8	27.6	127	**92	0.6	19.1	99	*164	0.7	34.0	115
SCIENTIFIC AMERICAN	594	447	0.8	75.3	107	*116	0.7	19.5	90	**104	0.7	17.5	91	*227	1.0	38.2	130
SELF	2089	1427	2.5	68.3	97	333	1.9	15.9	73	421	2.7	20.2	105	673	2.8	32.2	109
SEVENTEEN	2411	1583	2.8	65.7	93	585	3.3	24.3	112	346	2.2	14.4	75	652	2.7	27.0	92
SKI	480	295	0.5	61.5	87	**85	0.5	17.7	82	**94	0.6	19.6	102	**116	0.5	24.2	82
SMITHSONIAN	2760	1951	3.4	70.7	100	578	3.3	20.9	97	489	3.1	17.7	92	884	3.7	32.0	109
SOAP OPERA DIGEST	3013	2328	4.1	77.3	110	868	4.9	28.8	133	654	4.2	21.7	113	806	4.4	26.8	91
SOUTHERN LIVING	4184	3109	5.5	74.3	106	1018	5.8	24.3	112	937	6.0	22.4	116	1155	4.8	27.6	94
SPORT	559	420	0.7	75.1	107	**109	0.6	19.5	90	*145	0.9	25.9	135	*166	0.7	29.7	101
THE SPORTING NEWS	436	*361	0.6	82.8	118	**101	0.6	23.2	107	**102	0.7	23.4	121	**158	0.7	36.2	123
SPORTS AFIELD	493	363	0.6	73.6	105	**116	0.7	23.5	108	**96	0.6	19.5	101	*151	0.6	30.6	104
SPORTS ILLUSTRATED	2758	1992	3.5	72.2	103	637	3.6	23.1	106	611	3.9	22.2	115	745	3.1	27.0	92
STAR	7456	5316	9.3	71.3	101	1913	10.9	25.7	118	1526	9.8	20.5	106	1877	7.9	25.2	85
SUNDAY	24936	17204	30.2	69.0	98	4932	28.1	19.8	91	4751	30.5	19.1	99	7521	31.5	30.2	102
SUNSET	2124	1704	3.0	80.2	114	555	3.2	26.1	120	367	2.4	17.3	90	782	3.3	36.8	125
TV GUIDE	21661	15566	27.3	71.9	102	4434	25.2	20.5	94	4388	28.1	20.3	105	6744	28.3	31.1	106
TENNIS	550	376	0.7	68.4	97	**143	0.8	26.0	120	**139	0.9	25.3	131	**94	0.4	17.1	58
TIME	8880	6252	11.0	70.4	100	1770	10.1	19.9	92	1619	10.4	18.2	95	2863	12.0	32.2	109
TOWN & COUNTRY	917	625	1.1	68.2	97	*145	0.8	15.8	73	*158	1.0	17.2	89	322	1.3	35.1	119
TRAVEL & LEISURE	972	696	1.2	71.6	102	*127	0.7	13.1	60	*247	1.6	25.4	132	323	1.4	33.2	113
TRUE STORY	3356	2524	4.4	75.2	107	828	4.7	24.7	114	677	4.3	20.2	105	1019	4.3	30.4	103
U.S. NEWS & WORLD REPORT	3410	2358	4.1	69.1	98	715	4.1	21.0	97	588	3.8	17.2	90	1055	4.4	30.9	105
USA TODAY	1759	1338	2.3	76.1	108	279	1.6	15.9	73	327	2.1	18.6	97	733	3.1	41.7	141
US	1873	1305	2.3	69.7	99	339	1.9	18.1	83	390	2.5	20.8	108	576	2.4	30.8	104
VOGUE	3909	2543	4.5	65.1	92	734	4.2	18.8	87	581	3.7	14.9	77	1227	5.1	31.4	107
MALL STREET JOURNAL	1886	1271	2.2	67.4	96	320	1.8	17.0	78	302	1.9	16.0	83	649	2.7	34.4	117
WEIGHT WATCHERS	2120	1624	2.8	76.6	109	488	2.8	23.0	106	282	1.8	13.3	69	853	3.6	40.2	137
WOMAN'S DAY	14172	10781	18.9	76.1	108	3440	19.6	24.3	112	2929	18.8	20.7	107	4413	18.5	31.1	106
WORKING MOTHER	1146	911	1.6	79.5	113	277	1.6	24.2	111	*153	1.0	13.4	69	481	2.0	42.0	142
WORKING WOMAN	1322	1030	1.8	77.9	111	294	1.7	22.2	103	262	1.7	19.8	103	474	2.0	35.9	122
WORLD TENNIS	*163	*137	0.2	84.0	119	**44	0.3	27.0	124	**47	0.3	28.8	150	**46	0.2	28.2	96
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1867	3.3	73.7	105	666	3.8	26.3	121	535	3.4	21.1	110	666	2.8	26.3	89
BLAIR INSERTS	43657	30761	53.9	70.5	100	9278	52.8	21.3	98	8183	52.5	18.7	97	13299	55.7	30.5	103
DAILY NEWSPAPERS																	
READ ANY	51633	36619	64.2	70.9	101	11498	65.5	22.3	103	9781	62.7	18.9	98	15340	64.3	29.7	101
READ ONE	43463	30763	53.9	70.8	101	9661	55.0	22.2	102	8433	54.1	19.4	101	12669	53.1	29.1	99
READ TWO OR MORE	8170	5856	10.3	71.7	102	1837	10.5	22.5	104	1348	8.6	16.5	86	2671	11.2	32.7	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	37144	65.1	70.5	100	11266	64.1	21.4	99	9859	63.2	18.7	97	16018	67.1	30.4	103
READ ONE	46126	32462	56.9	70.4	100	10010	57.0	21.7	100	8578	55.0	18.6	97	13874	58.1	30.1	102
READ TWO OR MORE	6552	4682	8.2	71.5	101	1257	7.2	19.2	88	1281	8.2	19.6	102	2145	9.0	32.7	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.39				25.67				26.98				28.93			
30 DAY REACH	71455	50378	88.3	70.5	100	15711	89.4	22.0	101	13530	86.8	18.9	98	21136	88.6	29.6	100
50 SHWG - 30 DAY AV FREQ	14.56	14.45				13.48				14.41				15.19			
30 DAY REACH	67742	47828	83.9	70.6	100	14983	85.3	22.1	102	12706	81.5	18.8	97	20139	84.4	29.7	101
25 SHWG - 30 DAY AV FREQ	7.94	7.87				7.32				7.95				8.24			
30 DAY REACH	62117	43869	76.9	70.6	100	13778	78.4	22.2	102	11540	74.0	18.6	96	18551	77.7	29.9	101
CABLE TV: HOME WIRED	32077	23098	40.5	72.0	102	6622	37.7	20.6	95	6335	40.6	19.7	103	10141	42.5	31.6	107
HOME NOT WIRED	48909	33930	59.5	69.4	99	10945	62.3	22.4	103	9260	59.4	18.9	98	13725	57.5	28.1	95
HAVE PAY CABLE	15935	11444	20.1	71.8	102	3095	17.6	19.4	90	3174	20.4	19.9	103	5175	21.7	32.5	110

PORTIONS OF HOT BREAKFAST CEREAL: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
	'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALE HOMEMAKERS	80986	57028	100.0	70.4	100	17567	100.0	21.7	100	15595	100.0	19.3	100	23866	100.0	29.5	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	30782	54.0	70.1	100	9355	53.3	21.3	98	8053	51.6	18.3	95	13374	56.0	30.5	103	
10:00 AM - 3:00 PM	30659	21796	38.2	71.1	101	6743	38.4	22.0	101	6141	39.4	20.0	104	8912	37.3	29.1	99	
3:00 PM - 7:00 PM	31045	22127	38.8	71.3	101	6840	38.9	22.0	102	5488	35.2	17.7	92	9799	41.1	31.6	107	
7:00 PM - MIDNIGHT	15767	11084	19.4	70.3	100	3395	19.3	21.5	99	3084	19.8	19.6	102	4605	19.3	29.2	99	
MIDNIGHT - 6:00 AM	9120	6821	12.0	74.8	106	1861	10.6	20.4	94	1960	12.6	21.5	112	3001	12.6	32.9	112	
6:00 AM - MIDNIGHT	58527	41355	72.5	70.7	100	12735	72.5	21.8	100	10886	69.8	18.6	97	17733	74.3	30.3	103	
ENTIRE DAY	59311	41937	73.5	70.7	100	12877	73.3	21.7	100	11055	70.9	18.6	97	18005	75.4	30.4	103	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	11645	20.4	72.0	102	3296	18.8	20.4	94	2612	16.7	16.2	84	5737	24.0	35.5	120	
ALL NEWS	2256	1427	2.5	63.3	90	486	2.8	21.5	99	372	2.4	16.5	86	570	2.4	25.3	86	
AOR/PROGRESSIVE	3874	2726	4.8	70.4	100	726	4.1	18.7	86	731	4.7	18.9	98	1269	5.3	32.8	111	
BEAUTIFUL MUSIC	5660	4065	7.1	71.8	102	1215	6.9	21.5	99	1009	6.5	17.8	93	1841	7.7	32.5	110	
BLACK	2204	1578	2.8	71.6	102	624	3.6	28.3	131	482	3.1	21.9	114	472	2.0	21.4	73	
CLASSICAL	1418	983	1.7	69.3	98	334	1.9	23.6	109	*270	1.7	19.0	99	378	1.6	26.7	90	
CHR/ROCK	9538	6578	11.5	69.0	98	1727	9.8	18.1	83	1839	11.8	19.3	100	3012	12.6	31.6	107	
COUNTRY	12648	9194	16.1	72.7	103	2888	16.4	22.8	105	2684	17.2	21.2	110	3623	15.2	28.6	97	
GOLDEN OLDIES	1191	769	1.3	64.6	92	*200	1.1	16.8	77	*222	1.4	18.6	97	348	1.5	29.2	99	
MOR/NOSTALGIA	4757	3410	6.0	71.7	102	1164	6.6	24.5	113	874	5.6	18.4	95	1372	5.7	28.8	98	
NEWS/TALK	3863	2564	4.5	66.4	94	707	4.0	18.3	84	760	4.9	19.7	102	1096	4.6	28.4	96	
RELIGIOUS	3084	2234	3.9	72.4	103	843	4.8	27.3	126	658	4.2	21.3	111	733	3.1	23.8	81	
SOFT ROCK	521	354	0.6	67.9	96	**91	0.5	17.5	81	**63	0.4	12.1	63	*201	0.8	38.6	131	
URBAN CONTEMPORARY	1585	1063	1.9	67.1	95	461	2.6	29.1	134	309	2.0	19.5	101	294	1.2	18.5	63	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2319	4.1	71.1	101	738	4.2	22.6	104	524	3.4	16.1	83	1057	4.4	32.4	110	
ABC DIRECTION	2316	1534	2.7	66.2	94	493	2.8	21.3	98	466	3.0	20.1	104	575	2.4	24.8	84	
ABC ENTERTAINMENT	4834	3414	6.0	70.6	100	1085	6.2	22.4	103	949	6.1	19.6	102	1379	5.8	28.5	97	
ABC FM	2202	1500	2.6	68.1	97	498	2.8	22.6	104	476	3.1	21.6	112	527	2.2	23.9	81	
ABC INFORMATION	5425	3970	7.0	73.2	104	1341	7.6	24.7	114	951	6.1	17.5	91	1678	7.0	30.9	105	
ABC ROCK	1677	1189	2.1	70.9	101	314	1.8	18.7	86	331	2.1	19.7	102	544	2.3	32.4	110	
CBS	4430	3128	5.5	70.6	100	917	5.2	20.7	95	745	4.8	16.8	87	1466	6.1	33.1	112	
MUTUAL	4992	3583	6.3	71.8	102	1146	6.5	23.0	106	966	6.2	19.4	100	1471	6.2	29.5	100	
NBC	4679	3318	5.8	70.9	101	809	4.6	17.3	80	915	5.9	19.6	102	1594	6.7	34.1	116	
RADIORADIO	1994	1443	2.5	72.4	103	365	2.1	18.3	84	417	2.7	20.9	109	660	2.8	33.1	112	
RKO ONE	2298	1574	2.8	68.5	97	407	2.3	17.7	82	518	3.3	22.5	117	649	2.7	28.2	96	
RKO TWO	3311	2252	3.9	68.0	97	787	4.5	23.8	110	534	3.4	16.1	84	931	3.9	28.1	95	
THE SOURCE	2114	1501	2.6	71.0	101	440	2.5	20.8	96	409	2.6	19.3	100	651	2.7	30.8	104	
NON-WIRED : BLAIR	8654	6457	11.3	74.6	106	1960	11.2	22.6	104	1708	11.0	19.7	102	2789	11.7	32.2	109	
INTERNET	12025	8530	15.0	70.9	101	2603	14.8	21.6	100	2308	14.8	19.2	100	3620	15.2	30.1	102	
KATZ RADIO GROUP	15359	10649	18.7	69.3	98	3076	17.5	20.0	92	2684	17.2	17.5	91	4889	20.5	31.8	108	
SUPERNET	10628	7470	13.1	70.3	100	2175	12.4	20.5	94	2079	13.3	19.6	102	3216	13.5	30.3	103	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	6436	11.3	74.3	106	2136	12.2	24.7	114	1822	11.7	21.0	109	2479	10.4	28.6	97	
WKDAY 9:00 AM - 1:00 PM	12163	8854	15.5	72.8	103	2996	17.1	24.6	114	2544	16.3	20.9	109	3314	13.9	27.2	92	
WKDAY 1:00 PM - 4:30 PM	16150	11646	20.4	72.1	102	4015	22.9	24.9	115	3274	21.0	20.3	105	4357	18.3	27.0	92	
WKDAY 4:30 PM - 7:30 PM	22463	15953	28.0	71.0	101	5255	29.9	23.4	108	4503	28.9	20.0	104	6195	26.0	27.6	94	
WKDAY 7:30 PM - 8:00 PM	31795	22856	40.1	71.9	102	7223	41.1	22.7	105	6293	40.4	19.8	103	9341	39.1	29.4	100	
WKDAY 11:00 PM - 11:30 PM	23977	17394	30.5	72.5	103	5357	30.5	22.3	103	4763	30.5	19.9	103	7274	30.5	30.3	103	
WKDAY 11:30 PM - 1:00 AM	7703	5580	9.8	72.4	103	1822	10.4	23.7	109	1478	9.5	19.2	100	2280	9.6	29.6	100	
M-SAT 8-11 PM+SUN 7-11 PM	33800	24194	42.4	71.6	102	7569	43.1	22.4	103	6615	42.4	19.6	102	10010	41.9	29.6	100	
WKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	4615	8.1	70.6	100	1600	9.1	24.5	113	1343	8.6	20.5	107	1672	7.0	25.6	87
ANOTHER WORLD	N	4620	3291	5.8	71.2	101	1107	6.3	24.0	110	951	6.1	20.6	107	1232	5.2	26.7	90
AS THE WORLD TURNS	C	5614	4038	7.1	71.9	102	1410	8.0	25.1	116	1166	7.5	20.8	108	1462	6.1	26.0	88
CAPITOL	C	3396	2373	4.2	69.9	99	906	5.2	26.7	123	688	4.4	20.3	105	779	3.3	22.9	78
CBS MORN. NEWS 1	C	1446	1092	1.9	75.5	107	399	2.3	27.6	127	342	2.2	23.7	123	351	1.5	24.3	82
CBS MORN. NEWS 2	C	1207	895	1.6	74.2	105	298	1.7	24.7	114	298	1.9	24.7	128	299	1.3	24.8	84
DAYS OF OUR LIVES	N	5877	4267	7.5	72.6	103	1281	7.3	21.8	100	1305	8.4	22.2	115	1680	7.0	28.6	97
FACTS OF LIFE - DAYTIME	N	2290	1584	2.8	69.2	98	587	3.3	25.6	118	418	2.7	18.3	95	579	2.4	25.3	86
FAMILY FEUD	A	3023	2213	3.9	73.2	104	733	4.2	24.2	112	603	3.9	19.9	104	876	3.7	29.0	98
GENERAL HOSPITAL	A	6097	4322	7.6	70.9	101	1630	9.3	26.7	123	1060	6.8	17.4	90	1632	6.8	26.8	91
GOOD MORNING, AMERICA-730A	A	3515	2550	4.5	72.5	103	720	4.1	20.5	94	725	4.6	20.6	107	1104	4.6	31.4	107
GOOD MORNING, AMERICA-830A	A	2818	2156	3.8	76.5	109	644	3.7	22.9	105	612	3.9	21.7	113	900	3.8	31.9	108
GUIDING LIGHT	C	5339	3708	6.5	69.5	99	1322	7.5	24.8	114	1116	7.2	20.9	109	1270	5.3	23.8	81
ONE LIFE TO LIVE	A	4478	3275	5.7	73.1	104	1151	6.6	25.7	118	791	5.1	17.7	92	1334	5.6	29.8	101
PRESS YOUR LUCK	C	2244	1626	2.9	72.5	103	587	3.3	26.2	121	460	2.9	20.5	106	579			

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	TOTAL U.S. '000	AUNT JEMIMA GRITS				CREAM OF RICE				FARINA				H.O. INSTANT OATMEAL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	6008	100.0	7.4	100	5708	100.0	7.0	100	3575	100.0	4.4	100	3439	100.0	4.2	100
18 - 24	9282	654	10.9	7.0	95	*516	9.0	5.6	79	*376	10.5	4.1	92	*271	7.9	2.9	69
25 - 34	19072	1135	18.9	6.0	80	1491	26.1	7.8	111	698	19.5	3.7	83	926	26.9	4.9	114
35 - 44	14591	1218	20.3	8.3	113	1059	18.6	7.3	103	603	16.9	4.1	94	555	16.1	3.8	90
45 - 54	11345	940	15.6	8.3	112	845	14.8	7.4	106	*438	12.3	3.9	87	652	19.0	5.7	135
55 - 64	11635	817	13.6	7.0	95	686	12.0	5.9	84	610	17.1	5.2	119	*424	12.3	3.6	86
65 OR OLDER	15061	1243	20.7	8.3	111	1111	19.5	7.4	105	850	23.8	5.6	128	612	17.8	4.1	96
18 - 34	28354	1790	29.8	6.3	85	2007	35.2	7.1	100	1074	30.0	3.8	86	1197	34.8	4.2	99
18 - 49	48339	3557	59.2	7.4	99	3518	61.6	7.3	103	1942	54.3	4.0	91	2075	60.3	4.3	101
25 - 54	45008	3293	54.8	7.3	99	3396	59.5	7.5	107	1739	48.6	3.9	88	2133	62.0	4.7	112
35 - 49	19985	1767	29.4	8.8	119	1511	26.5	7.6	107	867	24.3	4.3	98	878	25.5	4.4	103
50 OR OLDER	32647	2451	40.8	7.5	101	2191	38.4	6.7	95	1633	45.7	5.0	113	1364	39.7	4.2	98
GRADUATED COLLEGE	11155	600	10.0	5.4	73	912	16.0	8.2	116	*365	10.2	3.3	74	*383	11.1	3.4	81
ATTENDED COLLEGE	13682	899	15.0	6.6	89	1170	20.5	8.6	121	613	17.1	4.5	101	581	16.9	4.2	100
GRADUATED HIGH SCHOOL	33880	2429	40.4	7.2	97	1980	34.7	5.8	83	1496	41.8	4.4	100	1338	38.9	3.9	93
DID NOT GRADUATE HIGH SCHOOL	22270	2080	34.6	9.3	126	1646	28.8	7.4	105	1101	30.8	4.9	112	1137	33.1	5.1	120
EMPLOYED	40306	2848	47.4	7.1	95	2880	50.5	7.1	101	1361	38.1	3.4	76	1660	48.3	4.1	97
EMPLOYED FULL-TIME	32850	2525	42.0	7.7	104	2266	39.7	6.9	98	1057	29.6	3.2	73	1274	37.0	3.9	91
EMPLOYED PART-TIME	7456	*323	5.4	4.3	58	614	10.8	8.2	117	*304	8.5	4.1	92	*386	11.2	5.2	122
NOT EMPLOYED	40680	3160	52.6	7.8	105	2829	49.6	7.0	99	2214	61.9	5.4	123	1779	51.7	4.4	103
PROFESSIONAL/MANAGER	10392	*517	8.6	5.0	67	836	14.6	8.0	114	*284	7.9	2.7	62	*376	10.9	3.6	85
TECH/CLERICAL/SALES	17574	1203	20.0	6.8	92	1184	20.7	6.7	96	711	19.9	4.0	92	725	21.1	4.1	97
PRECISION/CRAFT	985	**63	1.0	6.4	86	**44	0.8	4.5	63	**29	0.8	2.9	67	**46	1.3	4.7	110
OTHER EMPLOYED	11354	1065	17.7	9.4	126	817	14.3	7.2	102	*337	9.4	3.0	67	*512	14.9	4.5	106
SINGLE	9863	797	13.3	8.1	109	659	11.5	6.7	95	566	15.8	5.7	130	*331	9.6	3.4	79
MARRIED	51375	3480	57.9	6.8	91	3585	62.8	7.0	99	2027	56.7	3.9	89	2228	64.8	4.3	102
DIVORCED/SEPARATED/WIDOWED	19748	1730	28.8	8.8	118	1465	25.7	7.4	105	982	27.5	5.0	113	880	25.6	4.5	105
PARENTS	32590	2413	40.2	7.4	100	2742	48.0	8.4	119	1319	36.9	4.0	92	1527	44.4	4.7	110
WHITE	70416	4061	67.6	5.8	78	4898	85.8	7.0	99	3151	88.1	4.5	101	2892	84.1	4.1	97
BLACK	8778	1856	30.9	21.1	285	680	11.9	7.7	110	*400	11.2	4.6	103	525	15.3	6.0	141
OTHER	1791	**91	1.5	5.1	68	**131	2.3	7.3	104	*224	0.7	1.3	30	*221	0.6	1.2	28
NORTHEAST-CENSUS	17786	*358	6.0	2.0	27	1279	22.4	7.2	102	1694	47.4	9.5	216	1200	34.9	6.7	159
NORTH CENTRAL	20741	761	12.7	3.7	49	1706	29.9	8.2	117	841	23.5	4.1	92	880	25.6	4.2	100
SOUTH	27775	4639	77.2	16.7	225	1189	20.8	4.3	61	*541	15.1	1.9	44	1036	30.1	3.7	88
WEST	14683	**249	4.1	1.7	23	1534	26.9	10.4	148	*499	14.0	3.4	77	*324	9.4	2.2	52
NORTHEAST-MKTG.	17961	443	7.4	2.5	33	1301	22.8	7.2	103	1682	47.0	9.4	212	1194	34.7	6.6	157
EAST CENTRAL	11885	482	8.0	4.1	55	759	13.3	6.4	91	*374	10.5	3.1	71	575	16.7	4.8	114
WEST CENTRAL	14090	*439	7.3	3.1	42	1244	21.8	8.8	125	668	18.7	4.7	107	506	14.7	3.6	85
SOUTH	24081	4428	73.7	18.4	248	1040	18.2	4.3	61	*414	11.6	1.7	39	916	26.6	3.8	90
PACIFIC	12969	**217	3.6	1.7	23	1364	23.9	10.5	149	*437	12.2	3.4	76	**249	7.2	1.9	45
COUNTY SIZE A	32439	1631	27.1	5.0	68	2463	43.1	7.6	108	1999	55.9	6.2	140	1368	39.8	4.2	99
COUNTY SIZE B	24915	2123	35.3	8.5	115	1751	30.7	7.0	100	995	27.8	4.0	90	1213	35.3	4.9	115
COUNTY SIZE C	12930	1249	20.8	9.7	130	842	14.8	6.5	92	*406	11.4	3.1	71	541	15.7	4.2	99
COUNTY SIZE D	10703	1005	16.7	9.4	127	652	11.4	6.1	86	**175	4.9	1.6	37	*317	9.2	3.0	70
METRO CENTRAL CITY	24518	1786	29.7	7.3	98	1952	34.2	8.0	113	1354	37.9	5.5	125	901	26.2	3.7	87
METRO SUBURBAN	35919	2188	36.4	6.1	82	2458	43.1	6.8	97	1793	50.2	5.0	113	1645	47.8	4.6	108
NON METRO	20549	2034	33.9	9.9	133	1298	22.7	6.3	90	*428	12.0	2.1	47	893	26.0	4.3	102
TOP 5 ADI'S	18341	560	9.3	3.1	41	1741	30.5	9.5	135	1496	41.8	8.2	185	955	27.8	5.2	123
TOP 10 ADI'S	25378	1095	18.2	4.3	58	2159	37.8	8.5	121	1829	51.2	7.2	163	1143	33.2	4.5	106
TOP 20 ADI'S	36488	1859	30.9	5.1	69	2818	49.4	7.7	110	2187	61.2	6.0	136	1504	43.7	4.1	97
HSHLD INC. \$50,000 OR MORE	6612	**268	4.5	4.1	55	*528	9.3	8.0	113	*327	9.1	4.9	112	**247	7.2	3.7	88
\$40,000 OR MORE	12659	*594	9.9	4.7	63	918	16.1	7.3	103	599	16.8	4.7	107	*470	13.7	3.7	87
\$30,000 OR MORE	24698	1170	19.5	4.7	64	1842	32.3	7.5	106	1177	32.9	4.8	108	971	28.2	3.9	93
\$25,000 OR MORE	32077	1595	26.5	5.0	67	2305	40.4	7.2	102	1490	41.7	4.6	105	1344	39.1	4.2	99
\$20,000 - \$24,999	9144	661	11.0	7.2	97	642	11.2	7.0	100	*373	10.4	4.1	92	*321	9.3	3.5	83
\$15,000 - \$19,999	8728	523	8.7	6.0	81	*455	8.0	5.2	74	*209	5.8	2.4	54	*314	9.1	3.6	85
\$10,000 - \$14,999	12562	1159	19.3	9.2	124	701	12.3	5.6	79	526	14.7	4.2	95	570	16.6	4.5	107
UNDER \$10,000	18475	2070	34.5	11.2	151	1606	28.1	8.7	123	976	27.3	5.3	120	890	25.9	4.8	113
HOUSEHOLD OF 1 PERSON	11987	813	13.5	6.8	91	795	13.9	6.6	94	579	16.2	4.8	109	382	11.1	3.2	75
2 PEOPLE	26577	2183	36.3	8.2	111	1631	28.6	6.1	87	1095	30.6	4.1	93	1027	29.9	3.9	91
3 OR 4 PEOPLE	30617	2083	34.7	6.8	92	2347	41.1	7.7	109	1267	35.4	4.1	94	1420	41.3	4.6	109
5 OR MORE PEOPLE	11804	930	15.5	7.9	106	936	16.4	7.9	113	*634	17.7	5.4	122	*611	17.8	5.2	122
NO CHILD IN HSHLD	46165	3442	57.3	7.5	101	2820	49.4	6.1	87	2133	59.7	4.6	105	1796	52.2	3.9	92
CHILD(REN) UNDER 2 YRS	5325	*342	5.7	6.4	87	*483	8.5	9.1	129	**238	6.7	4.5	101	**291	8.5	5.5	129
2 - 5 YEARS	14221	1000	16.6	7.0	95	1301	22.8	9.1	130	584	16.3	4.1	93	726	21.1	5.1	120
6 - 11 YEARS	15117	1184	19.7	7.8	106	1202	21.1	8.0	113	669	18.7	4.4	100	828	24.1	5.5	129
12 - 17 YEARS	16611	1561	26.0	9.4	127	1294	22.7	7.8	111	761	21.3	4.6	104	797	23.2	4.8	113
RESIDENCE OWNED	55884	4067	67.7	7.3	98	3988	69.9	7.1	101	2361	66.0	4.2	96	2329	67.7	4.2	98
VALUE: \$50,000 OR MORE	31744	1664	27.7	5.2	71	2489	43.6	7.8	111	1513	42.3	4.8	108	1312	38.2	4.1	97
VALUE: UNDER \$50,000	24140	2403	40.0	10.0	134	1499	26.3	6.2	88	848	23.7	3.5	80	1017	29.6	4.2	99

		TOTAL U.S. '000	AUNT A '000	JEMIMA B % DOWN	GRITS C % ACROSS	D % INDX	CREAM OF RICE A '000	B % DOWN	C % ACROSS	D % INDX	FARINA A '000	B % DOWN	C % ACROSS	D % INDX	H.O. INSTANT A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	6008	100.0	7.4	100	5708	100.0	7.0	100	3575	100.0	4.4	100	3439	100.0	4.2	100
MAGAZINES	QUINTILE 1	15799	1410	23.5	8.9	120	1424	24.9	9.0	128	836	23.4	5.3	120	955	27.8	6.0	142
	QUINTILE 2	17259	1169	19.5	6.8	91	1369	24.0	7.9	113	766	21.4	4.4	101	743	21.6	4.3	101
	QUINTILE 3	13545	922	15.3	6.8	92	876	15.3	6.5	92	478	13.4	3.5	80	570	16.6	4.2	99
	QUINTILE 4	15133	1175	19.6	7.8	105	838	14.7	5.5	79	554	15.5	3.7	83	481	14.0	3.2	75
	QUINTILE 5	19250	1331	22.2	6.9	93	1202	21.1	6.2	89	942	26.3	4.9	111	690	20.1	3.6	84
NEWSPAPERS	QUINTILE 1	12413	679	11.3	5.5	74	929	16.3	7.5	106	822	23.0	6.6	150	704	20.5	5.7	134
	QUINTILE 2	24116	1645	27.4	6.8	92	1967	34.5	8.2	116	1009	28.2	4.2	95	890	25.9	3.7	87
	QUINTILE 3	11261	963	16.0	8.6	115	697	12.2	6.2	88	522	14.6	4.6	105	*495	14.4	4.4	104
	QUINTILE 4	20255	1511	25.1	7.5	101	1436	25.2	7.1	101	694	19.4	3.4	78	898	26.1	4.4	104
	QUINTILE 5	12940	1210	20.1	9.4	126	680	11.9	5.3	75	527	14.7	4.1	92	*451	13.1	3.5	82
OUTDOOR	QUINTILE 1	14852	1200	20.0	8.1	109	1214	21.3	8.2	116	809	22.6	5.4	123	699	20.3	4.7	111
	QUINTILE 2	15725	970	16.1	6.2	83	1145	20.1	7.3	103	610	17.1	3.9	88	614	17.9	3.9	92
	QUINTILE 3	16330	1049	17.5	6.4	87	937	16.4	5.7	81	724	20.3	4.4	100	684	19.9	4.2	99
	QUINTILE 4	16744	1230	20.5	7.3	99	1201	21.0	7.2	102	703	19.7	4.2	95	696	20.2	4.2	98
	QUINTILE 5	17334	1559	25.9	9.0	121	1211	21.2	7.0	99	729	20.4	4.2	95	745	21.7	4.3	101
RADIO-DRIVE TIME	QUINTILE 1	15911	1353	22.5	8.5	115	1197	21.0	7.5	107	670	18.7	4.2	95	801	23.3	5.0	119
	QUINTILE 2	14837	1001	16.7	6.7	91	1027	18.0	6.9	98	706	19.7	4.8	108	880	25.6	5.9	140
	QUINTILE 3	15339	1123	18.7	7.3	99	1025	18.0	6.7	95	806	22.5	5.3	119	*580	16.9	3.8	89
	QUINTILE 4	16723	958	15.9	5.7	77	1230	21.5	7.4	104	606	17.0	3.6	82	574	16.7	3.4	81
	QUINTILE 5	18176	1573	26.2	8.7	117	1230	21.5	6.8	96	787	22.0	4.3	98	605	17.6	3.3	78
RADIO-MID- DAY	TERCILE 1	21020	1634	27.2	7.8	105	1435	25.1	6.8	97	940	26.3	4.5	101	1052	30.6	5.0	118
	TERCILE 2	21610	1475	24.6	6.8	92	1858	32.6	8.6	122	932	26.1	4.3	98	830	24.1	3.8	90
	TERCILE 3	38355	2899	48.3	7.6	102	2416	42.3	6.3	89	1702	47.6	4.4	101	1557	45.3	4.1	96
RADIO-TOTAL	QUINTILE 1	15988	1394	23.2	8.7	118	1209	21.2	7.6	107	748	20.9	4.7	106	784	22.8	4.9	115
	QUINTILE 2	15626	1073	17.9	6.9	93	1035	18.1	6.6	94	695	19.4	4.4	101	949	27.6	6.1	143
	QUINTILE 3	16723	1033	17.2	6.2	83	1140	20.0	6.8	97	844	23.6	5.0	114	689	20.0	4.1	97
	QUINTILE 4	16342	1127	18.8	6.9	93	1339	23.5	8.2	116	587	16.4	3.6	81	*500	14.5	3.1	72
	QUINTILE 5	16306	1381	23.0	8.5	114	985	17.3	6.0	86	702	19.6	4.3	98	518	15.1	3.2	75
TV-PRIME TIME	QUINTILE 1	15953	1360	22.6	8.5	115	1023	17.9	6.4	91	947	26.5	5.9	134	686	19.9	4.3	101
	QUINTILE 2	16137	1201	20.0	7.4	100	1293	22.7	8.0	114	765	21.4	4.7	107	896	26.1	5.6	131
	QUINTILE 3	16420	1018	16.9	6.2	84	1077	18.9	6.6	93	694	19.4	4.2	96	709	20.6	4.3	102
	QUINTILE 4	16687	1224	20.4	7.3	99	998	17.5	6.0	85	603	16.9	3.6	82	508	14.8	3.0	72
	QUINTILE 5	15789	1204	20.0	7.6	103	1317	23.1	8.3	118	567	15.9	3.6	81	640	18.6	4.1	95
TV-DAYTIME	TERCILE 1	27736	2505	41.7	9.0	122	2052	35.9	7.4	105	1158	32.4	4.2	95	1318	38.3	4.8	112
	TERCILE 2	26489	1646	27.4	6.2	84	1861	32.6	7.0	100	1329	37.2	5.0	114	1072	31.2	4.0	95
	TERCILE 3	26761	1857	30.9	6.9	94	1795	31.4	6.7	95	1088	30.4	4.1	92	1050	30.5	3.9	92
TV-TOTAL	QUINTILE 1	16345	1512	25.2	9.3	125	1122	19.7	6.9	97	991	27.7	6.1	137	856	24.9	5.2	123
	QUINTILE 2	16447	1307	21.8	7.9	107	1171	20.5	7.1	101	799	22.3	4.9	110	799	23.2	4.9	114
	QUINTILE 3	15980	1018	16.9	6.4	86	1116	19.6	7.0	99	662	18.5	4.1	94	547	15.9	3.4	81
	QUINTILE 4	15887	783	13.0	4.9	66	1114	19.5	7.0	99	595	16.6	3.7	85	579	16.8	3.6	86
	QUINTILE 5	16326	1388	23.1	8.5	115	1185	20.8	7.3	103	529	14.8	3.2	73	658	19.1	4.0	95
MAGAZINES-NEWSPAPERS: DUAL		20721	1473	24.5	7.1	96	1786	31.3	8.6	122	1150	32.2	5.5	126	861	25.0	4.2	98
MAGAZINE IMPERATIVE		19186	1651	27.5	8.6	116	1347	23.6	7.0	100	655	18.3	3.4	77	1019	29.6	5.3	125
NEWSPAPER IMPERATIVE		21899	1269	21.1	5.8	78	1443	25.3	6.6	93	990	27.7	4.5	102	954	27.7	4.4	103
MAGAZINES-OUTDOOR: DUAL		15451	1194	19.9	7.7	104	1344	23.5	8.7	123	760	21.3	4.9	111	620	18.0	4.0	94
MAGAZINE IMPERATIVE		25953	1960	32.6	7.6	102	1995	35.0	7.7	109	1176	32.9	4.5	103	1385	40.3	5.3	126
OUTDOOR IMPERATIVE		24400	1539	25.6	6.3	85	1555	27.2	6.4	90	987	27.6	4.0	92	991	28.8	4.1	96
MAGAZINES-RADIO: DUAL		18049	1434	23.9	7.9	107	1429	25.0	7.9	112	863	24.1	4.8	108	1078	31.3	6.0	141
MAGAZINE IMPERATIVE		23571	1649	27.4	7.0	94	1860	32.6	7.9	112	1059	29.6	4.5	102	924	26.9	3.9	92
RADIO IMPERATIVE		23278	1558	25.9	6.7	90	1379	24.2	5.9	84	985	27.6	4.2	96	959	27.9	4.1	97
MAGAZINES-TELEVISION: DUAL		15459	1327	22.1	8.6	116	1258	22.0	8.1	115	840	23.5	5.4	123	981	28.5	6.3	149
MAGAZINE IMPERATIVE		25829	1738	28.9	6.7	91	2057	36.0	8.0	113	955	26.7	3.7	84	1019	29.6	3.9	93
TELEVISION IMPERATIVE		26039	2034	33.9	7.8	105	1522	26.7	5.8	83	1272	35.6	4.9	111	959	27.9	3.7	87
NEWSPAPERS-OUTDOOR: DUAL		16605	1090	18.1	6.6	88	1349	23.6	8.1	115	836	23.4	5.0	114	805	23.4	4.8	114
NEWSPAPER IMPERATIVE		26834	1803	30.0	6.7	91	2016	35.3	7.5	107	1327	37.1	4.9	112	1177	34.2	4.4	103
OUTDOOR IMPERATIVE		23346	1821	30.3	7.8	105	1476	25.9	6.3	90	951	26.6	4.1	92	919	26.7	3.9	93
NEWSPAPERS-RADIO: DUAL		17133	1356	22.6	7.9	107	1236	21.7	7.2	102	961	26.9	5.6	127	1016	29.5	5.9	140
NEWSPAPER IMPERATIVE		25892	1463	24.4	5.7	76	2040	35.7	7.9	112	1167	32.6	4.5	102	824	24.0	3.2	75
RADIO IMPERATIVE		23167	1715	28.5	7.4	100	1457	25.5	6.3	89	876	24.5	3.8	86	1133	32.9	4.9	115
NEWSPAPERS-TELEVISION: DUAL		17159	1271	21.2	7.4	100	1362	23.9	7.9	113	1046	29.3	6.1	138	802	23.3	4.7	110
NEWSPAPER IMPERATIVE		26214	1563	26.0	6.0	80	1917	33.6	7.3	104	1082	30.3	4.1	94	1008	29.3	3.8	91
TELEVISION IMPERATIVE		23412	2101	35.0	9.0	121	1376	24.1	5.9	83	1052	29.4	4.5	102	1063	30.9	4.5	107
OUTDOOR-RADIO: DUAL		15303	1067	17.8	7.0	94	1213	21.3	7.9	112	656	18.3	4.3	97	835	24.3	5.5	128
OUTDOOR IMPERATIVE		24901	1746	29.1	7.0	95	1717	30.1	6.9	98	1195	33.4	4.8	109	798	23.2	3.2	75
RADIO IMPERATIVE		26492	2066	34.4	7.8	105	1748	30.6	6.6	94	1318	36.9	5.0	113	1349	39.2	5.1	120
OUTDOOR-TELEVISION: DUAL		14794	1159	19.3	7.8	106	1044	18.3	7.1	100	895	25.0	6.0	137	686	19.9	4.6	109

	TOTAL U.S. '000	AUNT A '000	JEMIMA B % DOWN	GRITS C % ACROSS	D % INDX	CREAM OF RICE A '000	B % DOWN	C % ACROSS	D % INDX	FARINA A '000	B % DOWN	C % ACROSS	D % INDX	H.O. INSTANT A '000	B % DOWN	OATMEAL C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	6008	100.0	7.4	100	5708	100.0	7.0	100	3575	100.0	4.4	100	3439	100.0	4.2	100
ATLANTIC MONTHLY	415	**5	0.1	1.2	16	**4	0.1	1.0	14	**13	0.4	3.1	71	**19	0.6	4.6	108
BARRON'S	453	**33	0.5	7.3	98	**67	1.2	14.8	210	**14	0.4	3.1	70	**40	1.2	8.8	208
BETTER HOMES & GARDENS	16256	1166	19.4	7.2	97	1367	23.9	8.4	119	660	18.5	4.1	92	796	23.1	4.9	115
BON APPETIT	2535	*133	2.2	5.2	71	**136	2.4	5.4	76	**139	3.9	5.5	124	**105	3.1	4.1	98
BUSINESS WEEK	1278	**91	1.5	7.1	96	**96	1.7	7.5	107	**80	2.2	6.3	142	**65	1.9	5.1	120
CAR AND DRIVER	378	**60	1.0	15.9	214	**22	0.4	5.8	83	**47	1.3	12.4	282	**2	0.1	0.5	12
CBS MAGAZINE NETWORK (GROSS)	1498	*172	2.9	11.5	155	*221	3.9	14.8	209	**101	2.8	6.7	153	**53	1.5	3.5	83
CHANGING TIMES	1505	*123	2.0	8.2	110	**100	1.8	6.6	94	**71	2.0	4.7	107	**89	2.6	5.9	139
COLONIAL HOMES	1231	*143	2.4	11.6	157	**80	1.4	6.5	92	**67	1.9	5.4	123	**69	2.0	5.6	132
CONDE NAST MAG. PKG. (GROSS)	14146	1176	19.6	8.3	112	1093	19.1	7.7	110	815	22.8	5.8	131	743	21.6	5.3	124
CONSUMERS DIGEST	1323	**112	1.9	8.5	114	**106	1.9	8.0	114	**104	2.9	7.9	178	**76	2.2	5.7	135
COSMOPOLITAN	7102	512	8.5	7.2	97	487	8.5	6.9	97	378	10.6	5.3	121	461	13.4	6.5	153
COUNTRY LIVING	2481	*197	3.3	7.9	107	*150	2.6	6.0	86	**78	2.2	3.1	71	**120	3.5	4.8	114
CUISINE	1472	**55	0.9	3.7	50	**53	0.9	3.6	51	**76	2.1	5.2	117	**43	1.3	2.9	69
CYCLE WORLD	425	**67	1.1	15.8	213	**37	0.6	8.7	124	**22	0.6	5.2	117	**18	0.5	4.2	100
DCI:CREATIVE IDEAS FOR LIV	2510	*256	4.3	10.2	137	*280	4.9	11.2	158	**121	3.4	4.8	109	**116	3.4	4.6	109
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1028	17.1	15.4	207	462	8.1	6.9	98	*185	5.2	2.8	63	*219	6.4	3.3	77
DISCOVER	894	**108	1.8	12.1	163	**88	1.5	9.8	140	**42	1.2	4.7	106	**56	1.6	6.3	148
EBONY	3507	749	12.5	21.4	288	321	5.6	9.2	130	*166	4.6	4.7	107	278	8.1	7.9	187
ESQUIRE	1083	*155	2.6	14.3	193	**121	2.1	11.2	159	**28	0.8	2.6	59	**61	1.8	5.6	133
ESSENCE	1830	467	7.8	25.5	344	*132	2.3	7.2	102	**53	1.5	2.9	66	*137	4.0	7.5	176
FAMILY CIRCLE	15930	1077	17.9	6.8	91	1208	21.2	7.6	108	801	22.4	5.0	114	837	24.3	5.3	124
THE FAMILY HANDYMAN	1126	**57	0.9	5.1	68	**93	1.6	8.3	117	**55	1.5	4.9	111	**50	1.5	4.4	105
FAMILY WEEKLY	11468	825	13.7	7.2	97	860	15.1	7.5	106	301	8.4	2.6	59	506	14.7	4.4	104
FIELD & STREAM	2234	*153	2.5	6.8	92	*141	2.5	6.3	90	**77	2.2	3.4	78	**115	3.3	5.1	121
FOOD & WINE	579	**63	1.0	10.9	147	**45	0.8	7.8	110	**32	0.9	5.5	125	**16	0.5	2.8	65
FORBES	728	**16	0.3	2.2	30	**93	1.6	12.8	181	**95	2.7	13.0	296	**47	1.4	6.5	152
FORTUNE	906	**94	1.6	10.4	140	**106	1.9	11.7	166	**64	1.8	7.1	160	**98	2.8	10.8	255
GENTLEMEN'S QUARTERLY	791	**98	1.6	12.4	167	**66	1.2	8.3	118	**59	1.7	7.5	169	**47	1.4	5.9	140
GLAMOUR	5265	445	7.4	8.5	114	423	7.4	8.0	114	*332	9.3	6.3	143	269	7.8	5.1	120
GOLF DIGEST	636	**59	1.0	9.3	125	**36	0.6	5.7	80	**17	0.5	2.7	61	**66	1.9	10.4	244
GOLF DIGEST/TENNIS (GROSS)	1186	*141	2.3	11.9	160	**100	1.8	8.4	120	**41	1.1	3.5	78	**103	3.0	8.7	205
GOLF MAGAZINE	441	**23	0.4	5.2	70	**35	0.6	7.9	113	**46	1.3	10.4	236	**52	1.5	11.8	278
GOLF MAGAZINE/SKI (GROSS)	922	**52	0.9	5.6	76	**72	1.3	7.8	111	**54	1.5	5.9	133	**92	2.7	10.0	235
GOOD HOUSEKEEPING	16487	1221	20.3	7.4	100	1441	25.2	8.7	124	806	22.5	4.9	111	774	22.5	4.7	111
HARPER'S BAZAAR	2423	*181	3.0	7.5	101	*210	3.7	8.7	123	*134	3.7	5.5	125	**139	4.0	5.7	135
HEALTH	1994	*165	2.7	8.3	112	*211	3.7	10.6	150	**51	1.4	2.6	58	*135	3.9	6.8	159
HEARST MAG CORP. BUY (GROSS)	44101	3466	57.7	7.9	106	3590	62.9	8.1	115	2089	58.4	4.7	107	2406	70.0	5.5	128
HEARST MAN POWER (GROSS)	1993	*134	2.2	6.7	91	*149	2.6	7.5	106	**88	2.5	4.4	100	*182	5.3	9.1	215
HEARST WOMAN POWER (GROSS)	31274	2293	38.2	7.3	99	2621	45.9	8.4	119	1501	42.0	4.8	109	1621	47.1	5.2	122
HOUSE BEAUTIFUL	3623	431	7.2	11.9	160	301	5.3	8.3	118	*187	5.2	5.2	117	*215	6.3	5.9	140
INC.	283	**18	0.3	6.4	86	**58	1.0	20.5	291	**28	0.8	9.9	224	**22	0.1	0.7	17
JET	2928	683	11.4	23.3	314	249	4.4	8.5	121	*115	3.2	3.9	89	*179	5.2	6.1	144
LADIES' HOME JOURNAL	11918	1017	16.9	8.5	115	1086	19.0	9.1	129	554	15.5	4.6	105	530	15.4	4.4	105
LHJ FAMILY GRP COMBO(GROSS)	16764	1410	23.5	8.4	113	1504	26.3	9.0	127	735	20.6	4.4	99	788	22.9	4.7	111
LIFE	4254	356	5.9	8.4	113	333	5.8	7.8	111	*223	6.2	5.2	119	248	7.2	5.8	137
L.A. TIMES HOME MAGAZINE	1145	**3	0.0	0.3	4	**120	2.1	10.5	149	**14	0.4	1.2	28	**10	0.3	0.9	21
MADEMOISELLE	2884	292	4.9	10.1	136	*200	3.5	6.9	98	*139	3.9	4.8	109	*166	4.8	5.8	136
MC CALL'S	13460	1066	17.7	7.9	107	993	17.4	7.4	105	636	17.8	4.7	107	562	16.3	4.2	98
MC CALL'S/WRK MOTHER (GROSS)	14606	1141	19.0	7.8	105	1106	19.4	7.6	107	703	19.7	4.8	109	656	19.1	4.5	106
MECHANIX ILLUSTRATED	772	**95	1.6	12.3	166	**53	0.9	6.9	97	**34	1.0	4.4	100	**57	1.7	7.4	174
METROPOLITAN HOME	967	**68	1.1	7.0	95	**77	1.3	8.0	113	**57	1.6	5.9	134	**43	1.3	4.4	105
MONEY	1588	*145	2.4	9.1	123	*183	3.2	11.5	164	*80	2.2	5.0	114	*90	2.6	5.7	133
MOTHER EARTH NEWS	1002	**85	1.4	8.5	114	**66	1.2	6.6	93	**25	0.7	2.5	57	**59	1.7	5.9	139
MS.	825	**81	1.3	9.8	132	**89	1.6	10.8	153	**23	0.6	2.8	63	**57	1.7	6.9	163
NATIONAL ENQUIRER	10336	1068	17.8	10.3	139	836	14.6	8.1	115	342	9.6	3.3	75	654	19.0	6.3	149
NATIONAL GEOGRAPHIC	9597	573	9.5	6.0	80	884	15.5	9.2	131	507	14.2	5.3	120	302	8.8	3.1	74
NATIONAL SUNDAY MAGAZINE PKG	49558	3401	56.6	6.9	93	3756	65.8	7.6	108	2293	64.1	4.6	105	2188	63.6	4.4	104
NATURAL HISTORY	573	**46	0.8	8.0	108	**35	0.6	6.1	87	**35	1.0	6.1	138	**29	0.8	5.1	119
NEW WOMAN	1699	*141	2.3	8.3	112	*198	3.5	11.7	165	*101	2.8	5.9	135	*72	2.1	4.2	100
NEW YORK INCLUDING CUE	443	**19	0.3	4.3	58	**15	0.3	3.4	48	**30	0.8	6.8	153	**58	1.7	13.1	308
THE NEW YORKER	1270	**79	1.3	6.2	84	**85	1.5	6.7	95	**110	3.1	8.7	196	**96	2.8	7.6	178
NEWSWEEK	6277	421	7.0	6.7	90	513	9.0	8.2	116	409	11.4	6.5	148	357	10.4	5.7	134
THE N.Y. TIMES DAILY EDITION	1205	**20	0.3	1.7	22	*124	2.2	10.3	146	*138	3.9	11.5	259	*87	2.5	7.2	170
THE N.Y. TIMES MAGAZINE	2081	**51	0.8	2.5	33	*134	2.3	6.4	91	*190	5.3	9.1	207	*108	3.1	5.2	122
OMNI	788	**59	1.0	7.5	101	**76	1.3	9.6	137	**41	1.1	5.2	118	**42	1.2	5.3	126
ON CABLE	1158	**92	1.5	7.9	107	**109	1.9	9.4	134	**46	1.3	4.0	90	**26	0.8	2.2	53
1001 HOME IDEAS	2852	*228	3.8	8.0	108	*207	3.6	7.3	103	*129	3.6	4.5	102	*122	3.5	4.3	101
ORGANIC GARDENING	1658	**140	2.3	8.4	114	*174	3.0	10.5	149	**68	1.9	4.1	93	*78	2.3	4.7	111
OUTDOOR LIFE	896	**48	0.8	5.4	72	**49	0.9	5.5	78	**41	1.1	4.6	104	*89	2.6	9.9	234
PARADE MAGAZINE	24275	1866	31.1	7.7	104	1824	32.0	7.5	107	1411	39.5	5.8	132	1083	31.5	4.5	105

BREAKFAST CEREALS (HOT): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	AUNT A '000	JEMIMA B % DOWN	GRITS C % ACROSS	D % INDX	CREAM OF RICE A '000	B % DOWN	C % ACROSS	D % INDX	FARINA A '000	B % DOWN	C % ACROSS	D % INDX	H.O. INSTANT A '000	B % DOWN	OATMEAL C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	6008	100.0	7.4	100	5708	100.0	7.0	100	3575	100.0	4.4	100	3439	100.0	4.2	100
PARENTS	3845	*228	3.8	5.9	80	394	6.9	10.2	145	*169	4.7	4.4	100	*254	7.4	6.6	156
PENTHOUSE	831	**74	1.2	8.9	120	**68	1.2	8.2	116	**29	0.8	3.5	79	**95	2.8	11.4	269
PEOPLE	11645	918	15.3	7.9	106	955	16.7	8.2	116	465	13.0	4.0	90	617	17.9	5.3	125
PLAYBOY	2006	*163	2.7	8.1	110	*106	1.9	5.3	75	**75	2.1	3.7	85	**134	3.9	6.7	157
POPULAR HOT RODDING	297	**61	1.0	20.5	277	**29	0.5	9.8	139	**12	0.3	4.0	92	**8	0.2	2.7	63
POPULAR MECHANICS	1018	**44	0.7	4.3	58	**95	1.7	9.3	132	**51	1.4	5.0	113	**86	2.5	8.4	199
POPULAR SCIENCE	878	**89	1.5	10.1	137	**37	0.6	4.2	60	**24	0.7	2.7	62	**50	1.5	5.7	134
PREVENTION	3913	359	6.0	9.2	124	440	7.7	11.2	160	282	7.9	7.2	163	*197	5.7	5.0	119
PSYCHOLOGY TODAY	1710	**81	1.3	4.7	64	**123	2.2	7.2	102	**105	2.9	6.1	139	**91	2.6	5.3	125
READER'S DIGEST	22204	1708	28.4	7.7	104	1745	30.6	7.9	112	891	24.9	4.0	91	1161	33.8	5.2	123
REDBOOK	7684	560	9.3	7.3	98	694	12.2	9.0	128	317	8.9	4.1	93	1112	11.2	5.0	118
ROAD & TRACK	410	**33	0.5	8.0	108	**47	0.8	11.5	163	**46	1.3	11.2	254	**22	0.6	5.4	126
ROLLING STONE	969	**37	0.6	3.8	51	**76	1.3	7.8	111	**57	1.6	5.9	133	**78	2.3	8.0	190
RUNNER'S WORLD	298	**23	0.4	7.7	104	**11	0.2	3.7	52	**14	0.4	4.7	106	**9	0.3	3.0	71
SATURDAY EVENING POST	1169	**79	1.3	6.8	91	**93	1.6	8.0	113	**101	2.8	8.6	196	**49	1.4	4.2	99
SCIENCE 84	587	**22	0.4	3.7	51	**54	0.9	9.2	131	**14	0.4	2.4	54	**18	0.5	3.1	72
SCIENCE DIGEST	482	**67	1.1	13.9	187	**32	0.6	6.6	94	**7	0.2	1.5	33	**85	1.3	9.3	220
SCIENTIFIC AMERICAN	594	**63	1.0	10.6	143	**38	0.7	6.4	91	**34	1.0	5.7	130	**43	1.3	7.2	170
SELF	2089	*125	2.1	6.0	81	*212	3.7	10.1	144	**118	3.3	5.6	128	**116	3.4	5.6	131
SEVENTEEN	2411	*207	3.4	8.6	116	*130	2.3	5.4	77	**140	3.9	5.8	132	**124	3.6	5.1	121
SKI	480	**29	0.5	6.0	81	**37	0.6	7.7	109	**9	0.3	1.9	42	**41	1.2	8.5	201
SMITHSONIAN	2760	*121	2.0	4.4	59	275	4.8	10.0	141	*140	3.9	5.1	115	**102	3.0	3.7	87
SOAP OPERA DIGEST	3013	396	6.6	13.1	177	*232	4.1	7.7	109	*106	3.0	3.5	80	*211	6.1	7.0	165
SOUTHERN LIVING	4184	771	12.8	18.4	248	*182	3.2	4.3	62	**64	1.8	1.5	35	**103	3.0	2.5	58
SPORT	559	**123	2.0	22.0	297	**25	0.4	4.5	63	**57	1.6	10.2	231	**44	1.3	7.9	185
THE SPORTING NEWS	436	**0	0.0	0.0	0	**41	0.7	9.4	133	**41	1.1	9.4	213	**15	0.4	3.4	81
SPORTS AFIELD	493	**23	0.4	4.7	63	**22	0.4	4.5	63	**29	0.8	5.9	133	**51	1.5	10.3	244
SPORTS ILLUSTRATED	2758	293	4.9	10.6	143	*181	3.2	6.6	93	*202	5.7	7.3	166	**114	3.3	4.1	97
STAR	7456	753	12.5	10.1	136	608	10.7	8.2	116	309	8.6	4.1	94	448	13.0	6.0	141
SUNDAY	24936	1272	21.2	5.1	69	1958	34.3	7.9	111	1352	37.8	5.4	123	1100	32.0	4.4	104
SUNSET	2124	**27	0.4	1.3	17	*252	4.4	11.9	168	**68	1.9	3.2	73	**19	0.6	0.9	21
TV GUIDE	21661	1798	29.9	8.3	112	1586	27.8	7.3	104	1004	28.1	4.6	105	995	28.9	4.6	108
TENNIS	550	**82	1.4	14.9	201	**64	1.1	11.6	165	**24	0.7	4.4	99	**37	1.1	6.7	158
TIME	8880	644	10.7	7.3	98	707	12.4	8.0	113	612	17.1	6.9	156	475	13.8	5.3	126
TOWN & COUNTRY	917	**77	1.3	8.4	113	**75	1.3	8.2	116	**29	0.8	3.2	72	**39	1.1	4.3	100
TRAVEL & LEISURE	972	**79	1.3	8.1	110	**60	1.1	6.2	88	**54	1.5	5.6	126	**97	2.8	10.0	235
TRUE STORY	3356	286	4.8	8.5	115	*186	3.3	5.5	79	**82	2.3	2.4	55	*272	7.9	8.1	191
U.S. NEWS & WORLD REPORT	3410	*229	3.8	6.7	91	*209	3.7	6.1	87	*183	5.1	5.4	122	*211	6.1	6.2	146
USA TODAY	1759	*143	2.4	8.1	110	*150	2.6	8.5	121	**89	2.5	5.1	115	**45	1.3	2.6	60
US	1873	*151	2.5	8.1	109	*174	3.0	9.3	132	**92	2.6	4.9	111	**110	3.2	5.9	138
VOGUE	3909	314	5.2	8.0	108	*259	4.5	6.6	94	226	6.3	5.8	131	*192	5.6	4.9	116
WALL STREET JOURNAL	1886	*120	2.0	6.4	86	*162	2.8	8.6	122	*128	3.6	6.8	154	**60	1.7	3.2	75
WEIGHT WATCHERS	2120	*126	2.1	5.9	80	*178	3.1	8.4	119	**125	3.5	5.9	134	**83	2.4	3.9	92
WOMAN'S DAY	14172	919	15.3	6.5	87	1212	21.2	8.6	121	810	22.7	5.7	129	661	19.2	4.7	110
WORKING MOTHER	1146	**75	1.2	6.5	88	**114	2.0	9.9	141	**67	1.9	5.8	132	**95	2.8	8.3	195
WORKING WOMAN	1322	*119	2.0	9.0	121	**116	2.0	8.8	124	**34	1.0	2.6	58	**72	2.1	5.4	128
WORLD TENNIS	*163	**40	0.7	24.5	331	**13	0.2	8.0	113	**4	0.1	2.5	56	**10	0.3	6.1	144
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*272	4.5	10.7	145	*208	3.6	8.2	117	**108	3.0	4.3	97	**117	3.4	6.6	109
BLAIR INSERTS	43657	2973	49.5	6.8	92	3401	59.6	7.8	111	2166	60.6	5.0	112	1908	55.5	4.4	103
DAILY NEWSPAPERS																	
READ ANY	51633	3624	60.3	7.0	95	3845	67.4	7.4	106	2491	69.7	4.8	109	2203	64.1	4.3	100
READ ONE	43463	3080	51.3	7.1	96	3287	57.6	7.6	107	1921	53.7	4.4	100	1687	49.1	3.9	91
READ TWO OR MORE	8170	544	9.1	6.7	90	558	9.8	6.8	97	570	15.9	7.0	158	515	15.0	6.3	148
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3534	58.8	6.7	90	4041	70.8	7.7	109	2417	67.6	4.6	104	2255	65.6	4.3	101
READ ONE	46126	3265	54.3	7.1	95	3534	61.9	7.7	109	1984	55.5	4.3	97	1939	56.4	4.2	99
READ TWO OR MORE	6552	269	4.5	4.1	55	508	8.9	7.8	110	433	12.1	6.6	150	316	9.2	4.8	114
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	29.48				27.99				29.38				27.48			
30 DAY REACH	71455	5110	85.1	7.2	96	5032	88.2	7.0	100	3170	88.7	4.4	100	3049	88.7	4.3	100
50 SHMG - 30 DAY AV FREQ	14.56	15.53				14.85				15.63				14.49			
30 DAY REACH	67742	4864	81.0	7.2	97	4736	83.0	7.0	99	2985	83.5	4.4	100	2896	84.2	4.3	101
25 SHMG - 30 DAY AV FREQ	7.94	8.75				8.05				8.46				8.20			
30 DAY REACH	62117	4348	72.4	7.0	94	4396	77.0	7.1	100	2766	77.4	4.5	101	2552	74.2	4.1	97
CABLE TV: HOME WIRED	32077	2265	37.7	7.1	95	2504	43.9	7.8	111	1328	37.1	4.1	94	1600	46.5	5.0	117
HOME NOT WIRED	48909	3742	62.3	7.7	103	3205	56.1	6.6	93	2247	62.9	4.6	104	1839	53.5	3.8	89
HAVE PAY CABLE	15935	1044	17.4	6.6	88	1304	22.8	8.2	116	653	18.3	4.1	93	697	20.3	4.4	103

	TOTAL U.S. '000	AUNT A '000	JEMIMA B % DOWN	GRITS C % ACROSS	D % INDX	CREAM OF RICE A '000	B % DOWN	C % ACROSS	D % INDX	FARINA A '000	B % DOWN	C % ACROSS	D % INDX	H.O. INSTANT A '000	B % DOWN	C % ACROSS	D % INDX	OATMEAL A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	6008	100.0	7.4	100	5708	100.0	7.0	100	3575	100.0	4.4	100	3439	100.0	4.2	100				
RADIO AVG. DAILY (M-F) CUME																					
6:00 AM - 10:00 AM	43921	3186	53.0	7.3	98	3092	54.2	7.0	100	1965	55.0	4.5	101	2084	60.6	4.7	112				
10:00 AM - 3:00 PM	30659	2222	37.0	7.2	98	2381	41.7	7.8	110	1404	39.3	4.6	104	1314	38.2	4.3	101				
3:00 PM - 7:00 PM	31045	2273	37.8	7.3	99	2253	39.5	7.3	103	1291	36.1	4.2	94	1469	42.7	4.7	111				
7:00 PM - MIDNIGHT	15767	1157	19.3	7.3	99	1111	19.5	7.0	100	823	23.0	5.2	118	686	19.9	4.4	102				
MIDNIGHT - 6:00 AM	9120	716	11.9	7.9	106	699	12.2	7.7	109	413	11.6	4.5	103	436	12.7	4.8	113				
6:00 AM - MIDNIGHT	58527	4160	69.2	7.1	96	4257	74.6	7.3	103	2607	72.9	4.5	101	2633	76.6	4.5	106				
ENTIRE DAY	59311	4204	70.0	7.1	96	4312	75.5	7.3	103	2658	74.3	4.5	102	2691	78.2	4.5	107				
AVG DAILY M-F CUME: 6AM-MDNT																					
FORMATS: ADULT CONTEMPORARY	16172	885	14.7	5.5	74	1239	21.7	7.7	109	596	16.7	3.7	83	716	20.8	4.4	104				
ALL NEWS	2256	**37	0.6	1.6	22	*212	3.7	9.4	133	*177	5.0	7.8	178	**109	3.2	4.8	114				
AOR/PROGRESSIVE	3874	*175	2.9	4.5	61	285	5.0	7.4	104	*201	5.6	5.2	118	*132	3.8	3.4	80				
BEAUTIFUL MUSIC	5660	523	8.7	9.2	125	312	5.5	5.5	78	298	8.3	5.3	119	303	8.8	5.4	126				
BLACK	2204	427	7.1	19.4	261	*164	2.9	7.4	106	**90	2.5	4.1	93	*136	4.0	6.2	145				
CLASSICAL	1418	**53	0.9	3.7	50	*174	3.0	12.3	174	**59	1.7	4.2	94	**96	2.8	6.8	159				
CHR/ROCK	9538	603	10.0	6.3	85	640	11.2	6.7	95	511	14.3	5.4	121	505	14.7	5.3	125				
COUNTRY	12648	1233	20.5	9.7	131	726	12.7	5.7	81	329	9.2	2.6	59	521	15.1	4.1	97				
GOLDEN OLDIES	1191	**99	1.6	8.3	112	**50	0.9	4.2	60	**35	1.0	2.9	67	**91	2.6	7.6	180				
MOR/NOSTALGIA	4757	231	3.8	4.9	65	438	7.7	9.2	131	*221	6.2	4.6	105	*240	7.0	5.0	119				
NEWS/TALK	3863	**78	1.3	2.0	27	288	5.0	7.5	106	248	6.9	6.4	145	*153	4.4	4.0	93				
RELIGIOUS	3084	366	6.1	11.9	160	*387	6.8	12.5	178	**104	2.9	3.4	76	**109	3.2	3.5	83				
SOFT ROCK	521	**22	0.4	4.2	57	**65	1.1	12.5	177	**14	0.4	2.7	61	**50	1.5	9.6	226				
URBAN CONTEMPORARY	1585	*160	2.7	10.1	136	**112	2.0	7.1	100	*211	5.9	13.3	302	**113	3.3	7.1	168				
WIRED NETWORKS:																					
ABC CONTEMPORARY	3261	*197	3.3	6.0	81	*265	4.6	8.1	115	*142	4.0	4.4	99	*250	7.3	7.7	181				
ABC DIRECTION	2316	**75	1.2	3.2	44	*206	3.6	8.9	126	*126	3.5	5.4	123	*83	2.4	3.6	84				
ABC ENTERTAINMENT	4834	453	7.5	9.4	126	305	5.3	6.3	90	309	8.6	6.4	145	251	7.3	5.2	122				
ABC FM	2202	*224	3.7	10.2	137	*145	2.5	6.6	93	**79	2.2	3.6	81	**94	2.7	4.3	101				
ABC INFORMATION	5425	285	4.7	5.3	71	452	7.9	8.3	118	*236	6.6	4.4	99	*229	6.7	4.2	99				
ABC ROCK	1677	**80	1.3	4.8	64	**116	2.0	6.9	98	**118	3.3	7.0	159	**93	2.7	5.5	131				
CBS	4430	*182	3.0	4.1	55	*288	5.0	6.5	92	*208	5.8	4.7	106	*144	4.2	3.3	77				
MUTUAL	4992	419	7.0	8.4	113	408	7.1	8.2	116	*254	7.1	5.1	115	*210	6.1	4.2	99				
NBC	4679	*249	4.1	5.3	72	433	7.6	9.3	131	*178	5.0	3.8	86	*215	6.3	4.6	108				
RADIORADIO	1994	*201	3.3	10.1	136	**104	1.8	5.2	74	**88	2.5	4.4	100	**114	3.3	5.7	135				
RKO ONE	2298	*224	3.7	9.7	131	*86	1.5	3.7	53	**124	3.5	5.4	122	**63	1.8	2.7	65				
RKO TWO	3311	324	5.4	9.8	132	*137	2.4	4.1	59	*162	4.5	4.9	111	*154	4.5	4.7	110				
THE SOURCE	2114	*171	2.8	8.1	109	**143	2.5	6.8	96	**103	2.9	4.9	110	*67	1.9	3.2	75				
NON-WIRED : BLAIR	8654	728	12.1	8.4	113	589	10.3	6.8	97	356	10.0	4.1	93	475	13.8	5.5	129				
INTERNET	12025	766	12.7	6.4	86	1019	17.9	8.5	120	484	13.5	4.0	91	653	19.0	5.4	128				
KATZ RADIO GROUP	15359	1046	17.4	6.8	92	1089	19.1	7.1	101	777	21.7	5.1	115	770	22.4	5.0	118				
SUPERNET	10628	728	12.1	6.8	92	681	11.9	6.4	91	510	14.3	4.8	109	451	13.1	4.2	100				
TELEVISION AVG. HALF HOUR																					
WKDAY 7:00 AM - 9:00 AM	8659	839	14.0	9.7	131	623	10.9	7.2	102	463	13.0	5.3	121	418	12.2	4.8	114				
WKDAY 9:00 AM - 1:00 PM	12163	1054	17.5	8.7	117	872	15.3	7.2	102	612	17.1	5.0	114	580	16.9	4.8	112				
WKDAY 1:00 PM - 4:30 PM	16150	1487	24.8	9.2	124	1116	19.6	6.9	98	731	20.4	4.5	103	808	23.5	5.0	118				
WKDAY 4:30 PM - 7:30 PM	22463	1742	29.0	7.8	105	1549	27.1	6.9	98	1154	32.3	5.1	116	1008	29.3	4.5	106				
WKDAY 7:30 PM - 8:00 PM	31795	2420	40.3	7.6	103	2163	37.9	6.8	97	1570	43.9	4.9	112	1378	40.1	4.3	102				
WKDAY 11:00 PM - 11:30 PM	23977	1784	29.7	7.4	100	1694	29.7	7.1	100	1121	31.4	4.7	106	918	26.7	3.8	90				
WKDAY 11:30 PM - 1:00 AM	7703	584	9.7	7.6	102	566	9.9	7.3	104	394	11.0	5.1	116	299	8.7	3.9	91				
M-SAT 8-11 PM-SUN 7-11 PM	33800	2542	42.3	7.5	101	2299	40.3	6.8	97	1669	46.7	4.9	112	1489	43.3	4.4	104				
WKDY DAYTIME NTWK 7AM-4:30PM																					
ALL MY CHILDREN	A 6538	548	9.1	8.4	113	564	9.9	8.6	122	267	7.5	4.1	93	402	11.7	6.1	145				
ANOTHER WORLD	N 4620	604	10.1	13.1	176	269	4.7	5.8	83	225	6.3	4.9	110	250	7.3	5.4	127				
AS THE WORLD TURNS	C 5614	548	9.1	9.8	132	431	7.6	7.7	109	179	5.0	3.2	72	204	5.9	3.6	86				
CAPITOL	C 3396	296	4.9	8.7	117	270	4.7	8.0	113	*98	2.7	2.9	65	189	5.5	5.6	131				
CBS MORN. NEWS 1	C 1446	169	2.8	11.7	158	*98	1.7	6.8	96	*55	1.5	3.8	86	*52	1.5	3.6	85				
CBS MORN. NEWS 2	C 1207	118	2.0	9.8	132	*76	1.3	6.3	89	*68	1.9	5.6	128	*339	1.1	3.2	76				
DAYS OF OUR LIVES	N 5877	604	10.1	10.3	139	384	6.7	6.5	93	276	7.7	4.7	106	240	7.0	4.1	96				
FACTS OF LIFE - DAYTIME	N 2290	205	3.4	9.0	121	179	3.1	7.8	111	*124	3.5	5.4	123	*111	3.2	4.8	114				
FAMILY FEUD	A 3023	277	4.6	9.2	124	206	3.6	6.8	97	160	4.5	5.3	120	*143	4.2	4.7	111				
GENERAL HOSPITAL	A 6097	410	6.8	6.7	91	398	7.0	6.5	93	348	9.7	5.7	129	361	10.5	5.9	139				
GOOD MORNING, AMERICA-730	A 3515	295	4.9	8.4	113	205	3.6	5.8	83	144	4.0	4.1	93	154	4.5	4.4	103				
GOOD MORNING, AMERICA-830	A 2818	223	3.7	7.9	107	150	2.6	5.3	76	153	4.3	5.4	123	182	5.3	6.5	152				
GUILDING LIGHT	C 5339	530	8.8	9.9	134	414	7.3	7.8	110	197	5.5	3.7	84	238	6.9	4.5	105				
ONE LIFE TO LIVE	A 4478	339	5.6	7.6	102	352	6.2	7.9	112	215	6.0	4.8	109	266	7.7	5.9	140				
PRESS YOUR LUCK	C 2244	134	2.2	6.0	80	108	1.9	4.8	68	114	3.2	5.1	115	*94	2.7	4.2	99				
PRICE IS RIGHT 1	C 4348	440	7.3	10.1	136	226	4.0	5.2	74	159	4.4	3.7	83	243	7.1	5.6	132				
PRICE IS RIGHT 2	C 5014	463	7.7	9.2	124	280	4.9	5.6	79	198	5.5	3.9	89	251	7.3	5.0	118				
RYAN'S HOPE	A 3150	294	4.9	9.3	126	253	4.4	8.0	114	147	4.1	4.7	106	*178	5.2	5.7	133				
SALE OF THE CENTURY	N 2695	175	2.9	6.5	88	238	4.2	8.8	125	159	4.4	5.9	134	*107	3.1	4.0	93				
SEARCH FOR TOMORROW	N 2319	285	4.7	12.3	166	192	3.4	8.3	117	*101	2.8	4.4	99	*87	2.5	3.8					

BREAKFAST CEREALS (HOT): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL	AUNT JEMIMA GRITS				CREAM OF RICE				FARINA				H.O. INSTANT OATMEAL			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	100.0	100.0	7.4	100	5708	100.0	7.0	100	3575	100.0	4.4	100	3439	100.0	4.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2190	36.5	8.4	113	1743	30.5	6.7	95	1297	36.3	5.0	113	1107	32.2	4.2	100
NETWORK AFFILIATES - LATE		20261	1517	25.2	7.5	101	1456	25.5	7.2	102	912	25.5	4.5	102	782	22.7	3.9	91
INDEPENDENTS - LATE		2076	79	1.3	3.8	51	130	2.3	6.3	89	173	4.8	8.3	189	120	3.5	5.8	136
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	884	14.7	8.5	114	757	13.3	7.2	103	406	11.4	3.9	88	423	12.3	4.0	95
ABC MONDAY NIGHT MOVIE		A 6412	457	7.6	7.1	96	509	8.9	7.9	113	273	7.6	4.3	96	289	8.4	4.5	106
ABC SUNDAY NIGHT MOVIE		A 12407	806	13.4	6.5	88	934	16.4	7.5	107	663	18.5	5.3	121	561	16.3	4.5	106
ABC WORLD NEWS TONIGHT		A 6176	410	6.8	6.6	89	354	6.2	5.7	81	214	6.0	3.5	78	274	8.0	4.4	104
AFTERMASH		C 5863	462	7.7	7.9	106	464	8.1	7.9	112	*231	6.5	3.9	89	*266	7.7	4.5	107
ALICE		C 9594	790	13.1	8.2	111	733	12.8	7.6	108	445	12.4	4.6	105	*455	13.2	4.7	112
AMERICAN PARADE		C 6622	522	8.7	7.9	106	497	8.7	7.5	106	365	10.2	5.5	125	276	8.0	4.2	98
BENSON		A 10886	748	12.5	6.9	93	705	12.4	6.5	92	481	13.5	4.4	100	440	12.8	4.0	95
BLUE THUNDER		A 5036	285	4.7	5.7	76	312	5.5	6.2	88	*235	6.6	4.7	106	*245	7.1	4.9	115
CAGNEY & LACEY		C 9965	675	11.2	6.8	91	799	14.0	8.0	114	372	10.4	3.7	85	353	10.3	3.5	83
CBS EVENING NEWS-DEAN		C 3491	*207	3.4	5.9	80	*162	2.8	4.6	66	*198	5.5	5.7	128	*181	5.3	5.2	122
CBS EVENING NEWS-RATHER		C 7123	570	9.5	8.0	108	593	10.4	8.3	118	357	10.0	5.0	114	300	8.7	4.2	99
CBS SAT. NEWS-SCHIEFFER		C 3621	340	5.7	9.4	127	205	3.6	5.7	80	203	5.7	5.6	127	175	5.1	4.8	114
CBS SATURDAY NIGHT MOVIE		C 5436	363	6.0	6.7	90	357	6.3	6.6	93	239	6.7	4.4	100	234	6.8	4.3	101
CBS WEDNESDAY NIGHT MOVIE		C 6100	441	7.3	7.2	97	400	7.0	6.6	93	238	6.7	3.9	88	330	9.6	5.4	127
CHEERS		N 8887	626	10.4	7.0	95	629	11.0	7.1	100	328	9.2	3.7	84	448	13.0	5.0	119
DALLAS		C 22109	2042	34.0	9.2	124	1859	32.6	8.4	119	940	26.3	4.3	96	995	28.9	4.5	106
DIFF'RENT STROKES		N 6940	711	11.8	10.2	138	432	7.6	6.2	88	259	7.2	3.7	85	314	9.1	4.5	107
DOUBLE TROUBLE		N 7223	550	9.2	7.6	103	482	8.4	6.7	95	316	8.8	4.4	99	302	8.8	4.2	98
DUCK FACTORY		N 5595	375	6.2	6.7	90	370	6.5	6.6	94	*217	6.1	3.9	88	261	7.6	4.7	110
DUKES OF HAZZARD		C 5768	563	9.4	9.8	132	403	7.1	7.0	99	239	6.7	4.1	94	262	7.6	4.5	107
DYNASTY		A 20053	1807	30.1	9.0	121	1294	22.7	6.5	92	833	23.3	4.2	94	959	27.9	4.8	113
FACTS OF LIFE		N 8087	705	11.7	8.7	118	594	10.4	7.3	104	333	9.3	4.1	93	312	9.1	3.9	91
FALCON CREST		C 20046	1759	29.3	8.8	118	1410	24.7	7.0	100	842	23.6	4.2	95	894	26.0	4.5	105
FALL GUY		A 9084	753	12.5	8.3	112	880	11.9	7.5	106	410	11.5	4.5	102	477	13.9	5.3	124
FAMILY TIES		N 7964	666	11.1	8.4	113	456	8.0	5.7	81	267	7.5	3.4	76	321	9.3	4.0	95
FANTASY ISLAND		A 7687	501	8.3	6.5	88	493	8.6	6.4	91	458	12.8	6.0	135	352	10.2	4.6	108
FOULUPS, BLEEPES & BLUNDERS		A 8861	603	10.0	6.8	92	593	10.4	6.7	95	504	14.1	5.7	129	354	10.3	4.0	94
FOUR SEASONS		C 5095	312	5.2	6.1	83	464	8.1	9.1	129	*268	7.5	5.3	119	*271	7.9	5.3	125
GIMME A BREAK		N 8838	846	14.1	9.6	129	435	7.6	4.9	70	393	11.0	4.4	101	365	10.6	4.1	97
HART TO HART		A 8978	755	12.6	8.4	113	515	9.0	5.7	81	429	12.0	4.8	108	387	11.3	4.3	102
HILL STREET BLUES		N 8590	582	9.7	6.8	91	707	12.4	8.2	117	359	10.0	4.2	95	391	11.4	4.6	107
HOTEL		A 14085	1177	19.6	8.4	113	1019	17.9	7.2	103	597	16.7	4.2	96	691	20.1	4.9	116
JEFFERSONS		C 9360	891	14.8	9.5	128	776	13.6	8.3	118	472	13.2	5.0	114	466	13.6	5.0	117
JENNIFER SLEPT HERE		N 5841	560	9.3	9.6	129	366	6.4	6.3	89	268	7.5	4.6	104	277	8.1	4.7	112
KATE & ALLIE		C 1206	527	8.8	5.7	77	859	12.1	7.5	106	342	9.6	3.7	84	355	10.3	3.9	91
KNIGHT RIDER		N 7076	593	9.9	8.4	113	405	7.1	5.7	81	370	10.3	5.2	118	286	8.3	4.0	95
LOVE BOAT		A 12219	1094	18.2	9.0	121	783	13.7	6.4	91	644	18.0	5.3	119	493	14.3	4.0	95
MAGNUM PI		C 11199	1026	17.1	9.2	123	874	15.3	7.8	111	411	11.5	3.7	83	508	14.8	4.5	107
MAMA'S FAMILY		N 6057	581	9.7	9.6	129	504	8.8	8.3	118	242	6.8	4.0	91	269	7.8	4.4	105
MASTER, THE		N 3598	331	5.5	9.2	124	*180	3.2	5.0	71	*141	3.9	3.9	89	*119	3.5	3.3	78
MATT HOUSTON		A 6344	359	6.0	5.7	76	419	7.3	6.6	94	362	10.1	5.7	129	288	8.4	4.5	107
NBC MONDAY NIGHT MOVIE		N 11994	969	16.1	8.1	109	689	12.1	5.7	82	575	16.1	4.8	109	618	18.0	5.2	121
NBC NIGHTLY NEWS		N 5132	495	8.2	9.6	130	342	6.0	6.7	95	274	7.7	5.3	121	313	9.1	6.1	144
NBC NIGHTLY NEWS-SAT		N 3375	298	5.0	8.8	119	*267	4.7	7.9	112	*139	3.9	4.1	93	*213	6.2	6.3	149
NBC NIGHTLY NEWS-SUN		N 3130	*214	3.6	6.8	92	*198	3.5	6.3	90	*211	5.9	6.7	153	*164	4.8	5.2	123
NBC SUNDAY NIGHT MOVIE		N 8284	623	10.4	7.5	101	*880	8.4	5.8	82	*582	10.1	4.4	99	*405	11.8	4.9	115
NEWMART		C 9240	524	8.7	5.7	76	746	13.1	8.1	115	363	10.2	3.9	89	361	10.5	3.9	92
ONE DAY AT A TIME		C 7288	647	10.8	8.9	120	514	9.0	7.1	100	343	9.6	4.7	107	331	9.6	4.5	107
PEOPLE ARE FUNNY		N 4855	409	6.8	8.4	114	334	5.9	6.9	98	*238	6.7	4.9	111	*165	4.8	3.4	80
REAL PEOPLE		N 8869	829	13.8	9.3	126	552	9.7	6.2	88	424	11.9	4.8	108	373	10.8	4.2	99
REMINGTON STEELE		N 7743	545	9.1	7.0	95	501	8.8	6.5	92	443	12.4	5.7	130	343	10.0	4.4	104
RIPLEY'S BELIEVE IT - NOT		A 5345	311	5.2	5.8	78	413	7.2	7.7	110	*212	5.9	4.0	90	204	5.9	3.8	90
RIPTIDE		N 6988	551	9.2	7.9	106	485	8.5	6.9	98	310	8.7	4.4	100	349	10.1	5.0	118
SCARECROW & MRS. KING		C 10002	858	14.3	8.6	116	881	15.4	8.8	125	312	8.7	3.1	71	416	12.1	4.2	98
SIMON & SIMON		C 10638	1084	18.0	10.2	137	741	13.0	7.0	99	384	10.7	3.6	82	572	16.6	5.4	127
60 MINUTES		C 13293	1062	17.7	8.0	108	922	16.2	6.9	98	615	17.2	4.6	105	597	17.4	4.5	106
ST. ELSEWHERE		N 7017	509	8.5	7.3	98	645	11.3	9.2	130	357	10.0	5.1	115	376	10.9	5.4	126
THREE'S COMPANY		A 10917	761	12.7	7.0	94	961	16.8	8.8	125	443	12.4	4.1	92	439	12.8	4.0	95
T.J. HOOKER		A 9204	758	12.6	8.2	111	617	10.8	6.7	95	454	12.7	4.9	112	347	10.1	3.8	89
TONIGHT																		

	TOTAL U.S. '000	MALT-O-MEAL				NABISCO				CREAM OF WHEAT				QUAKER				INSTANT OATMEAL				QUICK QUAKER OATS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX				
TOTAL FEMALE HOMEOWNERS	80986	6642	100.0	8.2	100	13704	100.0	16.9	100	18343	100.0	22.6	100	20195	100.0	24.9	100								
18 - 24	9282	967	14.6	10.4	127	1552	11.3	16.7	99	2244	12.2	24.2	107	1448	7.2	15.6	63								
25 - 34	19072	1832	27.6	9.6	117	3592	26.2	18.8	111	5599	30.5	29.4	130	4536	22.5	23.8	95								
35 - 44	14591	1192	17.9	8.2	100	2507	18.3	17.2	102	3497	19.1	24.0	106	3683	18.2	25.2	101								
45 - 54	11345	881	10.3	6.0	73	2012	14.7	17.7	105	2491	13.6	22.0	97	2864	14.2	25.2	101								
55 - 64	11635	830	12.5	7.1	87	2038	14.9	17.5	104	2193	12.0	18.8	83	3521	17.4	30.3	121								
65 OR OLDER	15061	1141	17.2	7.6	92	2003	14.6	13.3	79	2318	12.6	15.4	68	4143	20.5	27.5	110								
18 - 34	28354	2798	42.1	9.9	120	5144	37.5	18.1	107	7843	42.8	27.7	122	5984	29.6	21.1	85								
18 - 49	48339	4382	66.0	9.1	111	8520	62.2	17.6	104	12652	69.0	26.2	116	11069	54.8	22.9	92								
25 - 54	45008	3704	55.8	8.2	100	8111	59.2	18.0	106	11588	63.2	25.7	114	11082	54.9	24.6	99								
35 - 49	19985	1584	23.8	7.9	97	3376	24.6	16.9	100	4810	26.2	24.1	106	5085	25.2	25.4	102								
50 OR OLDER	32647	2259	34.0	6.9	84	5184	37.8	15.9	94	5690	31.0	17.4	77	9126	45.2	28.0	112								
GRADUATED COLLEGE	11155	616	9.3	5.5	67	1894	13.8	17.0	100	2594	14.1	23.3	103	2795	13.8	25.1	100								
ATTENDED COLLEGE	13682	1256	18.9	9.2	112	2555	18.6	18.7	110	3632	19.8	26.5	117	3772	18.7	27.6	111								
GRADUATED HIGH SCHOOL	33880	2931	44.1	8.7	105	6204	45.3	18.3	108	8481	46.2	25.0	111	8463	41.9	25.0	100								
DID NOT GRADUATE HIGH SCHOOL	22270	1838	27.7	8.3	101	3051	22.3	13.7	81	3636	19.8	16.3	72	5165	25.6	23.2	93								
EMPLOYED	40305	2782	41.9	6.9	84	6403	46.7	15.9	94	9984	54.4	24.8	109	9145	45.3	22.7	91								
EMPLOYED FULL-TIME	32850	2219	33.4	6.8	82	4970	36.3	15.1	89	8293	45.2	25.2	111	7171	35.5	21.8	88								
EMPLOYED PART-TIME	7456	562	8.5	7.5	92	1433	10.5	19.2	114	1691	9.2	22.7	100	1974	9.8	26.5	106								
NOT EMPLOYED	40680	3860	58.1	9.5	116	7301	53.3	17.9	106	8359	45.6	20.5	91	11049	54.7	27.2	109								
PROFESSIONAL/MANAGER	10392	608	9.2	5.9	71	1510	11.0	14.5	86	2544	13.9	24.5	108	2556	12.7	24.6	99								
TECH/CLERICAL/SALES	17574	1125	16.9	6.4	78	2899	21.9	17.1	101	4610	25.1	26.2	116	3975	19.7	22.6	91								
PRECISION/CRAFT	985	1129	1.9	13.1	160	1157	1.1	15.9	94	247	1.3	25.1	111	2177	0.9	18.0	72								
OTHER EMPLOYED	11354	920	13.9	8.1	99	1737	12.7	15.3	90	2583	14.1	22.7	100	2437	12.1	21.5	86								
SINGLE	9863	706	10.6	7.2	87	1388	10.1	14.1	83	2040	11.1	20.7	91	1664	8.2	16.9	68								
MARRIED	51375	4311	64.9	8.4	102	9455	69.0	18.4	109	12695	69.2	24.7	109	13808	68.4	26.9	108								
DIVORCED/SEPARATED/WIDOWED	19748	1624	24.5	8.2	100	2860	20.9	14.5	86	3608	19.7	18.3	81	4723	23.4	23.9	96								
PARENTS	32590	3481	52.4	10.7	130	6757	49.3	20.7	123	9291	50.7	28.5	126	8775	41.0	25.4	102								
WHITE	70416	5887	88.6	8.4	102	12598	91.9	17.9	106	16571	90.3	23.5	104	18097	89.6	25.7	103								
BLACK	8778	641	9.7	7.3	89	865	6.3	9.9	58	1425	7.8	16.2	72	1885	9.3	21.5	86								
OTHER	1791	113	1.7	6.3	77	2241	1.8	13.5	80	3347	1.9	19.4	86	2213	1.1	11.9	48								
NORTHEAST-CENSUS	17786	177	2.7	1.0	12	2830	20.7	15.9	94	4176	22.8	23.5	104	3966	19.6	22.3	89								
NORTH CENTRAL	20741	2561	38.6	12.3	151	4316	31.5	20.8	123	5182	28.3	25.0	110	6055	33.9	33.1	133								
SOUTH	27775	1831	27.6	6.6	80	3576	26.1	12.9	76	5174	28.2	18.6	82	5828	28.9	21.0	84								
WEST	14683	2074	31.2	14.1	172	2981	21.8	20.3	120	3811	20.8	26.0	115	3546	17.6	24.2	97								
NORTHEAST-MKTG.	17961	245	3.7	1.4	17	2704	19.7	15.1	89	4025	21.9	22.4	99	3803	18.8	21.2	85								
EAST CENTRAL	11885	414	6.2	3.5	42	2283	16.7	19.2	114	2679	14.6	22.5	100	3806	18.8	32.0	128								
WEST CENTRAL	14090	2420	36.4	17.2	209	3001	21.9	21.3	126	3660	20.0	26.0	115	4594	22.7	32.6	131								
SOUTH	24081	1873	28.2	7.8	95	3081	22.5	12.8	76	4523	24.7	18.8	83	4960	24.6	20.6	83								
PACIFIC	12969	1691	25.5	13.0	159	2635	19.2	20.3	120	3457	18.8	26.7	118	3031	15.0	23.4	94								
COUNTY SIZE A	32439	2316	34.9	7.1	87	5433	39.6	16.7	99	7202	39.3	22.2	98	7034	34.8	21.7	87								
COUNTY SIZE B	24915	1881	28.3	7.5	92	4051	29.6	16.3	96	6322	34.5	25.4	112	6392	31.7	25.7	103								
COUNTY SIZE C	12930	1195	18.0	9.2	113	2497	18.2	19.3	114	2840	15.5	22.0	97	3739	18.5	28.9	116								
COUNTY SIZE D	10703	1250	18.8	11.7	142	1723	12.6	16.1	95	1979	10.8	18.5	82	3030	15.0	28.3	114								
METRO CENTRAL CITY	24518	2104	31.7	8.6	105	3882	28.3	15.8	94	5515	30.1	22.5	99	5675	28.1	23.1	93								
METRO SUBURBAN	35919	2443	36.8	6.8	83	6182	45.1	17.2	102	8958	48.8	24.9	110	8817	43.7	24.5	98								
NON METRO	20549	2094	31.5	10.2	124	3640	26.6	17.7	105	3870	21.1	18.8	83	5703	28.2	27.8	111								
TOP 5 ADI'S	18341	396	15.0	5.4	66	2847	20.8	15.5	92	4230	23.1	23.1	102	3847	19.0	21.0	84								
TOP 10 ADI'S	25378	1665	25.1	6.6	80	4051	29.6	16.0	94	5460	29.8	21.5	95	5227	25.9	20.6	83								
TOP 20 ADI'S	36488	2522	38.0	6.9	84	5974	43.6	16.4	97	7826	42.7	21.4	95	7880	39.0	21.6	87								
HSOLD INC. \$50,000 OR MORE	6612	415	6.2	6.3	77	1354	9.9	20.5	121	1504	8.2	22.7	100	1633	8.1	24.7	99								
\$40,000 OR MORE	12659	728	11.0	5.8	70	2457	17.9	19.4	115	3144	17.1	24.8	110	3310	16.4	26.1	105								
\$30,000 OR MORE	24698	1644	24.8	6.7	81	4658	34.0	18.9	111	6634	36.2	26.9	119	6550	32.4	26.5	106								
\$25,000 OR MORE	32077	2376	35.8	7.4	90	5029	44.0	18.8	111	8734	47.6	27.2	120	8318	41.2	25.9	104								
\$20,000 - \$24,999	9144	815	12.3	8.9	109	1340	9.8	14.7	87	2053	11.2	22.5	99	2052	10.2	22.4	90								
\$15,000 - \$19,999	8728	754	11.4	8.6	105	1583	11.6	18.1	107	2255	12.3	25.8	114	1968	9.7	22.5	90								
\$10,000 - \$14,999	12562	1084	16.3	8.6	105	2024	14.8	16.1	95	2413	13.2	19.2	85	3348	16.6	26.7	107								
UNDER \$10,000	18475	1613	24.3	8.7	106	2728	19.9	14																	

BREAKFAST CEREALS (HOT): BRANDS
(FEMALE HOMEMAKERS)

			TOTAL	MALT-O-MEAL				NABISCO				CREAM OF WHEAT				QUAKER				INSTANT OATMEAL				QUICK QUAKER OATS			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS			80986	6642	100.0	8.2	100	13704	100.0	16.9	100	18343	100.0	22.6	100	20195	100.0	24.9	100								
MAGAZINES	QUINTILE 1	15799	1365	20.6	8.6	105	3142	22.9	19.9	118	4474	24.4	28.3	125	4822	23.9	30.5	122									
	QUINTILE 2	17259	1411	21.2	8.2	100	3217	23.5	18.6	110	4329	23.6	25.1	111	4604	22.8	26.7	107									
	QUINTILE 3	13545	1050	15.8	7.8	95	2441	17.8	18.0	107	2995	16.3	22.1	98	3167	15.7	23.4	94									
	QUINTILE 4	15133	1204	18.1	8.0	97	2252	16.4	14.9	88	3324	18.1	22.0	97	3509	17.4	23.2	93									
	QUINTILE 5	19250	1612	24.3	8.4	102	2653	19.4	13.8	81	3221	17.6	16.7	74	4093	20.3	21.3	85									
NEWSPAPERS	QUINTILE 1	12413	629	9.5	5.1	62	2288	16.7	18.4	109	2878	15.7	23.2	102	3611	17.9	29.1	117									
	QUINTILE 2	24116	2052	30.9	8.5	104	4202	30.7	17.4	103	5968	32.5	24.7	109	6130	30.4	25.4	102									
	QUINTILE 3	11261	969	14.6	8.6	105	1905	13.9	16.9	100	2777	15.1	24.7	109	2939	14.6	26.1	105									
	QUINTILE 4	20255	1939	29.2	9.6	117	3634	26.5	17.9	106	4557	24.8	22.5	99	4644	23.0	22.9	92									
	QUINTILE 5	12940	1052	15.8	8.1	99	1676	12.2	13.0	77	2161	11.8	16.7	74	2871	14.2	22.2	89									
OUTDOOR	QUINTILE 1	14852	1200	18.1	8.1	99	2412	17.6	16.2	96	3648	19.9	24.6	108	3273	16.2	22.0	88									
	QUINTILE 2	15725	1386	20.9	8.8	107	2708	19.8	17.2	102	3788	20.7	24.1	106	3916	19.4	24.9	100									
	QUINTILE 3	16330	1429	21.5	8.8	107	2966	21.6	18.2	107	3951	21.5	24.2	107	4113	20.4	25.2	101									
	QUINTILE 4	16744	1165	17.5	7.0	85	2762	20.2	16.5	97	3786	20.6	22.6	100	4368	21.6	26.1	105									
	QUINTILE 5	17334	1462	22.0	8.4	103	2856	20.8	16.5	97	3170	17.3	18.3	81	4526	22.4	26.1	105									
RADIO-DRIVE TIME	QUINTILE 1	15911	1439	21.7	9.0	110	2820	20.6	17.7	105	4184	22.8	26.3	116	4691	23.2	29.5	118									
	QUINTILE 2	14837	1311	19.7	8.8	108	2526	18.4	17.0	101	3237	17.6	21.8	96	3631	18.0	24.5	98									
	QUINTILE 3	15339	1103	16.6	7.2	88	2478	18.1	16.2	95	3330	18.2	21.7	96	3392	16.8	22.1	89									
	QUINTILE 4	16723	1107	16.7	6.6	81	2753	20.1	16.5	97	3766	20.5	22.5	99	3953	19.6	23.6	95									
	QUINTILE 5	18176	1682	25.3	9.3	113	3128	22.8	17.2	102	3826	20.9	21.0	93	4528	22.4	24.9	100									
RADIO-MID-DAY	TERCILE 1	21020	1826	27.5	8.7	106	3875	28.3	18.4	109	5158	28.1	24.5	108	5502	27.2	26.2	105									
	TERCILE 2	21610	1877	28.3	8.7	106	3611	26.3	16.7	99	5019	27.4	23.2	103	5560	27.5	25.7	103									
	TERCILE 3	38355	2938	44.2	7.7	93	6219	45.4	16.2	96	8167	44.5	21.3	94	9133	45.2	23.8	95									
RADIO-TOTAL	QUINTILE 1	15988	1426	21.5	8.9	109	2847	20.8	17.8	105	3874	21.1	24.2	107	4563	22.6	28.5	114									
	QUINTILE 2	15626	1243	18.7	8.0	97	2835	20.7	18.1	107	3745	20.4	24.0	106	3977	19.7	25.5	102									
	QUINTILE 3	16723	1521	22.9	9.1	111	2607	19.0	15.6	92	3864	21.1	23.1	102	3666	18.2	21.9	88									
	QUINTILE 4	16342	1062	16.0	6.5	79	2800	20.4	17.1	101	3674	20.0	22.5	99	4116	20.4	25.2	101									
	QUINTILE 5	16306	1390	20.9	8.5	104	2615	19.1	16.0	95	3187	17.4	19.5	86	3873	19.2	23.8	95									
TV-PRIME TIME	QUINTILE 1	15953	1244	18.7	7.8	95	2912	21.2	18.3	108	3543	19.3	22.2	98	4029	20.0	25.3	101									
	QUINTILE 2	16137	1475	22.2	9.1	111	2908	21.2	18.0	106	4158	22.7	25.8	114	4109	20.3	25.5	102									
	QUINTILE 3	16420	1168	17.6	7.1	87	2883	21.0	17.6	104	3688	20.1	22.5	99	4372	21.6	26.6	107									
	QUINTILE 4	16687	1370	20.6	8.2	100	2456	17.9	14.7	87	3716	20.3	22.3	98	4039	20.0	24.2	97									
	QUINTILE 5	15789	1385	20.9	8.8	107	2545	18.6	16.1	95	3238	17.7	20.5	91	3646	18.1	23.1	93									
TV-DAYTIME	TERCILE 1	27736	2291	34.5	8.3	101	4957	36.2	17.9	106	6140	33.5	22.1	98	7263	36.0	26.2	105									
	TERCILE 2	26489	2098	31.6	7.9	97	4479	32.7	16.9	100	6548	35.7	24.7	109	6509	32.2	24.6	99									
	TERCILE 3	26761	2253	33.9	8.4	103	4268	31.1	15.9	94	5655	30.8	21.1	93	6423	31.8	24.0	96									
TV-TOTAL	QUINTILE 1	16345	1465	22.1	9.0	109	3060	22.3	18.7	111	3524	19.2	21.6	95	4461	22.1	27.3	109									
	QUINTILE 2	16447	1162	17.5	7.1	86	2630	19.2	16.0	94	3637	19.8	22.1	98	3863	19.1	23.5	94									
	QUINTILE 3	15980	1259	19.0	7.9	96	2727	19.9	17.1	101	4210	23.0	26.3	116	4427	21.9	27.7	111									
	QUINTILE 4	15887	1375	20.7	8.7	106	2690	19.6	16.9	100	3568	19.5	22.5	99	3882	19.2	24.4	98									
	QUINTILE 5	16326	1381	20.8	8.5	103	2597	19.0	15.9	94	3403	18.6	20.8	92	3563	17.6	21.8	88									
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	1568	23.6	7.6	92	4008	29.2	19.3	114	5485	29.9	26.5	117	6069	30.1	29.3	117									
	NEWSPAPER IMPERATIVE	19186	1757	26.5	9.2	112	3634	26.5	18.9	112	4850	26.4	25.3	112	4912	24.3	25.6	103									
	NEWSPAPER IMPERATIVE	21899	1650	24.8	7.5	92	3339	24.4	15.2	90	4760	25.9	21.7	96	5140	25.5	23.5	94									
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	1311	19.7	8.5	103	2887	21.1	18.7	110	4191	22.8	27.1	120	4063	20.1	26.3	105									
	OUTDOOR IMPERATIVE	25953	2111	31.8	8.1	99	4985	36.4	19.2	114	6285	34.3	24.2	107	7414	36.7	28.6	115									
	OUTDOOR IMPERATIVE	24400	2103	31.7	8.6	105	3799	27.7	15.6	92	5042	27.5	20.7	91	5273	26.1	21.6	87									
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	1502	22.6	8.3	101	3403	24.8	18.9	111	4950	27.0	27.4	121	4974	24.6	27.6	111									
	RADIO IMPERATIVE	23571	1894	28.5	8.0	98	4350	31.7	18.5	109	5812	31.7	24.7	109	6315	31.3	26.8	107									
	RADIO IMPERATIVE	23278	2017	30.4	8.7	106	3597	26.2	15.5	91	4825	26.3	20.7	92	5400	26.7	23.2	93									
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	1282	19.3	8.3	101	2958	21.6	19.1	113	4078	22.2	26.4	116	4178	20.7	27.0	108									
	TELEVISION IMPERATIVE	25829	2177	32.8	8.4	103	4734	34.5	18.3	108	6534	35.6	25.3	112	6929	34.3	26.8	108									
	TELEVISION IMPERATIVE	26																									

	TOTAL U.S. '000	MALT-O-MEAL				NABISCO				CREAM OF WHEAT				QUAKER INSTANT OATMEAL				QUICK QUAKER OATS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	6642	100.0	8.2	100	13704	100.0	16.9	100	18343	100.0	22.6	100	20195	100.0	24.9	100				
ATLANTIC MONTHLY	415	**7	0.1	1.7	21	**30	0.2	7.2	43	**67	0.4	16.1	71	**65	0.3	15.7	63				
BARRON'S	453	**27	0.4	6.0	73	**117	0.9	25.8	153	**107	0.6	23.6	104	**164	0.8	36.2	145				
BETTER HOMES & GARDENS	16256	1374	20.7	8.5	103	3050	22.3	18.8	111	4438	24.2	27.3	121	4935	24.4	30.4	122				
BON APPETIT	2535	*255	3.8	10.1	123	511	3.7	20.2	119	561	3.1	22.1	98	828	4.1	32.7	131				
BUSINESS WEEK	1278	**101	1.5	7.9	96	*216	1.6	16.9	100	*242	1.3	18.9	84	306	1.5	23.9	96				
CAR AND DRIVER	378	**7	0.1	1.9	23	**81	0.6	21.4	127	**97	0.5	25.7	113	**103	0.5	27.2	109				
CBS MAGAZINE NETWORK (GROSS)	1498	**135	2.0	9.0	110	393	2.9	26.2	155	500	3.3	40.1	177	522	2.6	34.8	140				
CHANGING TIMES	1505	**93	1.4	6.2	75	*231	1.7	15.3	91	279	1.5	18.5	82	453	2.2	30.1	121				
COLONIAL HOMES	1231	**108	1.6	8.8	107	*242	1.8	19.7	116	295	1.6	24.0	106	364	1.8	29.6	119				
CONDE NAST MAG. PKG. (GROSS)	14146	1015	15.3	7.2	87	2489	18.2	17.6	104	3750	20.4	26.5	117	3072	15.2	21.7	87				
CONSUMERS DIGEST	1323	**100	1.5	7.6	92	*246	1.8	18.6	110	380	2.1	28.7	127	429	2.1	32.4	130				
COSMOPOLITAN	7102	495	7.5	7.0	85	1228	9.0	17.3	102	1979	10.8	27.9	123	1500	7.4	21.1	85				
COUNTRY LIVING	2481	*174	2.6	7.0	86	556	4.1	22.4	132	699	3.8	28.2	124	813	4.0	32.8	131				
CUISINE	1472	**134	2.0	9.1	111	*338	2.5	23.0	136	314	1.7	21.3	94	423	2.1	28.7	115				
CYCLE WORLD	425	**40	0.6	9.4	115	**130	0.9	30.6	181	**139	0.8	32.7	144	**180	0.9	42.4	170				
DCI:WORLD	2510	287	4.3	11.4	139	415	3.0	16.5	98	745	4.1	29.7	131	829	4.1	33.0	132				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	563	8.5	8.4	103	1112	8.1	16.6	98	1742	9.5	26.0	115	1871	9.3	28.0	112				
DISCOVER	894	**82	1.2	9.2	112	*155	1.1	17.3	102	317	1.7	35.5	157	*236	1.2	26.4	106				
EBONY	3507	354	5.3	10.1	123	469	3.4	13.4	79	732	4.0	20.9	92	911	4.5	26.0	104				
ESQUIRE	1083	**115	1.7	10.6	129	*159	1.2	14.7	87	*242	1.3	22.3	99	293	1.5	27.1	108				
ESSENCE	1830	*167	2.5	9.1	111	248	1.8	13.6	80	388	2.1	21.2	94	564	2.8	30.8	124				
FAMILY CIRCLE	15930	1496	22.5	9.4	115	3139	22.9	19.7	116	4051	22.1	25.4	112	4588	22.7	28.8	115				
THE FAMILY HANDYMAN	1126	**126	1.9	11.2	136	234	1.7	20.8	123	307	1.7	27.3	120	317	1.6	28.2	113				
FAMILY WEEKLY	11468	1161	17.5	10.1	123	2232	16.3	19.5	115	2865	15.6	25.0	110	3092	15.3	27.0	108				
FIELD & STREAM	2234	*246	3.7	11.0	134	454	3.3	20.3	120	555	3.0	24.8	110	803	4.0	35.9	144				
FOOD & WINE	579	**26	0.4	4.5	55	**77	0.6	13.3	79	*156	0.9	26.9	119	*141	0.7	24.4	98				
FORBES	728	**72	1.1	9.9	121	**150	1.1	20.6	122	*172	0.9	23.6	104	*275	1.4	37.8	151				
FORTUNE	906	**60	0.9	6.6	81	*172	1.3	19.0	112	*213	1.2	23.5	104	*252	1.2	27.8	112				
GENTLEMEN'S QUARTERLY	791	**53	0.8	6.7	82	*200	1.5	25.3	149	*287	1.6	36.3	160	*198	1.0	25.0	100				
GLAMOUR	5265	384	5.8	7.3	89	918	6.7	17.4	103	1457	7.9	27.7	122	1134	5.6	21.5	86				
GOLF DIGEST	636	**79	1.2	12.4	151	**92	0.7	14.5	85	*145	0.8	22.8	101	*182	0.9	28.6	115				
GOLF DIGEST/TENNIS (GROSS)	1186	**139	2.1	11.7	143	*193	1.4	16.3	96	*266	1.5	22.4	99	284	1.4	23.9	96				
GOLF MAGAZINE	441	**68	1.0	15.4	188	**109	0.8	24.7	146	*145	0.8	32.9	145	**103	0.5	23.4	94				
GOLF MAGAZINE/SKI (GROSS)	922	**99	1.5	10.7	131	*169	1.2	18.3	108	*257	1.4	27.9	123	*190	0.9	20.6	83				
GOOD HOUSEKEEPING	16487	1476	22.2	9.0	109	3288	24.0	19.9	118	4410	24.0	26.7	118	4799	23.8	29.1	117				
HARPER'S BAZAAR	2423	*160	2.4	6.6	81	399	2.9	16.5	97	637	3.5	26.3	116	563	2.8	32.2	93				
HEALTH	1994	*163	2.5	8.2	100	322	2.3	16.1	95	880	3.3	30.5	135	551	2.7	27.6	111				
HEARST MAG CORP. BUY (GROSS)	44101	3725	56.1	8.4	103	8560	62.5	19.4	115	11931	65.0	27.1	119	12081	59.8	27.4	110				
HEARST MAN POWER (GROSS)	1993	*225	3.4	11.3	138	435	3.2	21.8	129	474	2.6	23.8	105	*35	3.1	31.9	128				
HEARST WOMAN POWER (GROSS)	31274	2656	40.0	8.5	104	6020	43.9	19.2	114	8754	47.7	28.0	124	8442	41.8	27.0	108				
HOUSE BEAUTIFUL	3623	337	5.1	9.3	113	687	5.0	19.0	112	887	4.8	24.5	108	978	4.8	27.0	108				
INC.	283	**22	0.3	7.8	95	**82	0.6	29.0	171	**107	0.6	37.8	167	**83	0.4	29.3	118				
JET	2928	281	4.2	9.6	117	401	2.9	13.7	81	476	2.6	16.3	72	640	3.2	21.9	88				
LADIES' HOME JOURNAL	11918	1082	16.3	9.1	111	2345	17.1	19.7	116	3294	18.0	27.6	122	3453	17.1	29.0	116				
LHJ FAMILY GRP COMBO(GROSS)	16764	1427	21.5	8.5	104	3387	24.7	20.2	119	4733	25.8	28.2	125	4949	24.5	29.5	118				
LIFE	4254	392	5.9	9.2	112	703	5.1	16.5	98	1076	5.9	25.3	112	1047	5.2	24.6	99				
L.A. TIMES HOME MAGAZINE	1145	**67	1.0	5.9	71	*242	1.8	21.1	125	*267	1.5	23.3	103	381	1.9	33.4	134				
MADMOISELLE	2884	*228	3.4	7.9	96	551	4.0	19.1	113	805	4.4	27.9	123	582	2.9	20.2	81				
MC CALL'S	13460	1137	17.1	8.4	103	2647	19.3	19.7	116	3623	19.8	26.9	119	3809	18.9	28.3	113				
MC CALL'S/WRK MOTHER (GROSS)	14606	1276	19.2	8.7	107	2870	20.9	19.6	116	4111	22.4	28.1	124	4128	20.4	28.3	113				
MECHANIX ILLUSTRATED	772	**111	1.7	14.4	175	*151	1.1	19.6	116	*219	1.2	28.4	125	*258	1.3	33.4	134				
METROPOLITAN HOME	967	**59	0.9	6.1	74	*149	1.1	15.4	91	*221	1.2	22.9	101	*234	1.2	24.2	97				
MONEY	1588	*177	2.7	11.1	136	313	2.3	19.7	116	459	2.5	28.9	128	432	2.1	27.2	109				
MOTHER EARTH NEWS	1002	**101	1.5	10.1	123	*291	2.1	29.0	172	*241	1.3	24.1	106	313	1.5	31.2	125				
MS.	825	**93	1.4	11.3	137	*167	1.2	20.2	120	*195	1.1	23.6	104	*243	1.2	29.5	118				
NATIONAL ENQUIRER	10336	948	14.3	9.2	112	1704	12.4	16.5	97	2394	13.1	23.2	102	2763	13.7	26.7	107				
NATIONAL GEOGRAPHIC	9597	860	12.9	9.0	109	1972	14.4	20.5	121	2345	12.8	24.4	108	2795	13.8	29.1	117				
NATIONAL SUNDAY MAGAZINE PKG	49558	4056	61.1	8.2	100	9012	65.8	18.2	107	12122	66.1	24.5	108	12879	6						

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	TOTAL U.S. '000	MALT-O-MEAL				NABISCO				CREAM OF WHEAT				QUAKER INSTANT OATMEAL				QUICK QUAKER OATS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		% ACROSS	% DOWN	% ACROSS	% INDX	% ACROSS	% DOWN	% ACROSS	% INDX	% ACROSS	% DOWN	% ACROSS	% INDX	% ACROSS	% DOWN	% ACROSS	% INDX	% ACROSS	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	6642	100.0	8.2	100	13704	100.0	16.9	100	18343	100.0	22.6	100	20195	100.0	24.9	100				
RADIO AVG. DAILY (M-F) CUME																					
6:00 AM - 10:00 AM	43921	3502	52.7	8.0	97	7299	53.3	16.6	98	10395	56.7	23.7	104	11137	55.1	25.4	102				
10:00 AM - 3:00 PM	30659	2691	40.5	8.8	107	5555	40.5	18.1	107	7395	40.3	24.1	106	8073	40.0	26.3	106				
3:00 PM - 7:00 PM	31045	2512	37.8	8.1	99	5614	41.0	18.1	107	7489	40.8	24.1	107	7929	39.3	25.5	102				
7:00 PM - MIDNIGHT	15767	1270	19.1	8.1	98	2760	20.1	17.5	103	3156	17.2	20.0	88	4119	20.4	26.1	105				
MIDNIGHT - 6:00 AM	9120	731	11.0	8.0	98	1593	11.6	17.5	103	2324	12.7	25.5	113	2603	12.9	28.5	114				
6:00 AM - MIDNIGHT	58527	4679	70.4	8.0	97	10039	73.3	17.2	101	13748	74.9	23.5	104	14828	73.4	25.3	102				
ENTIRE DAY	59311	4764	71.7	8.0	98	10177	74.3	17.2	101	13938	76.0	23.5	104	15005	74.3	25.3	101				
AVG DAILY M-F CUME: 6AM-MDNT																					
FORMATS: ADULT CONTEMPORARY	16172	1333	20.1	8.2	101	2877	21.0	17.8	105	4078	22.2	25.2	111	4376	21.7	27.1	109				
ALL NEWS	2256	**108	1.6	4.8	58	425	3.1	18.8	111	453	2.5	20.1	89	557	2.8	24.7	99				
AOR/PROGRESSIVE	3874	256	3.9	6.6	81	768	5.6	19.8	117	994	5.4	25.7	113	904	4.5	23.3	94				
BEAUTIFUL MUSIC	5660	305	4.6	5.4	66	994	7.3	17.6	104	1244	6.8	22.0	97	1610	8.0	28.4	114				
BLACK	2204	*103	1.6	4.7	57	269	2.0	12.2	72	411	2.2	18.6	82	468	2.3	21.2	85				
CLASSICAL	1418	**110	1.7	7.8	95	234	1.7	16.5	98	343	1.9	24.2	107	331	1.6	23.3	94				
CHR/ROCK	9538	652	9.8	6.8	83	1560	11.4	16.4	97	2457	13.4	25.8	114	2073	10.3	21.7	87				
COUNTRY	12648	1170	17.6	9.3	113	2360	17.2	18.7	110	2771	15.1	21.9	97	3565	17.7	28.2	113				
GOLDEN OLDIES	1191	**137	2.1	11.5	140	*167	1.2	14.0	83	*222	1.2	18.6	82	*188	0.9	15.8	63				
MOR/NOSTALGIA	4757	398	6.0	8.4	102	890	6.5	18.7	111	1158	6.3	24.3	107	1239	6.1	26.0	104				
NEWS/TALK	3863	*224	3.4	5.8	71	622	4.5	16.1	95	1051	5.7	27.2	120	886	4.4	22.9	92				
RELIGIOUS	3084	390	5.9	12.6	154	573	4.2	18.6	110	729	4.0	23.6	104	849	4.2	27.5	110				
SOFT ROCK	521	**37	0.6	7.1	87	**69	0.5	13.2	78	*175	1.0	33.6	148	**89	0.4	17.1	69				
URBAN CONTEMPORARY	1585	*129	1.9	8.1	99	*195	1.4	12.3	73	346	1.9	21.8	96	324	1.6	20.4	82				
WIRED NETWORKS:																					
ABC CONTEMPORARY	3261	*162	2.4	5.0	61	508	3.7	15.6	92	740	4.0	22.7	100	810	4.0	24.8	100				
ABC DIRECTION	2316	*161	2.4	7.0	85	417	3.0	18.0	106	506	2.8	21.8	96	594	2.9	25.6	103				
ABC ENTERTAINMENT	4834	365	5.5	7.6	92	800	5.8	16.5	98	1117	6.1	23.1	102	1341	6.6	27.7	111				
ABC FM	2202	*221	3.3	10.0	122	356	2.6	16.2	96	592	3.2	26.9	119	487	2.4	22.1	89				
ABC INFORMATION	5425	577	8.7	10.6	130	1111	8.1	20.5	121	1427	7.8	26.3	116	1641	8.1	30.2	121				
ABC ROCK	1677	**122	1.8	7.3	89	356	2.6	21.2	125	513	2.8	30.6	135	430	2.1	25.6	103				
CBS	4430	389	5.9	8.8	107	884	6.5	20.0	118	964	5.3	21.8	96	1450	7.2	32.7	131				
MUTUAL	4992	354	5.3	7.1	86	848	6.2	17.0	100	1200	6.5	24.0	106	1424	7.1	28.5	114				
NBC	4679	309	4.7	6.6	81	851	6.2	18.2	107	1246	6.8	26.6	118	1240	6.1	26.5	106				
RADIORADIO	1994	**124	1.9	6.2	76	411	3.0	20.6	122	535	2.9	26.8	118	418	2.1	21.0	84				
RKO ONE	2298	*141	2.1	6.1	75	244	1.8	10.6	63	508	2.8	22.1	98	535	2.6	23.3	93				
RKO TWO	3311	**108	1.6	3.3	40	431	3.1	13.0	77	787	4.3	23.8	105	842	4.2	25.4	102				
THE SOURCE	2114	**85	1.3	4.0	49	*322	2.3	15.2	90	544	3.0	25.7	114	462	2.3	21.9	88				
NON-WIRED : BLAIR	8654	795	12.0	9.2	112	1677	12.2	19.4	115	2088	11.4	24.1	107	2433	12.0	28.1	113				
INTERNET	12025	916	13.8	7.6	93	1955	14.3	16.3	96	3412	18.6	28.4	125	2859	14.2	23.8	95				
KATZ RADIO GROUP	15359	1143	17.2	7.4	91	2581	18.8	16.8	99	3609	19.7	23.5	104	4065	20.1	26.5	106				
SUPERNET	10628	851	12.8	8.0	98	1896	13.8	17.8	105	2568	14.0	24.2	107	2822	14.0	26.6	106				
TELEVISION AVG. HALF HOUR																					
WKDAY 7:00 AM - 9:00 AM	8659	722	10.9	8.3	102	1565	11.4	18.1	107	1928	10.5	22.3	98	2285	11.3	26.4	106				
WKDAY 9:00 AM - 1:00 PM	12163	914	13.8	7.5	92	2234	16.3	18.4	109	2688	14.7	22.1	98	3107	15.4	25.5	102				
WKDAY 1:00 PM - 4:30 PM	16150	1298	19.5	8.0	98	2851	20.8	17.7	104	3585	19.5	22.2	98	4187	20.7	25.9	104				
WKDAY 4:30 PM - 7:30 PM	22463	1667	25.1	7.4	90	3800	27.7	16.9	100	4823	26.3	21.5	95	5894	29.2	26.2	105				
WKDAY 7:30 PM - 8:00 PM	31795	2485	37.4	7.8	95	5456	39.8	17.2	101	7071	38.5	22.2	98	8458	41.9	26.6	107				
WKDAY 11:00 PM - 11:30 PM	23977	2201	33.1	9.2	112	4309	31.4	18.0	106	5712	31.1	23.8	105	6433	31.9	26.8	108				
WKDAY 11:30 PM - 1:00 AM	7703	801	12.1	10.4	127	1351	9.9	17.5	104	1920	10.5	24.9	110	2050	10.2	26.6	107				
M-SAT 8-11 PM+SUN 7-11 PM	33800	2784	41.9	8.2	100	6013	43.9	17.8	105	7801	42.5	23.1	102	8634	42.8	25.5	102				
WKDY DAYTIME NTWK 7AM-4:30PM																					
ALL MY CHILDREN	A 6538	473	7.1	7.2	88	1316	9.6	20.1	119	1481	8.1	22.7	100	1760	8.7	26.9	108				
ANOTHER WORLD	N 4620	291	4.4	6.3	77	882	6.4	19.1	113	804	4.4	17.4	77	1181	5.8	25.6	103				
AS THE WORLD TURNS	C 5614	503	7.6	9.0	109	862	6.3	15.4	91	1289	7.0	23.0	101	1556	7.7	27.7	111				
CAPITOL	C 3396	285	4.3	8.4	102	469	3.4	13.8	82	857	4.7	25.2	111	884	4.4	26.0	104				
CBS MORN. NEWS 1	C 1446	*65	1.0	4.5	55	261	1.9	18.0	107	290	1.6	20.1	89	398	2.0	27.5	110				
CBS MORN. NEWS 2	C 1207	*65	1.0	5.4	66	185	1.3	15.3	91	270	1.5	22.4	99	343	1.7	28.4	114				
DAYS OF OUR LIVES	N 5877	450	6.8	7.7	93	1066	7.8	18.1	107	1114	6.1	19.0	84	1584	7.8	27.0	108				
FACTS OF LIFE - DAYTIME	N 2290	96	1.4	4.2	51	399	2.9	17.4	103	471	2.6	20.6	91	475	2.4	20.7	83				
FAMILY FEUD	A 3023	279	4.2	9.2	113	537	3.9	17.8	105	586	3.2	19.4	86	712	3.5	23.6	94				
GENERAL HOSPITAL	A 6097	429	6.5	7.0	86	1069	7.8	17.5	104	1363	7.4	22.4	99	1480	7.3	24.3	97				
GOOD MORNING																					

BREAKFAST CEREALS (HOT): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	MALT-O-MEAL				NABISCO				CREAM OF WHEAT				QUAKER				INSTANT OATMEAL				QUICK QUAKER OATS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	6642	100.0	8.2	100	13704	100.0	16.9	100	18343	100.0	22.6	100	20195	100.0	24.9	100								
WKDAY LOCAL EVENING TV NEWS																									
NETWORK AFFILIATES - EARLY	26063	1854	27.9	7.1	87	4200	30.6	16.1	95	5340	29.1	20.5	90	7165	35.5	27.5	110								
NETWORK AFFILIATES - LATE	20261	1901	28.6	9.4	114	3589	26.2	17.7	105	4847	26.4	23.9	106	5356	26.5	26.4	106								
INDEPENDENTS - LATE	2076	142	2.1	6.8	83	377	2.8	18.2	107	444	2.4	21.4	94	501	2.5	24.1	97								
TV EVENING NTWK 6 PM - 2 AM																									
A TEAM	N 10453	785	11.8	7.5	92	1922	14.0	18.4	109	2439	13.3	23.3	103	2761	13.7	26.4	106								
ABC MONDAY NIGHT MOVIE	A 6412	504	7.6	7.9	96	1189	8.7	18.5	110	1542	8.4	24.0	106	1738	8.6	27.1	109								
ABC SUNDAY NIGHT MOVIE	A 12407	925	13.9	7.5	91	2209	16.1	17.8	105	2772	15.1	22.3	99	2996	14.8	24.1	97								
ABC WORLD NEWS TONIGHT	A 6176	450	6.8	7.3	89	965	7.0	15.6	92	1266	6.9	20.5	91	1557	7.7	25.2	101								
AFTERMASH	C 5863	486	7.3	8.3	101	1084	7.9	18.5	109	1214	6.6	20.7	91	1655	8.2	28.2	113								
ALICE	C 9594	833	12.5	8.7	106	1563	11.4	16.3	96	2174	11.9	22.7	100	2602	12.9	27.1	109								
AMERICAN PARADE	C 6622	546	8.2	8.2	101	1213	8.9	18.3	108	1505	8.2	22.7	100	1748	8.7	26.4	106								
ANIMON	A 10884	1030	15.5	9.5	115	1817	13.3	16.7	99	2481	13.5	22.8	101	2977	14.7	27.3	110								
BLUE THUNDER	A 5036	591	8.9	11.7	143	941	6.9	18.7	110	1159	6.3	23.0	102	1384	6.9	27.5	110								
CAGNEY & LACEY	C 9965	875	13.2	8.8	107	1997	14.6	20.0	118	2457	13.4	24.7	109	2512	12.4	25.2	101								
CBS EVENING NEWS-DEAN	C 3491	234	3.5	6.7	82	634	4.6	18.2	107	677	3.7	19.4	86	1001	5.0	28.7	115								
CBS EVENING NEWS-RATHER	C 7123	516	7.8	7.2	88	1199	8.7	16.8	99	1524	8.3	21.4	94	2205	10.9	31.0	124								
CBS SAT. NEWS-SCHIEFFER	C 3621	276	4.2	7.6	93	667	4.9	18.4	109	815	4.4	22.5	99	900	4.5	24.9	100								
CBS SATURDAY NIGHT MOVIE	C 5436	431	6.5	7.9	97	931	6.8	17.1	101	1433	7.8	26.4	116	1487	7.4	27.4	110								
CBS WEDNESDAY NIGHT MOVIE	C 6100	513	7.7	8.4	103	1102	8.0	18.1	107	1412	7.7	23.1	102	1532	7.6	25.1	101								
CHEERS	N 8889	690	10.4	7.8	95	1683	12.3	18.9	112	2404	13.1	27.0	119	2366	11.7	26.6	107								
DALLAS	C 22109	1517	22.8	6.9	84	3704	27.0	16.8	99	4881	26.6	22.1	97	5661	28.0	25.6	103								
DIFF'RENT STROKES	N 6940	551	8.3	7.9	97	1122	8.2	16.2	96	1526	8.3	22.0	97	1654	8.2	23.8	96								
DOUBLE TROUBLE	N 7223	646	9.7	8.9	109	1410	10.3	19.5	115	1466	8.0	20.3	90	1738	8.6	24.1	96								
DUCK FACTORY	N 5595	472	7.1	8.4	103	963	7.0	17.2	102	1552	8.5	27.7	122	1460	7.2	26.1	105								
DUKES OF HAZZARD	C 5768	482	7.3	8.4	102	940	6.9	16.3	96	1036	5.6	18.0	79	1479	7.3	25.6	103								
DYNASTY	A 20053	1497	22.5	7.5	91	2993	21.8	14.9	88	4545	24.8	22.7	100	4802	23.8	23.9	96								
FACTS OF LIFE	N 8087	750	11.3	9.3	113	1613	11.8	19.9	118	1806	9.8	22.3	99	2187	10.8	27.0	108								
FALCON CREST	C 20046	1421	21.4	7.1	86	3261	23.8	16.3	96	4447	24.2	22.2	98	5286	26.2	26.4	106								
FALL GUY	A 9084	828	12.5	9.1	111	1539	11.2	16.9	100	1955	10.7	21.5	95	2451	12.1	27.0	108								
FAMILY TIES	N 7964	596	9.0	7.5	91	1354	9.9	17.0	100	1707	9.3	21.4	95	1997	9.9	25.1	101								
FANTASY ISLAND	A 7687	716	10.8	9.3	114	1257	9.2	16.4	97	1733	9.4	22.5	100	1865	9.2	24.3	97								
FOULUPS, BLEEPERS & BLUNDERS	A 8861	677	10.2	7.6	93	1565	11.4	17.7	104	2014	11.0	22.7	100	2318	11.5	26.2	105								
FOUR SEASONS	C 5095	481	7.2	9.4	115	919	6.7	18.0	107	1111	6.1	21.8	96	1458	7.2	28.6	115								
GIMME A BREAK	N 8838	657	9.9	7.4	91	1434	10.5	16.2	96	1675	9.1	19.0	84	2164	10.7	24.5	98								
HART TO HART	A 8978	743	11.2	8.3	101	1310	9.6	14.6	86	1954	10.7	21.8	96	2285	11.3	25.5	102								
HILL STREET BLUES	N 8590	495	7.5	5.8	70	1593	11.6	18.5	110	2213	12.1	25.8	114	2149	10.6	25.0	100								
HOTEL	A 14085	1105	16.6	7.8	96	2238	16.3	15.9	94	3225	17.6	22.9	101	3289	16.3	23.4	94								
JEFFERSONS	C 9360	919	13.8	9.8	120	1491	10.9	15.9	94	2026	11.0	21.6	96	2445	12.1	26.1	105								
JENNIFER SLEPT HERE	N 5841	357	5.4	6.1	75	927	6.8	15.9	94	1409	7.7	24.1	107	1423	7.0	24.4	98								
KATE & ALLIE	C 9206	770	11.6	8.4	102	1636	11.9	17.8	105	2064	11.3	22.4	99	2362	11.7	25.7	103								
KNIGHT RIDER	N 7076	529	8.0	7.5	91	1282	9.4	18.1	107	1652	9.0	23.3	103	1892	9.4	26.7	107								
LOVE BOAT	A 12219	1064	16.0	8.7	106	2008	14.7	16.4	97	2742	14.9	22.4	99	2894	14.3	23.7	95								
MAGNUM PI	C 11199	957	14.4	8.5	104	2070	15.1	18.5	109	2591	14.1	23.1	102	2899	14.4	25.9	104								
MAMA'S FAMILY	N 6057	521	7.8	8.6	105	1059	7.7	17.5	103	1286	7.0	21.2	94	1628	8.1	26.9	108								
MASTER, THE	N 3598	307	4.6	8.5	104	641	4.7	17.8	105	828	4.5	23.0	102	771	3.8	21.4	86								
MATT HOUSTON	A 6344	555	8.4	8.7	107	1304	9.5	20.6	121	1647	9.0	26.0	115	1582	7.8	24.9	100								
NBC MONDAY NIGHT MOVIE	N 11994	912	13.7	7.6	93	2125	15.5	17.7	105	2756	15.0	23.0	101	2905	14.4	24.2	97								
NBC NIGHTLY NEWS	N 5132	322	4.8	6.3	77	914	6.7	17.8	105	1062	5.8	20.7	91	1390	6.9	27.1	109								
NBC NIGHTLY NEWS-SAT	N 3375	*174	2.6	5.2	63	535	3.9	15.9	94	599	3.3	17.7	78	874	4.3	25.9	104								
NBC NIGHTLY NEWS-SUN	N 3130	*257	3.9	8.2	100	518	3.8	16.5	98	475	2.6	15.2	67	957	4.7	30.6	123								
NBC SUNDAY NIGHT MOVIE	N 8284	641	9.7	7.7	94	1415	10.3	17.1	101	2182	11.9	26.3	116	2185	10.8	26.4	106								
NEWHART	C 9240	840	12.6	9.1	111	1827	13.																		

	OLD FASHIONED QUAKER				QUAKER GRITS				3-MINUTE OATS				WHEATENA								
	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
		'000	DOWN	%	ACROSS	INDX	'000	DOWN	%	ACROSS	INDX	'000	DOWN	%	ACROSS	INDX	'000	DOWN	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	12270	100.0	15.2	100	8179	100.0	10.1	100	4945	100.0	6.1	100	2528	100.0	3.1	100				
18 - 24	9282	1253	10.2	13.5	89	896	11.0	9.7	96	*544	11.0	5.9	96	**165	6.5	1.8	57				
25 - 34	19072	3159	25.7	16.6	109	1902	23.3	10.0	99	913	18.5	4.8	78	*440	17.4	2.3	74				
35 - 44	14591	2332	19.0	16.0	105	1475	18.0	10.1	100	890	18.0	6.1	100	*364	14.4	2.5	80				
45 - 54	11345	1450	11.8	12.8	84	1282	15.7	11.3	112	853	17.2	7.5	123	*406	16.1	3.6	115				
55 - 64	11635	1739	14.2	14.9	99	1163	14.2	10.0	99	645	13.0	5.5	91	534	21.1	4.6	147				
65 OR OLDER	15061	2338	19.1	15.5	102	1461	17.9	9.7	96	1101	22.3	7.3	120	619	24.5	4.1	132				
18 - 34	28354	4411	35.9	15.6	103	2798	34.2	9.9	98	1457	29.5	5.1	84	604	23.9	2.1	68				
18 - 49	48339	7461	60.8	15.4	102	4935	60.3	10.2	101	2892	58.5	6.0	98	1146	45.3	2.4	76				
25 - 54	45008	6940	56.6	15.4	102	4659	57.0	10.4	102	2656	53.7	5.9	97	1210	47.9	2.7	86				
35 - 49	19985	3050	24.9	15.3	101	2137	26.1	10.7	106	1435	29.0	7.2	118	542	21.4	2.7	87				
50 OR OLDER	32647	4809	39.2	14.7	97	3244	39.7	9.9	98	2053	41.5	6.3	103	1382	54.7	4.2	136				
GRADUATED COLLEGE	11155	1956	15.9	17.5	116	899	11.0	8.1	80	564	11.4	5.1	83	*434	17.2	3.9	125				
ATTENDED COLLEGE	13682	2126	17.3	15.5	103	1168	14.3	8.5	85	600	12.1	4.4	72	*453	17.9	3.3	106				
GRADUATED HIGH SCHOOL	33880	4776	38.9	14.1	93	3392	41.5	10.0	99	1895	38.3	5.6	92	1030	40.7	3.0	97				
DID NOT GRADUATE HIGH SCHOOL	22270	3412	27.8	15.3	101	2720	33.3	12.2	121	1886	38.1	8.5	139	611	24.2	2.7	88				
EMPLOYED	40306	5790	47.2	14.4	95	4248	51.9	10.5	104	2318	46.9	5.8	94	1051	41.6	2.6	84				
EMPLOYED FULL-TIME	32850	4544	37.0	13.8	91	3590	43.9	10.9	108	1983	40.1	6.0	99	853	33.7	2.6	83				
EMPLOYED PART-TIME	7456	1246	10.2	16.7	110	658	8.0	8.8	87	**335	6.8	4.5	74	**199	7.9	2.7	86				
NOT EMPLOYED	40680	6481	52.8	15.9	105	3931	48.1	9.7	96	2627	53.1	6.5	106	1477	58.4	3.6	116				
PROFESSIONAL/MANAGER	10392	1564	12.7	15.1	99	881	10.8	8.5	84	*467	9.4	4.5	74	**355	14.0	3.4	109				
TECH/CLERICAL/SALES	17574	2295	18.7	13.1	86	1656	20.2	9.4	93	982	19.9	5.6	92	*436	17.2	2.5	79				
PRECISION/CRAFT	985	**191	1.6	19.4	128	**95	1.2	9.6	95	**40	0.8	4.1	67	**42	1.7	4.3	137				
OTHER EMPLOYED	11354	1740	14.2	15.3	101	1617	19.8	14.2	141	829	16.8	7.3	120	**218	8.6	1.9	62				
SINGLE	9863	1384	11.3	14.0	93	966	11.8	9.8	97	*515	10.4	5.2	86	*253	10.0	2.6	82				
MARRIED	51375	8278	67.5	16.1	106	4933	60.3	9.6	95	3013	60.9	5.9	96	1724	68.2	3.4	108				
DIVORCED/SEPARATED/WIDOWED	19748	2609	21.3	13.2	87	2280	27.9	11.5	114	1417	28.7	7.2	118	551	21.8	2.8	89				
PARENTS	32590	5419	44.2	16.6	110	3561	43.5	10.9	108	2053	41.5	6.3	103	694	27.5	2.1	68				
WHITE	70416	10703	87.2	15.2	100	5641	69.0	8.0	79	4017	81.2	5.7	93	2182	86.3	3.1	99				
BLACK	8778	1241	10.1	14.1	93	2504	30.6	28.5	282	849	17.2	9.7	158	*317	12.5	3.6	116				
OTHER	1791	**327	2.7	18.3	121	**33	0.4	1.8	18	**79	1.6	4.4	72	**30	1.2	1.7	54				
NORTHEAST-CENSUS	17786	2662	21.7	15.0	99	730	8.9	4.1	41	*458	9.3	2.6	42	1334	52.8	7.5	240				
NORTH CENTRAL	20741	3131	25.5	15.1	100	1333	16.3	6.4	64	680	13.8	3.3	54	*335	13.3	1.6	52				
SOUTH	27775	3613	29.4	13.0	86	5776	70.6	20.8	206	3181	64.3	11.5	188	*464	18.4	1.7	54				
WEST	14683	2864	23.3	19.5	129	*340	4.2	2.3	23	626	12.7	4.3	70	*395	15.6	2.7	86				
NORTHEAST-MKTG.	17961	2424	19.8	13.5	89	843	10.3	4.7	46	*460	9.3	2.6	42	1302	51.5	7.2	232				
EAST CENTRAL	11885	1942	15.8	16.3	108	1056	12.9	8.9	88	*565	11.4	4.8	78	*329	13.0	2.8	89				
WEST CENTRAL	14090	2267	18.5	16.1	106	650	7.9	4.6	46	*361	7.3	2.6	42	**122	4.8	0.9	28				
SOUTH	24081	3173	25.9	13.2	87	5367	65.6	22.3	221	3039	61.5	12.6	207	*401	15.9	1.7	53				
PACIFIC	12969	2464	20.1	19.0	125	**264	3.2	2.0	20	*521	10.5	4.0	66	*373	14.8	2.9	92				
COUNTY SIZE A	32439	4830	39.4	14.9	98	2003	24.5	6.2	61	1555	31.4	4.8	79	1363	53.9	4.2	135				
COUNTY SIZE B	24915	3623	29.5	14.5	96	3009	36.8	12.1	120	1791	36.2	7.2	118	727	28.8	2.9	93				
COUNTY SIZE C	12930	2313	18.9	17.9	118	1656	20.2	12.8	127	802	16.2	6.2	102	**342	13.5	2.6	85				
COUNTY SIZE D	10703	1504	12.3	14.1	93	1511	18.5	14.1	140	797	16.1	7.4	122	**96	3.8	0.9	29				
METRO CENTRAL CITY	24518	3697	30.1	15.1	100	2713	33.2	11.1	110	1422	28.8	5.8	95	814	32.2	3.3	106				
METRO SUBURBAN	35919	5258	42.9	14.6	97	2806	34.3	7.8	77	1809	36.6	5.0	82	1378	54.5	3.8	123				
NON METRO	20549	3316	27.0	16.1	107	2659	32.5	12.9	128	1714	34.7	8.3	137	*336	13.3	1.6	52				
TOP 5 ADI'S	18341	2558	20.8	13.9	92	793	9.7	4.3	43	*497	10.1	2.7	44	866	34.3	4.7	151				
TOP 10 ADI'S	25378	3638	29.6	14.3	95	1302	15.9	5.1	51	1190	24.1	4.7	77	1224	48.4	4.8	155				
TOP 20 ADI'S	36488	5460	44.5	15.0	99	2200	26.9	6.0	60	1672	33.8	4.6	75	1464	57.9	4.0	129				
HSULD INC. \$50,000 OR MORE	6612	1071	8.7	16.2	107	*385	4.7	5.8	58	**230	4.7	3.5	57	**232	9.2	3.5	112				
\$40,000 OR MORE	12659	1924	15.7	15.2	100	992	12.1	7.8	78	*485	9.8	3.8	63	*486	19.2	3.8	123				
\$30,000 OR MORE	24698	3843	31.3	15.6	103	2105	25.7	8.5	84	1068	21.6	4.3	71	980	38.8	4.0	127				
\$25,000 OR MORE	32077	5087	41.5	15.9	105	2705	33.1	8.4	83	1439	29.1	4.5	73	1128	44.6	3.5	113				
\$20,000 - \$24,999	9144	1341	10.9	14.7	97	942	11.5	10.3	102	*715	14.5	7.8	128	*238	9.4	2.6	83				
\$15,000 - \$19,999	8728	1095	8.9	12.5	83	750	9.2	8.6	85	*549	11.1	6.3	103	*217	8.6	2.5	80				
\$10,000 - \$14,999	12562	1835	15.0	14.6	96	1443	17.6	11.5	114	754	15.2	6.0	98	435	17.2	3.5	111				
UNDER \$10,000	18475	2913	23.7	15.8	104	2339	28.6	12.7	125	1488	30.1	8.1	132	510	20.2	2.8	88				
HOUSEHOLD OF 1 PERSON	11987	1542	12.6	12.9	85	974	11.9	8.1	80	815	16.5	6.8	111	360	14.2	3.0	96				
2 PEOPLE	26577	3817	31.1	14.4	95	2383	29.1	9.0	89	1281	25.9	4.8	79	1094	43.3	4.1	132				
3 OR 4 PEOPLE	30617	4752	38.7	15.5	102	3359	41.1	11.0	109	1965	39.7	6.4	105	625	24.7	2.0	65				
5 OR MORE PEOPLE	11804	2159	17.6	18.3	121	1464	17.9	12.4	123	884	17.9	7.5	123	*450	17.8	3.8	122				
NO CHILD IN HSHLD	<																				

BREAKFAST CEREALS (HOT): BRANDS
(FEMALE HOMEMAkers)

			OLD FASHIONED QUAKER				QUAKER GRITS				3-MINUTE OATS				WHEATENA				
			TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS			80986	12270	100.0	15.2	100	8179	100.0	10.1	100	4945	100.0	6.1	100	2528	100.0	3.1	100
MAGAZINES	QUINTILE 1	15799	2742	22.3	17.4	115	1892	23.1	12.0	119	1059	21.4	6.7	110	671	26.5	4.2	136	
	QUINTILE 2	17259	2872	23.4	16.6	110	1639	20.0	9.5	94	938	19.0	5.4	89	614	24.3	3.6	114	
	QUINTILE 3	13545	1983	16.2	14.6	97	1221	14.9	9.0	89	775	15.7	5.7	94	*382	15.1	2.8	90	
	QUINTILE 4	15133	2146	17.5	14.2	94	1414	17.3	9.3	93	1025	20.7	6.8	111	*331	13.1	2.2	70	
	QUINTILE 5	19250	2527	20.6	13.1	87	2014	24.6	10.5	104	1148	23.2	6.0	98	529	20.9	2.7	88	
NEWSPAPERS	QUINTILE 1	12413	1758	14.3	14.2	93	1025	12.5	8.3	82	743	15.0	6.0	98	603	23.9	4.9	156	
	QUINTILE 2	24116	3892	31.7	16.1	107	2158	26.4	8.9	89	1278	25.8	5.3	87	791	31.3	3.3	105	
	QUINTILE 3	11261	1770	14.4	15.7	104	1156	14.1	10.3	102	799	16.2	7.1	116	*310	12.3	2.8	88	
	QUINTILE 4	20255	2995	24.4	14.8	98	2301	28.1	11.4	112	1126	22.8	5.6	91	*499	19.7	2.5	79	
	QUINTILE 5	12940	1856	15.1	14.3	95	1539	18.8	11.9	118	999	20.2	7.7	126	*325	12.9	2.5	80	
OUTDOOR	QUINTILE 1	14852	2040	16.6	13.7	91	1289	15.8	8.7	86	878	17.8	5.9	97	*373	14.8	2.5	80	
	QUINTILE 2	15725	2521	20.5	16.0	106	1735	21.2	11.0	109	914	18.5	5.8	95	599	23.7	3.8	122	
	QUINTILE 3	16330	2408	19.6	14.7	97	1523	18.6	9.3	92	985	19.9	6.0	99	543	21.5	3.3	107	
	QUINTILE 4	16744	2465	20.1	14.7	97	1968	24.1	11.8	116	931	18.8	5.6	91	531	21.0	3.2	102	
	QUINTILE 5	17334	2836	23.1	16.4	108	1664	20.3	9.6	95	1238	25.0	7.1	117	482	19.1	2.8	89	
RADIO-DRIVE TIME	QUINTILE 1	15911	2900	23.6	18.2	120	1536	18.8	9.7	96	1229	24.9	7.7	127	464	18.4	2.9	93	
	QUINTILE 2	14837	1929	15.7	13.0	86	1463	17.9	9.9	98	790	16.0	5.3	87	*380	15.0	2.6	82	
	QUINTILE 3	15339	2439	19.9	15.9	105	1718	21.0	11.2	111	920	18.6	6.0	98	*493	19.5	3.2	103	
	QUINTILE 4	16723	2357	19.2	14.1	93	1569	19.2	9.4	93	888	18.0	5.3	87	622	24.6	3.7	119	
	QUINTILE 5	18176	2647	21.6	14.6	96	1893	23.1	10.4	103	1118	22.6	6.2	101	569	22.5	3.1	100	
RADIO-MID- DAY	TERCILE 1	21020	3619	29.5	17.2	114	1765	21.6	8.4	83	1342	27.1	6.4	105	661	26.1	3.1	101	
	TERCILE 2	21610	3204	26.1	14.8	98	2287	28.0	10.6	105	1280	25.9	5.9	97	644	25.5	3.0	95	
	TERCILE 3	38355	5448	44.4	14.2	94	4126	50.4	10.8	107	2323	47.0	6.1	99	1223	48.4	3.2	102	
RADIO-TOTAL	QUINTILE 1	15988	2848	23.2	17.8	118	1467	17.9	9.2	91	1197	24.2	7.5	123	443	17.5	2.8	89	
	QUINTILE 2	15626	2478	20.2	15.9	105	1714	21.0	11.0	109	834	16.9	5.3	87	585	23.1	3.7	120	
	QUINTILE 3	16723	2215	18.1	13.2	87	1501	18.4	9.0	89	914	18.5	5.5	90	*484	19.1	2.9	93	
	QUINTILE 4	16342	2514	20.5	15.4	102	1776	21.7	10.9	108	988	20.0	6.0	99	514	20.3	3.1	101	
	QUINTILE 5	16306	2215	18.1	13.6	90	1721	21.0	10.6	105	1011	20.4	6.2	102	503	19.9	3.1	99	
TV-PRIME TIME	QUINTILE 1	15953	2507	20.4	15.7	104	1997	24.4	12.5	124	1082	21.9	6.8	111	542	21.4	3.4	109	
	QUINTILE 2	16137	2510	20.5	15.6	103	1421	17.4	8.8	87	1035	20.9	6.4	105	611	24.2	3.8	121	
	QUINTILE 3	16420	2560	20.9	15.6	103	1782	21.8	10.9	107	841	17.0	5.1	84	598	23.7	3.6	117	
	QUINTILE 4	16687	2318	18.9	13.9	92	1628	19.9	9.8	97	1034	20.9	6.2	101	*464	18.4	2.8	89	
	QUINTILE 5	15789	2375	19.4	15.0	99	1351	16.5	8.6	85	953	19.3	6.0	99	*314	12.4	2.0	64	
TV-DAYTIME	TERCILE 1	27736	4360	35.5	15.7	104	3355	41.0	12.1	120	2180	44.1	7.9	129	902	35.7	3.3	104	
	TERCILE 2	26489	3833	31.2	14.5	96	2358	28.8	8.9	88	1257	25.4	4.7	78	865	34.2	3.3	105	
	TERCILE 3	26761	4078	33.2	15.2	101	2466	30.2	9.2	91	1508	30.5	5.6	92	761	30.1	2.8	91	
TV-TOTAL	QUINTILE 1	16345	2733	22.3	16.7	110	1860	22.7	11.4	113	1382	27.9	8.5	138	499	19.7	3.1	98	
	QUINTILE 2	16447	2571	21.0	15.6	103	1978	24.2	12.0	119	911	18.4	5.5	91	514	20.3	3.1	100	
	QUINTILE 3	15980	2335	19.0	14.6	96	1537	18.8	9.6	95	869	17.6	5.4	89	578	22.9	3.6	116	
	QUINTILE 4	15887	2192	17.9	13.8	91	1388	17.0	8.7	87	852	17.2	5.4	88	*588	23.3	3.7	119	
	QUINTILE 5	16326	2439	19.9	14.9	99	1415	17.3	8.7	86	931	18.8	5.7	93	*349	13.8	2.1	68	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	3428	27.9	16.5	109	2040	24.9	9.8	97	1349	27.3	6.5	107	1036	41.0	5.0	160	
	NEWSPAPER IMPERATIVE	19186	3107	25.3	16.2	107	2238	27.4	11.7	116	1093	22.1	5.7	93	*518	20.5	2.7	86	
		21899	3040	24.8	13.9	92	1737	21.2	7.9	79	1150	23.3	5.3	86	551	21.8	2.5	81	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	2457	20.0	15.9	105	1634	20.0	10.6	105	775	15.7	5.0	82	524	20.7	3.4	109	
	OUTDOOR IMPERATIVE	25953	4297	35.0	16.6	109	2648	32.4	10.2	101	1752	35.4	6.8	111	993	39.3	3.8	123	
		24400	3264	26.6	13.4	88	2174	26.6	8.9	88	1497	30.3	6.1	100	688	27.2	2.8	90	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	3054	24.9	16.9	112	1835	22.4	10.2	101	1025	20.7	5.7	93	621	24.6	3.4	110	
	RADIO IMPERATIVE	23571	3678	30.0	15.6	103	2378	29.1	10.1	100	1420	28.7	6.0	99	902	35.7	3.8	123	
		23278	3433	28.0	14.7	97	2197	26.9	9.4	93	1444	29.2	6.2	102	596	23.6	2.6	82	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	2867	23.4	18.5	122	1744	21.3	11.3	112	1023	20.7	6.6	108	*414	16.4	2.7	86	
	TELEVISION IMPERATIVE	25829	3856	31.4	14.9	99	2431	29.7	9.4	93	1302	26.3	5.0	83	1015	40.2	3.9	126	
		26039	3672	29.9	14.1	93	2817	34.4	10.8	107	1761	35.6	6.8	111	815	32.2	3.1	100	
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	2483	20.2	15.0	99	1431	17.5	8.6	85	871	17.6	5.2	86	594	23.5	3.6	115	
	OUTDOOR IMPERATIVE	26834	4278	34.9	15.9	105	2429	29.7	9.1	90	1663	33.6	6.2	101	984	38.9	3.7	117	
		23346	3346	27.3	14.3	95	2658	32.5	11.4	113	1584	32.0	6.8	111	574	22.7	2.5	79	
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	2840	23.1	16.6	109	1551	19.0	9.1	90	996	20.1	5.8	95	705	27.9	4.1	132	
	RADIO IMPERATIVE	25892	3695	30.1	14.3	94	2248	27.5	8.7	86	1387	28.0	5.4	88	911	36.0	3.5	113	
		23167	3726	30.4	16.1	106	2348	28.7	10.1	100	1526	30.9	6.6	108	526	20.8	2.3	73	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	2797	22.8	16.3	108	1653	20.2	9.6	95	1150	23.3	6.7	110	597	23.6	3.5	111	
	TELEVISION IMPERATIVE	26214	3797	30.9	14.5	96	2081	25.4	7.9	79	1316	26.6	5.0	82	981	38.8	3.7	120	
		23412	3669	29.9	15.7	103	2994	36.6	12.8	127	1588	32.1	6.8	111	621	24.6	2.7	85	
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	2567	20.9	16.8	111	1514	18.5	9.9	98	860	17.4	5.6	92	396	15.7	2.6	83	
	RADIO IMPERATIVE	24901	3313	27.0	13.3	88	2422	29.6	9.7	96	1563	31.6	6.3	103	869	34.4	3.5	112	
		26492	4130	33.7	15.6														

	TOTAL U.S. '000	OLD FASHIONED QUAKER				QUAKER GRITS				3-MINUTE OATS				WHEATENA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80954	12270	100.0	15.2	100	8179	100.0	10.1	100	4945	100.0	6.1	100	2528	100.0	3.1	100
ATLANTIC MONTHLY	415	**65	0.5	15.7	103	**20	0.2	4.8	48	**75	1.5	18.1	296	**45	1.8	10.8	347
BARRON'S	453	**97	0.8	21.4	141	**25	0.3	5.5	55	**30	0.6	6.6	108	**35	1.4	7.7	248
BETTER HOMES & GARDENS	16256	2571	21.0	15.8	104	1641	20.1	10.1	100	1090	22.0	6.7	110	503	19.9	3.1	99
BON APPETIT	2535	404	3.3	15.9	105	**163	2.0	6.4	64	**140	2.8	5.5	90	**143	5.7	5.6	181
BUSINESS WEEK	1278	*166	1.4	13.0	86	**98	1.2	7.7	76	**67	1.4	5.2	86	**67	2.7	5.2	168
CAR AND DRIVER	378	**55	0.4	14.6	96	**68	0.8	18.0	178	**0	0.0	0.0	0	**0	0.0	0.0	0
CBS MAGAZINE NETWORK (GROSS)	1498	414	3.4	27.6	182	**245	3.0	16.4	162	**52	1.1	3.5	57	**144	5.7	9.6	308
CHANGING TIMES	1505	**4	1.9	15.5	103	**171	2.1	11.4	113	**107	2.2	7.1	116	**74	2.9	4.9	158
COLONIAL HOMES	1231	*197	1.6	16.0	106	*197	2.4	16.0	158	**71	1.4	5.8	94	**47	1.9	3.8	122
CONDE NAST MAG. (GROSS)	14146	2468	20.1	17.4	115	1484	18.1	10.5	104	**04	16.3	5.7	93	515	20.4	3.6	117
CONSUMERS DIGEST	1323	*262	2.1	19.8	131	*163	2.0	12.3	122	**83	1.7	6.3	103	**167	6.6	12.6	404
COSMOPOLITAN	7102	1043	8.5	14.7	97	727	8.9	10.2	101	374	7.6	5.3	86	273	10.8	3.8	123
COUNTRY LIVING	2481	**0	3.3	16.4	109	*224	2.7	9.0	89	**91	1.8	3.7	60	**107	4.2	4.3	138
CUISINE	1472	*208	1.7	14.1	93	**128	1.6	8.7	86	**55	1.1	3.7	61	**35	1.4	2.4	76
CYCLE WORLD	425	**134	1.1	31.5	208	**34	0.4	8.0	79	**16	0.3	3.8	62	**13	0.5	3.1	98
DCI:CREATIVE IDEAS FOR LIV	2510	**03	3.3	16.1	106	413	5.0	16.5	163	*289	5.8	11.5	189	**56	2.2	2.2	71
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	901	7.3	13.5	89	1402	17.1	20.9	207	827	16.7	12.4	202	**156	6.2	2.3	75
DISCOVER	894	*148	1.2	16.6	109	**95	1.2	10.6	105	**63	1.3	7.0	115	**63	2.5	7.0	226
EBONY	3507	560	4.6	16.0	105	1053	12.9	30.0	297	**0	6.1	8.6	141	*212	8.4	6.0	194
ESQUIRE	1083	*251	2.0	23.2	153	*166	2.0	15.3	152	**72	1.5	6.6	109	**68	2.7	6.3	201
ESSENCE	1830	307	2.5	16.8	111	590	7.2	32.2	319	*151	3.1	8.3	135	**85	3.4	4.6	149
FAMILY CIRCLE	15930	2742	22.3	17.2	114	1468	17.9	9.2	91	**53	19.3	6.0	98	632	25.0	4.0	127
THE FAMILY HANDYMAN	1126	*226	1.8	20.1	132	*148	1.8	13.1	130	**51	1.0	4.5	74	**18	0.7	1.6	51
FAMILY WEEKLY	11468	1998	16.3	17.4	115	1063	13.0	9.3	92	729	14.7	6.4	104	328	13.0	2.9	92
FIELD & STREAM	2234	372	3.0	16.7	110	*285	3.5	12.8	126	*156	3.2	7.0	114	**49	1.9	2.2	70
FOOD & WINE	579	**115	0.9	19.9	131	**78	1.0	13.5	133	**37	0.7	6.4	105	**21	0.8	3.6	116
FORBES	728	**159	1.3	21.8	144	**38	0.5	5.2	52	**50	1.0	6.9	112	**47	1.9	6.5	207
FORTUNE	906	*171	1.4	18.9	125	**82	1.0	9.1	90	**21	0.4	2.3	38	**58	2.3	6.4	205
GENTLEMEN'S QUARTERLY	791	*176	1.4	22.3	147	*198	2.4	25.0	248	**35	0.7	4.4	72	**9	0.4	1.1	36
GLAMOUR	5265	973	7.9	18.5	122	629	7.7	11.9	118	*256	5.2	4.9	80	*155	6.1	2.9	94
GOLF DIGEST	636	**115	0.9	18.1	119	**75	0.9	11.8	117	**15	0.3	2.4	39	**80	3.2	12.6	403
GOLF DIGEST/TENNIS (GROSS)	1186	*230	1.9	19.4	128	*164	2.0	13.8	137	**33	0.7	2.8	46	**100	4.0	8.4	270
GOLF MAGAZINE	441	**124	1.0	28.1	186	**48	0.6	10.9	108	**6	0.1	1.4	22	**71	2.8	16.1	516
GOLF MAGAZINE/SKI (GROSS)	922	*217	1.8	23.5	155	**60	0.7	6.5	64	**8	0.2	0.9	14	**81	3.2	8.8	281
GOOD HOUSEKEEPING	16487	2792	22.8	16.9	112	1674	20.5	10.2	101	*69	19.6	5.9	96	581	23.0	3.5	113
HARPER'S BAZAAR	2423	404	3.3	16.7	110	273	3.3	11.3	112	*125	2.5	5.2	84	**109	4.3	4.5	144
HEALTH	1994	367	3.0	18.4	121	276	3.4	13.8	137	**116	2.3	5.8	95	**51	2.0	2.6	82
HEARST MAG CORP. BUY (GROSS)	44101	7174	58.5	16.3	107	4664	57.0	10.6	105	2486	50.3	5.6	92	1617	54.0	3.7	117
HEARST MAN POWER (GROSS)	1993	338	2.8	17.0	112	*196	2.4	9.8	97	**131	2.6	6.6	108	**41	1.6	2.1	66
HEARST WOMAN POWER (GROSS)	31274	5016	40.9	16.0	106	3207	39.2	10.3	102	1743	35.2	5.6	91	1163	46.0	3.7	119
HOUSE BEAUTIFUL	3623	653	5.3	18.0	119	474	5.8	13.1	130	*244	4.9	6.7	110	*110	4.4	3.0	97
INC.	283	**78	0.6	27.6	182	**28	0.3	9.9	98	**18	0.4	6.4	104	**20	0.8	7.1	226
JET	2928	535	4.4	18.3	121	847	10.4	28.9	286	*246	5.0	8.4	138	*91	3.6	3.1	100
LADIES' HOME JOURNAL	11918	1959	16.0	16.4	108	1268	15.5	10.6	105	729	14.7	6.1	100	442	17.5	3.7	119
LHJ FAMILY GRP COMBO(GROSS)	16764	2824	23.0	16.8	111	1898	23.2	11.3	112	*99	20.1	5.9	97	556	22.0	3.3	106
LIFE	4254	898	7.3	21.1	139	491	6.0	11.5	114	*296	6.0	7.0	114	*152	6.0	3.6	114
L.A. TIMES HOME MAGAZINE	1145	**102	0.8	8.9	59	*229	0.4	2.5	25	**32	0.6	2.8	46	**43	1.7	3.8	120
MADEMOISELLE	2884	530	4.3	18.4	121	292	3.6	10.1	100	*186	3.8	6.4	106	*96	3.8	3.3	107
MC CALL'S	13460	2301	18.8	17.1	113	1486	18.2	11.0	109	883	17.9	6.6	107	353	14.0	2.6	84
MC CALL'S/HRK MOTHER (GROSS)	14606	2478	20.2	17.0	112	1690	20.7	11.6	115	945	19.1	6.5	106	394	15.6	2.7	86
MECHANIX ILLUSTRATED	772	**120	1.0	15.5	103	**113	1.4	14.6	145	**42	0.8	5.4	89	**36	1.4	4.7	149
METROPOLITAN HOME	967	*219	1.8	22.6	149	*129	1.6	13.3	132	**44	0.9	4.6	75	**45	1.8	4.7	149
MONEY	1588	326	2.7	20.5	135	*200	2.4	12.6	125	**96	1.9	6.0	99	**34	1.3	2.1	69
MOTHER EARTH NEWS	1092	*241	2.0	24.1	159	**61	0.7	6.1	60	**52	1.1	5.2	85	**30	1.2	3.0	96
MS.	825	*179	1.5	21.7	143	**90	1.1	10.9	108	**27	0.5	3.3	54	**50	2.0	6.1	194
NATIONAL ENQUIRER	10336	1702	13.9	16.5	109	1338	16.4	12.9	128	*851	17.8	8.5	140	263	10.4	2.5	82
NATIONAL GEOGRAPHIC	9597	1726	14.1	18.0	119	970	11.9	10.1	100	*53	10.8	5.6	91	363	14.4	3.8	121
NATIONAL SUNDAY MAGAZINE PKG	*9558	7717	62.9	15.6	103	4449	54.4	9.0	89	2864	57.9	5.8	95	1620	64.1	3.3	105
NATURAL HISTORY	573	*168	1.4	29.3	194	*68	0.8	11.9	118	**43	0.9	7.5	123	**36	1.4	6.3	201
NEW WOMAN	1699	320	2.6	18.8	124	*174	2.1	10.2	101	**73	1.5	4.3	70	**69	2.7	4.1	130
NEW YORK INCLUDING CUE	443	**62	0.5	14.0	92	**33	0.4	7.4	74	**22	0.4	5.0	81	**53	2.1	12.0	383
THE NEW YORKER	1270	*185	1.5	14.6	96	**85	1.0	6.7	66	**64	1.3	5.0	83	**113	4.5	8.9	285
NEWSWEEK	6277	994	8.1	15.8	105	498	6.1	7.9	79	337	6.8	5.4	88	297	11.7	4.7	152
THE N.Y. TIMES DAILY EDITION	1205	*128	1.0	10.6	70	**85	1.0	7.1	70	**17	0.3	1.4	23	*162	6.4	13.4	431
THE N.Y. TIMES MAGAZINE	2081	*215	1.8	10.3	68	**105	1.3	5.0	50	**31	0.6	1.5	24	*238	9.4	11.4	366
OWN	788	*170	1.4	21.6	142	**95	1.2	12.1	119	**49	1.0	6.2	102	**38	1.5	4.8	154
ON CABLE	1158	*179	1.5	15.5	102	**125	1.5	10.8	107	**74	1.5	6.4	105	**29	1.1	2.5	80
1001 HOME IDEAS	2852	*98	4.1	17.5	115	354	4.3	12.4	123	*150	3.0	5.3	86	**62	2.5	2.2	70
ORGANIC GARDENING	1658	370	3.0	22.3	147	*216	2.6	13.0	129	**140	2.8	8.4	138	*61	2.4	3.7	118
OUTDOOR LIFE	898	*157	1.3	17.5	116	**109	1.3	12.2	120	**59	1.2	6.6	108	**11	0.4	1.2	39
PARADE MAGAZINE	24275	3827	31.2	15.8	104	2478	30.3	10.2	101	1406	28.4	5.8	95	833	33.0	3.4	110

BREAKFAST CEREALS (HOT): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	OLD FASHIONED QUAKER				QUAKER GRITS				3-MINUTE OATS				WHEATENA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	12270	100.0	15.2	100	8179	100.0	10.1	100	4945	100.0	6.1	100	2528	100.0	3.1	100
PARENTS	3845	794	6.5	20.7	136	360	4.4	9.4	93	*194	3.9	5.0	83	**46	1.8	1.2	38
PENTHOUSE	831	**103	0.8	12.4	82	**112	1.4	13.5	133	*115	0.3	1.8	30	**32	1.3	3.9	123
PEOPLE	11645	1648	13.4	14.2	93	968	11.8	8.3	82	712	14.4	6.1	100	407	16.1	3.5	112
PLAYBOY	2006	331	2.7	16.5	109	*225	2.8	11.2	111	**124	2.5	6.2	101	**54	2.1	2.7	86
POPULAR HOT RODDING	297	**47	0.4	15.8	104	**56	0.7	18.9	187	**13	0.3	4.4	72	**58	0.3	2.7	86
POPULAR MECHANICS	1018	*152	1.2	14.9	99	**80	1.0	7.9	78	**93	1.9	9.1	150	**10	0.4	1.0	31
POPULAR SCIENCE	878	**111	0.9	12.6	83	**95	1.2	10.8	107	**56	1.1	6.4	104	**28	1.1	3.2	102
PREVENTION	3913	769	6.3	19.7	130	415	5.1	10.6	105	*244	4.9	6.2	102	*241	9.5	6.2	197
PSYCHOLOGY TODAY	1710	360	2.9	21.1	139	*161	2.0	9.4	93	**65	1.3	3.8	62	**76	3.0	4.4	142
READER'S DIGEST	22204	3534	28.8	15.9	105	2212	27.0	10.0	99	1270	25.7	5.7	94	818	32.4	3.7	118
REDBOOK	7684	1181	9.6	15.4	101	806	9.9	10.5	104	400	8.1	5.2	85	309	12.2	4.0	129
ROAD & TRACK	410	**129	1.1	31.5	208	**27	0.3	6.6	65	*13	0.3	3.2	52	*30	1.2	7.3	234
ROLLING STONE	969	*178	1.5	18.4	121	**95	1.2	9.8	97	*86	1.7	8.9	145	*28	1.1	2.9	93
RUNNER'S WORLD	298	**54	0.4	18.1	120	*32	0.4	10.7	106	*0	0.0	0.0	0	*4	0.2	1.3	43
SATURDAY EVENING POST	1169	*280	2.3	24.0	158	*167	2.0	14.3	141	*64	1.3	5.5	90	*58	2.3	5.0	159
SCIENCE 84	587	**113	0.9	19.3	127	**56	0.7	9.5	94	*70	1.4	11.9	195	**9	0.4	1.5	49
SCIENCE DIGEST	482	**94	0.8	19.5	129	**55	0.7	11.4	113	*25	0.5	5.2	85	*15	0.6	3.1	100
SCIENTIFIC AMERICAN	594	**83	0.7	14.0	92	*40	0.5	6.7	67	*37	0.7	6.2	102	*25	1.0	4.2	135
SELF	2089	344	2.8	16.5	109	*185	2.3	8.9	88	*140	2.8	6.7	110	**52	2.1	2.5	80
SEVENTEEN	2411	307	2.5	12.7	84	227	2.8	9.4	93	*129	2.6	5.4	88	*62	2.5	2.6	82
SKI	480	**93	0.8	19.4	128	*12	0.1	2.5	25	*2	0.0	0.4	7	*10	0.4	2.1	67
SMITHSONIAN	2760	507	4.1	18.4	121	*213	2.6	7.7	76	*215	4.3	7.8	128	*150	5.9	5.4	174
SOAP OPERA DIGEST	3013	443	3.6	14.7	97	510	6.2	16.9	168	*211	4.3	7.0	115	*95	3.8	3.2	101
SOUTHERN LIVING	4184	498	4.1	11.9	79	989	12.1	23.6	234	538	10.9	12.9	211	*101	4.0	2.4	77
SPORT	559	*91	0.7	16.3	107	*118	1.4	21.1	209	*44	0.9	7.9	129	*11	0.4	2.0	63
THE SPORTING NEWS	436	**71	0.6	16.3	107	*23	0.3	5.3	52	*19	0.4	4.4	71	*9	0.4	2.1	66
SPORTS AFIELD	493	**92	0.7	18.7	123	*61	0.7	12.4	123	*13	0.3	2.6	43	*16	0.6	3.2	104
SPORTS ILLUSTRATED	2758	412	3.4	14.9	99	291	3.6	10.6	104	*127	2.6	4.6	75	*50	2.0	1.8	58
STAR	7456	1108	9.0	14.9	98	987	12.1	13.2	131	525	10.6	7.0	115	*195	7.7	2.6	84
SUNDAY	24936	3721	30.3	14.9	98	1714	21.0	6.9	68	1301	26.3	5.2	85	896	35.4	3.6	115
SUNSET	2124	540	4.4	25.4	168	*27	0.3	1.3	13	*161	3.3	7.6	124	*58	2.3	2.7	87
TV GUIDE	21661	3511	28.6	16.2	107	2189	26.8	10.1	100	1304	26.4	6.0	99	681	26.9	3.1	101
TENNIS	550	*115	0.9	20.9	138	*89	1.1	16.2	160	*17	0.3	3.1	51	*21	0.8	3.8	122
TIME	8880	1499	12.2	16.9	111	804	9.8	9.1	90	441	8.9	5.0	81	419	16.6	4.7	151
TOWN & COUNTRY	917	*149	1.2	16.2	107	*89	1.1	9.7	96	*77	1.6	8.4	138	*36	1.4	3.9	126
TRAVEL & LEISURE	972	*149	1.2	15.3	101	*126	1.5	13.0	128	*40	0.8	4.1	67	*47	1.9	4.8	155
TRUE STORY	3356	477	3.9	14.2	94	446	5.5	13.3	132	*206	4.2	6.1	101	*78	3.1	2.3	74
U.S. NEWS & WORLD REPORT	3410	483	3.9	14.2	93	377	4.6	11.1	109	*231	4.7	6.8	111	*137	5.4	4.0	129
USA TODAY	1759	327	2.7	18.6	123	*168	2.1	9.6	95	*125	2.5	7.1	116	*120	4.7	6.8	219
US	1873	309	2.5	16.5	109	*176	2.2	9.4	93	*162	3.3	8.6	142	*101	4.0	5.4	173
VOGUE	3909	621	5.1	15.9	105	378	4.6	9.7	96	*222	4.5	5.7	93	*212	8.4	5.4	174
MALL STREET JOURNAL	1886	301	2.5	16.0	105	*121	1.5	6.4	64	*94	1.9	5.0	82	*105	4.2	5.6	178
WEIGHT WATCHERS	2120	457	3.7	21.6	142	281	3.4	13.3	131	*129	2.6	6.1	100	*94	3.7	4.4	142
WOMAN'S DAY	14172	2594	21.1	18.3	121	1283	15.7	9.1	90	870	17.6	6.1	101	577	22.8	4.1	130
WORKING MOTHER	1146	*177	1.4	15.4	102	*204	2.5	17.8	176	*62	1.3	5.4	89	*42	1.7	3.7	117
WORKING WOMAN	1322	*192	1.6	14.5	96	*192	2.3	14.5	144	*39	0.8	3.0	48	*56	2.2	4.2	136
WORLD TENNIS	*163	*64	0.5	39.3	259	*28	0.3	17.2	170	*11	0.2	6.7	111	*4	0.2	2.5	79
ZIFF-DAVIS MAG NETWK (GROSS)	2532	468	3.8	18.5	122	337	4.1	13.3	132	*78	1.6	3.1	50	*105	4.2	4.1	133
BLAIR INSERTS	43657	6504	53.0	14.9	98	4040	49.4	9.3	92	2318	46.9	5.3	87	1539	60.9	3.5	113
DAILY NEWSPAPERS																	
READ ANY	51633	7982	65.1	15.5	102	4987	61.0	9.7	96	2983	60.3	5.8	95	1790	70.8	3.5	111
READ ONE	43463	6785	55.3	15.6	103	4189	51.2	9.6	95	2526	51.1	5.8	95	1404	55.5	3.2	103
READ TWO OR MORE	8170	1197	9.8	14.7	97	799	9.8	9.8	97	457	9.2	5.6	92	386	15.3	4.7	151
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8072	65.8	15.3	101	4787	58.5	9.1	90	3017	61.0	5.7	94	1835	72.6	3.5	112
READ ONE	46126	7098	57.8	15.4	102	4321	52.8	9.4	93	2570	52.0	5.6	91	1553	61.4	3.4	108
READ TWO OR MORE	6552	974	7.9	14.9	98	465	5.7	7.1	70	447	9.0	6.8	112	282	11.2	4.3	138
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	25.94				25.07				26.16				24.98			
30 DAY REACH	71455	10689	87.1	15.0	99	7285	89.1	10.2	101	4299	86.9	6.0	99	2247	88.9	3.1	101
50 SHWG - 30 DAY AV FREQ	14.56	13.69				13.20				13.76				13.03			
30 DAY REACH	67742	10144	82.7	15.0	99	6920	84.6	10.2	101	4111	83.1	6.1	99	2149	85.0	3.2	102
25 SHWG - 30 DAY AV FREQ	7.94	7.45				7.13				7.78				7.11			
30 DAY REACH	62117	9254	75.4	14.9	98	6406	78.3	10.3	102	3628	73.4	5.8	96	1973	78.0	3.2	102
CABLE TV: HOME WIRED	32077	4659	38.0	14.5	96	3168	38.7	9.9	98	2296	46.4	7.2	117	840	33.2	2.6	84
HOME NOT WIRED	48909	7611	62.0	15.6	103	5011	61.3	10.2	101	2649	53.6	5.4	89	1688	66.8	3.5	111
HAVE PAY CABLE	15935	2338	19.1	14.7	97	1405	17.2	8.8	87	974	19.7	6.1	100	*405	16.0	2.5	81

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	OLD FASHIONED QUAKER				QUAKER GRITS				3-MINUTE OATS				WHEATENA				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80956	12270	100.0	15.2	100	8179	100.0	10.1	100	4945	100.0	6.1	100	2528	100.0	3.1	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	6630	54.0	15.1	100	4317	52.8	9.8	97	2607	52.7	5.9	97	1271	50.3	2.9	93	
10:00 AM - 3:00 PM	30659	4954	40.4	16.2	107	2783	34.0	9.1	90	1864	37.7	6.1	100	908	35.9	3.0	95	
3:00 PM - 7:00 PM	31045	5040	41.1	16.2	107	3028	37.0	9.8	97	1800	36.4	5.8	95	856	33.9	2.8	88	
7:00 PM - MIDNIGHT	15767	2613	21.3	16.6	109	1518	18.6	9.6	95	986	19.9	6.3	102	429	17.0	2.7	87	
MIDNIGHT - 6:00 AM	9120	1643	13.4	18.0	119	1071	13.1	11.7	116	516	10.4	5.7	93	436	17.2	4.8	153	
6:00 AM - MIDNIGHT	58527	9000	73.3	15.4	101	5692	69.6	9.7	96	3445	69.7	5.9	96	1797	71.1	3.1	98	
ENTIRE DAY	59311	9180	74.8	15.5	102	5810	71.0	9.8	97	3489	70.6	5.9	96	1853	73.3	3.1	100	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	2660	21.7	16.4	109	1309	16.0	8.1	80	799	16.2	4.9	81	464	18.4	2.9	92	
ALL NEWS	2256	399	3.3	17.7	117	*118	1.4	5.2	52	*339	0.8	1.7	28	*193	7.6	8.6	274	
AOR/PROGRESSIVE	3874	553	4.5	14.3	94	345	4.2	8.9	88	*138	2.8	3.6	58	*168	6.6	4.3	139	
BEAUTIFUL MUSIC	5660	879	7.2	15.5	103	604	7.4	10.7	106	354	7.2	6.3	102	*183	7.2	3.2	104	
BLACK	2204	274	2.2	12.4	82	640	7.8	29.0	288	*189	3.8	8.6	140	*337	1.5	1.7	54	
CLASSICAL	1418	*245	2.0	17.3	114	*990	1.1	6.3	63	*111	2.2	7.8	128	*332	1.3	2.3	72	
CHR/ROCK	9538	1402	11.4	14.7	97	840	10.3	8.8	87	401	8.1	4.2	69	*253	10.0	2.7	85	
COUNTRY	12648	1856	15.1	14.7	97	1483	18.1	11.7	116	942	19.0	7.4	122	260	10.3	2.1	66	
GOLDEN OLDIES	1191	*158	1.3	13.3	88	*772	0.9	6.0	60	*665	1.3	5.5	89	*199	0.8	1.6	51	
MOR/NOSTALGIA	4757	782	6.4	16.4	109	314	3.8	6.6	65	*306	6.2	6.4	105	*199	7.9	4.2	134	
NEWS/TALK	3863	696	5.7	18.0	119	*157	1.9	4.1	40	*156	3.2	4.0	66	215	8.5	5.6	178	
RELIGIOUS	3084	538	4.4	17.4	115	364	4.5	11.8	117	*349	7.1	11.3	185	*667	2.7	2.2	70	
SOFT ROCK	521	*66	0.5	12.7	84	*14	0.2	2.7	27	*770	1.4	13.4	220	*53	0.1	0.6	18	
URBAN CONTEMPORARY	1585	*242	2.0	15.3	101	288	3.5	18.2	180	*335	0.7	2.2	36	*30	2.0	3.2	101	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	496	4.0	15.2	100	341	4.2	10.5	104	*181	3.7	5.6	91	*119	4.7	3.6	117	
ABC DIRECTION	2316	299	2.4	12.9	85	*207	2.5	8.9	88	*123	2.5	5.3	87	*80	3.2	3.5	111	
ABC ENTERTAINMENT	4834	698	5.7	14.4	95	526	6.4	10.9	108	*199	4.0	4.1	67	234	9.3	4.8	155	
ABC FM	2202	325	2.6	14.8	97	380	4.6	17.3	171	*104	2.1	4.7	77	*45	1.8	2.0	65	
ABC INFORMATION	5425	881	7.2	16.2	107	461	5.6	8.5	84	347	7.0	6.4	105	*215	8.5	4.0	127	
ABC ROCK	1677	*273	2.2	16.3	107	*156	1.9	9.3	92	*70	1.4	4.2	68	*47	1.9	2.8	90	
CBS	4430	699	5.7	15.8	104	345	4.2	7.8	77	*237	4.8	5.3	88	*204	8.1	4.6	148	
MUTUAL	4992	775	6.3	15.5	102	483	5.9	9.7	96	*270	5.5	5.4	89	*150	5.9	3.0	96	
NBC	4679	971	7.9	20.8	137	328	4.0	7.0	69	*214	4.3	4.6	75	*253	10.0	5.4	173	
RADIO RADIO	1994	*275	2.2	13.8	91	*214	2.6	10.7	106	*82	1.7	4.1	67	*14	0.6	0.7	22	
RKO ONE	2298	*263	2.1	11.4	76	260	3.2	11.3	112	*91	1.8	4.0	65	*16	0.6	0.7	22	
RKO TWO	3311	469	3.8	14.2	93	454	5.6	13.7	136	*135	2.7	4.1	67	*98	3.9	3.0	95	
THE SOURCE	2114	*239	1.9	11.3	75	432	5.3	20.4	202	*73	1.5	3.5	57	*47	1.9	2.2	71	
NON-WIRED : BLAIR	8654	1317	10.7	15.2	100	851	10.4	9.8	97	612	12.4	7.1	116	319	12.6	3.7	118	
INTERNET	12025	1974	16.1	16.4	108	1310	16.0	10.9	108	665	13.4	5.5	91	330	13.1	2.7	88	
KATZ RADIO GROUP	15359	2254	18.4	14.7	97	1275	15.6	8.3	82	705	14.3	4.6	75	625	24.7	4.1	130	
SUPERNET	10628	1622	13.2	15.3	101	1048	12.8	9.9	98	697	14.1	6.6	107	260	10.3	2.4	78	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	1301	10.6	15.0	99	1038	12.7	12.0	119	784	15.9	9.1	148	270	10.7	3.1	100	
MKDAY 9:00 AM - 1:00 PM	12163	1950	15.9	16.0	106	1351	16.5	11.1	110	894	18.1	7.4	120	362	14.3	3.0	95	
MKDAY 1:00 PM - 4:30 PM	16150	2480	20.2	15.4	101	1915	23.4	11.9	117	1146	23.2	7.1	116	528	20.9	3.3	105	
MKDAY 4:30 PM - 7:30 PM	22463	3456	28.2	15.4	102	2486	30.4	11.1	110	1390	28.1	6.2	101	740	29.3	3.3	106	
MKDAY 7:30 PM - 8:00 PM	31795	4747	38.7	14.9	99	3634	44.4	11.4	113	2061	41.7	6.5	106	1041	41.2	3.3	105	
MKDAY 11:00 PM - 11:30 PM	23977	3703	30.2	15.4	102	2442	29.9	10.2	101	1641	33.2	6.8	112	722	28.6	3.0	96	
MKDAY 11:30 PM - 1:00 AM	7703	1221	10.0	15.9	105	756	9.2	9.8	97	598	12.1	7.8	127	181	7.2	2.3	75	
M-SAT 8-11 PM+SUN 7-11 PM	33800	5225	42.6	15.5	102	3601	44.0	10.7	105	2133	43.1	6.3	103	1167	46.2	3.5	111	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	904	7.4	13.8	91	564	6.9	8.6	85	432	8.7	6.6	108	226	8.9	3.5	111
ANOTHER WORLD	N	4620	724	5.9	15.7	103	631	7.7	13.7	135	399	8.1	8.6	141	134	5.3	2.9	93
AS THE WORLD TURNS	C	5614	891	7.3	15.9	105	835	10.2	14.9	147	397	8.0	7.1	116	135	5.3	2.4	77
CAPITOL	C	3396	520	4.2	15.3	101	490	6.0	14.4	143	233	4.7	6.9	112	*114	4.5	3.4	108
CBS MORN. NEWS 1	C	1446	263	2.1	18.2	120	226	2.8	15.6	155	*98	2.0	6.8	111	*334	1.3	2.4	75
CBS MORN. NEWS 2	C	1207	214	1.7	17.7	117	160	2.0	13.3	131	*52	1.1	4.3	71	*332	1.3	2.7	85
DAYS OF OUR LIVES	N	5877	895	7.3	15.2	101	645	7.9	11.0	109	477	9.6	8.1	133	171	6.8	2.9	93
FACTS OF LIFE - DAYTIME	N	2290	366	3.0	16.0	105	253	3.1	11.0	109	188	3.8	8.2	134	*42	1.7	1.8	59
FAMILY FEUD	A	3023	488	4.0	16.1	107	345	4.2	11.4	113	215	4.3	7.1	116	*100	4.0	3.3	106
GENERAL HOSPITAL	A	6097	807	6.6	13.2	87	654	8.0	10.7	106	464	9.4	7.6	125	212	8.4	3.5	111
GOOD MORNING, AMERICA-730A	A	3515	512	4.2	14.6	96	369	4.5	10.5	104	288	5.8	8.2	134	118	4.7	3.4	108
GOOD MORNING, AMERICA-830A	A	2818	442	3.6	15.7	104	231	2.8	8.2	81	249	5.0	8.8	145	*111	4.4	3.9	126
GUIDING LIGHT	C	5339	901	7.3	16.9	111	765	9.4	14.3	142	347	7.0	6.5	106	190	7.5	3.6	114
ONE LIFE TO LIVE	A	4478	624	5.1	13.9	92	463	5.7	10.3	102	353	7.1	7.9	129	161	6.4	3.6	115
PRESS YOUR LUCK	C	2244	333	2.7	14.8	98	222	2.7	9.9	98	131	2.6	5.8	96	*67	2.7	3.0	96
PRICE IS RIGHT 1	C	4348	580	4.7	13.3	88	598	7.3	13.8	136	345	7.0	7.9	130	109	4.3	2.5	80
PRICE IS RIGHT 2	C	5014	716	5.8	14.3	94												

BREAKFAST CEREALS (HOT): BRANDS
(FEMALE HOMEMAKERS)

		OLD FASHIONED QUAKER				QUAKER GRITS				3-MINUTE OATS				WHEATENA				
		TOTAL U.S. '000	A '000	B DOWN	C ACROSS % INDX	A '000	B DOWN	C ACROSS % INDX	D	A '000	B DOWN	C ACROSS % INDX	D	A '000	B DOWN	C ACROSS % INDX	D	
TOTAL FEMALE HOMEMAKERS		80986	12270	100.0	15.2	100	8179	100.0	10.1	100	4945	100.0	6.1	100	2528	100.0	3.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3895	31.7	14.9	99	3100	37.9	11.9	118	1756	35.5	6.7	110	874	34.6	3.4	107
NETWORK AFFILIATES - LATE		20261	3171	25.8	15.7	103	1953	23.9	9.6	95	1396	28.2	6.9	113	629	24.9	3.1	99
INDEPENDENTS - LATE		2076	323	2.6	15.6	103	170	2.1	8.2	81	*83	1.7	4.0	65	107	4.2	5.2	165
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	1670	13.6	16.0	105	1317	16.1	12.6	125	774	15.7	7.4	121	321	12.7	3.1	98
ABC MONDAY NIGHT MOVIE		A 6412	1099	9.0	17.1	113	640	7.8	10.0	99	379	7.7	5.9	97	258	10.2	4.0	129
ABC SUNDAY NIGHT MOVIE		A 12407	1796	14.6	14.5	96	1216	14.9	9.8	97	708	14.3	5.7	93	477	18.9	3.8	123
ABC WORLD NEWS TONIGHT		A 6176	997	8.1	16.1	107	712	8.7	11.5	114	434	8.8	7.0	115	173	6.8	2.8	90
AFTERMASH		C 5863	920	7.5	15.7	104	654	8.0	11.2	110	*312	6.3	5.3	87	*161	6.4	2.7	88
ALICE		C 9594	1624	13.2	16.9	112	989	12.1	10.3	102	574	11.6	6.0	98	300	11.9	3.1	100
AMERICAN PARADE		C 6622	1010	8.2	15.3	101	666	8.1	10.1	100	467	9.4	7.1	115	237	9.4	3.6	115
BENSON		A 10856	1562	12.7	14.3	95	1210	14.8	11.1	110	615	12.4	5.6	93	337	13.3	3.1	99
BLUE THUNDER		A 5036	802	6.5	15.9	105	564	6.9	11.2	111	396	8.0	7.9	129	*175	6.9	3.5	111
CAGNEY & LACEY		C 9965	1531	12.5	15.4	101	845	10.3	8.5	84	611	12.4	6.1	100	364	14.4	3.7	117
CBS EVENING NEWS-DEAN		C 3491	617	5.0	17.7	117	392	4.8	11.2	111	*211	4.3	6.0	99	*174	6.9	5.0	160
CBS EVENING NEWS-RATHER		C 7123	992	8.1	13.9	92	862	10.5	12.1	120	383	7.7	5.4	88	244	9.7	3.4	110
CBS SAT. NEWS-SCHIEFFER		C 3621	568	4.6	15.7	104	531	6.5	14.7	145	183	3.7	5.1	83	165	6.5	4.6	146
CBS SATURDAY NIGHT MOVIE		C 5436	856	7.0	15.7	104	657	8.0	12.1	120	269	5.4	4.9	81	205	8.1	3.8	121
CBS WEDNESDAY NIGHT MOVIE		C 6100	1004	8.2	16.5	109	569	7.0	9.3	92	321	6.5	5.3	86	197	7.8	3.2	103
CHEERS		N 8889	1508	12.3	17.0	112	704	8.6	7.9	78	482	9.7	5.4	89	200	7.9	2.2	72
DALLAS		C 22109	3269	26.6	14.8	98	2602	31.8	11.8	117	1523	30.8	6.9	113	677	26.8	3.1	98
DIFF'RENT STROKES		N 6940	1140	9.3	16.4	108	885	10.8	12.8	126	521	10.5	7.5	123	*170	6.7	2.4	78
DOUBLE TROUBLE		N 7223	1205	9.8	16.7	110	696	8.5	9.6	95	567	11.5	7.8	129	*187	7.4	2.6	83
DUCK FACTORY		N 5595	908	7.4	16.2	107	504	6.2	9.0	89	366	7.4	6.5	107	*128	5.1	2.3	73
DUKES OF HAZZARD		C 5768	1116	9.1	19.3	128	699	8.5	12.1	120	474	9.6	8.2	135	*140	5.5	2.4	78
DYNASTY		A 20053	2915	23.8	14.5	96	2439	29.8	12.2	120	1420	28.7	7.1	116	569	22.5	2.8	91
FACTS OF LIFE		N 8087	1344	11.0	16.6	110	859	10.5	10.6	105	529	10.7	6.5	107	262	10.4	3.2	104
FALCON CREST		C 20046	2790	22.7	13.9	92	2414	29.5	12.0	119	1438	29.1	7.2	117	657	26.0	3.3	105
FALL GUY		A 9084	1486	12.1	16.4	108	1239	15.1	13.6	135	637	12.9	7.0	115	364	14.4	4.0	128
FAMILY TIES		N 7964	1151	9.4	14.5	95	880	10.8	11.0	109	473	9.6	5.9	97	*161	6.4	2.0	65
FANTASY ISLAND		A 7687	950	7.7	12.4	82	794	9.7	10.3	102	427	8.6	5.6	91	345	13.6	4.5	144
FOULUPS,BLEEPS & BLUNDERS		A 8861	1254	10.2	14.2	93	880	10.8	9.9	98	496	10.0	5.6	92	*208	8.2	2.3	75
FOUR SEASONS		C 5095	801	6.5	15.7	104	571	7.0	11.2	111	*267	5.4	5.2	86	*157	6.2	3.1	99
GIMME A BREAK		N 8538	1261	10.3	14.3	94	1072	13.1	12.1	120	621	12.6	7.0	115	*179	7.1	2.0	65
HART TO HART		A 8978	1388	11.3	15.5	102	858	10.6	9.6	96	594	12.0	6.6	108	256	10.1	2.9	91
HILL STREET BLUES		N 8590	1449	11.8	16.9	111	845	10.3	9.8	97	446	9.0	5.2	85	301	11.9	3.5	112
HOTEL		A 14085	2227	18.1	15.8	104	1521	18.6	10.8	107	935	18.9	6.6	109	435	17.2	3.1	99
JEFFERSONS		C 9360	1497	12.2	16.0	106	899	11.0	9.6	95	590	11.9	6.3	103	262	10.4	2.8	90
JENNIFER SLEPT HERE		N 5841	890	7.3	15.2	101	690	8.4	11.8	117	341	6.9	5.8	96	*148	5.9	2.5	81
KATE & ALLIE		C 9206	1427	11.6	15.5	102	917	11.2	10.0	99	507	10.3	5.5	90	297	11.7	3.2	103
KNIGHT RIDER		N 7076	1088	8.9	15.4	101	864	10.6	12.2	121	419	8.5	5.9	97	*202	8.0	2.9	91
LOVE BOAT		A 12219	1816	14.8	14.9	98	1458	17.8	11.9	118	812	16.4	6.6	109	454	18.0	3.7	119
MAGNUM PI		C 11199	1957	15.9	17.5	115	1480	18.1	13.2	131	722	14.6	6.4	106	330	13.1	2.9	94
MAMA'S FAMILY		N 6057	917	7.5	15.1	100	597	7.3	9.9	98	415	8.4	6.9	112	*183	7.2	3.0	97
MASTER, THE		N 3598	522	4.3	14.5	96	516	6.3	14.3	142	*252	5.1	7.0	115	*75	3.0	2.1	67
MATT HOUSTON		A 6344	1255	10.2	19.8	131	654	8.0	10.3	102	395	8.0	6.2	102	*193	7.6	3.0	97
NBC MONDAY NIGHT MOVIE		N 11994	1734	14.1	14.5	95	1262	15.4	10.5	104	551	11.1	4.6	75	358	14.2	3.0	96
NBC NIGHTLY NEWS		N 5132	794	6.5	15.5	102	610	7.5	11.9	118	321	6.5	6.3	102	146	5.8	2.8	91
NBC NIGHTLY NEWS-SAT		N 3375	525	4.3	15.6	103	374	4.6	11.1	110	*192	3.9	5.7	93	*95	3.8	2.8	90
NBC NIGHTLY NEWS-SUN		N 3130	492	4.0	15.7	104	261	3.2	8.3	83	*215	4.3	6.9	112	*73	2.9	2.3	75
NBC SUNDAY NIGHT MOVIE		N 8284	1016	8.3	12.3	81	1011	12.4	12.2	121	578	11.7	7.0	114	*283	11.2	3.4	109
NEWHART		C 9240	1463	11.9	15.8	105	937	11.5	10.1	100	576	11.6	6.2	102	316	12.5	3.4	110
ONE DAY AT A TIME		C 7288	1216	9.9	16.7	110	745	9.1	10.2	101	409	8.3	5.6	92	*200	7.9	2.7	88
PEOPLE ARE FUNNY		N 4855	757	6.2	15.6	103	521	6.4	10.7	106	336	6.8	6.9	113	*120	4.7	2.5	79
REAL PEOPLE		N 8869	1428	11.6	16.1	106	1122	13.7	12.7	125	633	12.8	7.1	117	242	9.6	2.7	87
REMINGTON STEELE		N 7743	1118	9.1	14.4	95	751	9.2	9.7	96	401	8.1	5.2	85	244	9.7	3.2	101
RIPLEY'S BELIEVE IT - NOT		A 5345	802	6.5	15.0	99	490	6.0	9.2	91	344	7.0	6.4	105	*145	5.7	2.7	87
RIPTIDE		N 6988	1079	8.8	15.4	102	722	8.8	10.3	102	454	9.2	6.5	106	*221	8.7	3.2	101
SCARECROW & MRS. KING		C 10002	1544	12.6	15.4	102	1135	13.9	11.3	112	583	11.8	5.8	95	369	14.6	3.7	118
SIMON & SIMON		C 10638	1672	13.6	15.7	104	1442	17.6	13.6	134	836	16.9	7.9	129	377	14.9	3.5	114
60 MINUTES		C 13293	2099	17.1	15.8	104	1446	17.7	10.9	108	901	18.2	6.8	111	539	21.3	4.1	130
ST. ELSEWHERE		N 7017	1204	9.8	17.2	113	711	8.7	10.1	100	506	10.2	7.2	118	229	9.1	3.3	105

DRIED FRUITS

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-9

	<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
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5A. DO YOU OR OTHER MEMBERS OF
YOUR HOUSEHOLD USE THEM?

YES	38051	47.0	4341
NO	42935	53.0	5094

IF YES5B. PLEASE MARK THOSE DRIED FRUITS USED
BY YOUR ENTIRE HOUSEHOLD.

APPLES	9169	11.3	1001
APRICOTS	11646	14.4	1336
BANANAS	8989	8.6	798
DATES	9064	11.2	1108
FIGS	4793	5.9	592
PEARS	2868	3.5	341
PRUNES	16126	19.9	1912
RAISINS	29114	35.9	3292
OTHER DRIED FRUITS	4351	5.4	517
DO NOT KNOW	237	.3	32

5C. HOW ARE DRIED FRUITS USED BY
YOUR HOUSEHOLD?

FOR COOKING	20979	25.9	2357
FOR SNACKS	28219	34.8	3189
DO NOT KNOW	1976	2.4	242

DRIED FRUITS - KINDS USED BY HOUSEHOLD MEMBERS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USE DRIED FRUITS				APPLES				APRICOTS				BANANAS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	38051	100.0	47.0	100	9169	100.0	11.3	100	11646	100.0	14.4	100	6989	100.0	8.6	100
18 - 24	9282	2902	7.6	31.3	67	935	10.2	10.1	89	926	8.0	10.0	69	878	12.6	9.5	110
25 - 34	19072	8454	22.2	44.3	94	2259	24.6	11.8	105	2723	23.4	14.3	99	2034	29.1	10.7	124
35 - 44	14591	6981	18.3	47.8	102	1983	21.6	13.6	120	2365	20.3	16.2	113	1362	19.5	9.3	108
45 - 54	11345	6088	16.0	53.7	114	1481	16.2	13.1	115	1752	15.0	15.4	107	1062	15.2	9.4	108
55 - 64	11635	5993	15.7	51.5	110	1257	13.7	10.8	95	2037	17.5	17.5	122	752	10.8	6.5	75
65 OR OLDER	15061	7634	20.1	50.7	108	1255	13.7	8.3	74	1842	15.8	12.2	85	900	12.9	6.0	69
18 - 34	28354	11356	29.8	40.1	85	3194	34.8	11.3	99	3649	31.3	12.9	89	2912	41.7	10.3	119
18 - 49	48339	21256	55.9	44.0	94	5956	65.0	12.3	109	6940	59.6	14.4	100	4872	69.7	10.1	117
25 - 54	45008	21523	56.6	47.8	102	5722	62.4	12.7	112	6840	58.7	15.2	106	4459	63.8	9.9	115
35 - 49	19985	9900	26.0	49.5	105	2761	30.1	13.8	122	3291	28.3	16.5	115	1960	28.0	9.8	114
50 OR OLDER	32647	16795	44.1	51.4	109	3214	35.1	9.8	87	4705	40.4	14.4	100	2117	30.3	6.5	75
GRADUATED COLLEGE	11155	6494	17.1	58.2	124	1479	16.1	13.3	117	2795	24.0	25.1	174	900	12.9	8.1	93
ATTENDED COLLEGE	13682	6615	17.4	48.3	103	1424	15.5	10.4	92	2625	22.5	19.2	133	1080	15.5	7.9	91
GRADUATED HIGH SCHOOL	33880	15209	40.0	44.9	96	3401	37.1	10.0	89	4378	37.6	12.9	90	2800	40.1	8.3	96
DID NOT GRADUATE HIGH SCHOOL	22270	9733	25.6	43.7	93	2865	31.2	12.9	114	1848	15.9	8.3	58	2209	31.6	9.9	115
EMPLOYED	40306	18636	49.0	46.2	98	4616	50.3	11.5	101	6322	54.3	15.7	109	3347	47.9	8.3	96
EMPLOYED FULL-TIME	32850	14924	39.2	45.4	97	3871	42.2	11.8	104	5123	44.0	15.6	108	2776	39.7	8.5	98
EMPLOYED PART-TIME	7456	3712	9.8	49.8	106	745	8.1	10.0	88	1200	10.3	16.1	112	571	8.2	7.7	89
NOT EMPLOYED	40680	19415	51.0	47.7	102	4554	49.7	11.2	99	5324	45.7	13.1	91	3642	52.1	9.0	104
PROFESSIONAL/MANAGER	10392	5388	14.2	51.8	110	1338	14.6	12.9	114	2288	19.6	22.0	153	890	12.7	8.6	99
TECH/CLERICAL/SALES	17574	8106	21.3	46.1	98	1719	18.7	9.8	86	2817	24.2	16.0	111	1332	19.1	7.6	88
PRECISION/CRAFT	985	*340	0.9	34.5	73	**74	0.8	7.5	66	**77	0.7	7.8	54	**98	1.4	9.9	115
OTHER EMPLOYED	11354	4803	12.6	42.3	90	1485	16.2	13.1	116	1141	9.8	10.0	70	1027	14.7	9.0	105
SINGLE	9863	3811	10.0	38.6	82	1009	11.0	10.2	90	1206	10.4	12.2	85	900	12.9	9.1	106
MARRIED	51375	25015	65.7	48.7	104	5623	61.3	10.9	97	7934	68.1	15.4	107	4326	61.9	8.4	98
DIVORCED/SEPARATED/WIDOWED	19748	9225	24.2	46.7	99	2538	27.7	12.9	114	2506	21.5	12.7	88	1763	25.2	8.9	103
PARENTS	32590	14797	38.9	45.4	97	4146	45.2	12.7	112	4477	38.4	13.7	96	3533	50.6	10.8	126
WHITE	70416	33608	88.3	47.7	102	7418	80.9	10.5	93	10652	91.5	15.1	105	5721	81.9	8.1	94
BLACK	8778	3538	9.3	40.3	86	1542	16.8	17.6	155	648	5.6	7.4	51	1154	16.5	13.1	152
OTHER	1791	*905	2.4	50.5	108	**209	2.3	11.7	103	**346	3.0	19.3	134	**114	1.6	6.4	74
NORTHEAST-CENSUS	17786	8962	23.6	50.4	107	1535	16.7	8.6	76	3042	26.1	17.1	119	1552	22.2	8.7	101
NORTH CENTRAL	20741	10026	26.3	48.3	103	1712	18.7	8.3	73	2920	25.1	14.1	98	1789	25.6	8.6	100
SOUTH	27775	12104	31.8	43.6	93	4047	44.1	14.6	129	2513	21.6	9.0	63	2185	31.3	7.9	91
WEST	14683	6959	18.3	47.4	101	1876	20.5	12.8	113	3170	27.2	21.6	150	1463	20.9	10.0	115
NORTHEAST-MKTG.	17961	8800	23.1	49.0	104	1564	17.1	8.7	77	2906	25.0	16.2	113	1479	21.2	8.2	95
EAST CENTRAL	11885	5799	15.2	48.8	104	1054	11.5	8.9	78	1527	13.1	12.8	89	1201	17.2	10.1	117
WEST CENTRAL	14090	6756	17.8	47.9	102	1201	13.1	8.5	75	2107	18.1	15.0	104	1032	14.8	7.3	85
SOUTH	24081	10583	27.8	43.9	94	3768	41.1	15.6	138	2317	19.9	9.6	67	1996	28.6	8.3	96
PACIFIC	12969	6113	16.1	47.1	100	1582	17.3	12.2	108	2788	23.9	21.5	149	1281	18.3	9.9	114
COUNTY SIZE A	32439	15384	40.4	47.4	101	3205	35.0	9.9	87	5434	46.7	16.8	116	2617	37.4	8.1	93
COUNTY SIZE B	24915	11422	30.0	45.8	98	2709	29.5	10.9	96	3313	28.4	13.3	92	2038	29.2	8.2	95
COUNTY SIZE C	12930	6176	16.2	47.8	102	1770	19.3	13.7	121	1942	16.7	15.0	104	1364	19.5	10.5	122
COUNTY SIZE D	10703	5069	13.3	47.4	101	1486	16.2	13.9	123	956	8.2	8.9	62	970	13.9	9.1	105
METRO CENTRAL CITY	24518	11131	29.3	45.4	97	2918	31.8	11.9	105	3551	30.5	14.5	101	2236	32.0	9.1	106
METRO SUBURBAN	35919	17309	45.5	48.2	103	3528	38.5	9.8	87	5702	49.0	15.9	110	2921	41.8	8.1	94
NON METRO	20549	9611	25.3	46.8	100	2724	29.7	13.3	117	2392	20.5	11.6	81	1832	26.2	8.9	103
TOP 5 ADI'S	18341	8987	23.6	49.0	104	1778	19.4	9.7	86	3299	28.3	18.0	125	1508	21.6	8.2	95
TOP 10 ADI'S	25378	12142	31.9	47.8	102	2556	27.9	10.1	89	4371	37.5	17.2	120	2117	30.3	8.3	97
TOP 20 ADI'S	36488	17324	45.5	47.5	101	3478	37.9	9.5	84	5904	50.7	16.2	113	3050	43.6	8.4	97
HSHLD INC. \$50,000 OR MORE	6612	3478	9.1	52.6	112	765	8.3	11.6	102	1563	13.4	23.6	164	*400	5.7	6.0	70
\$40,000 OR MORE	12659	6612	17.4	52.2	111	1359	14.8	10.7	95	2755	23.7	21.8	151	895	12.8	7.1	82
\$30,000 OR MORE	24698	12648	33.2	51.2	109	2760	30.1	11.2	99	5147	44.2	20.8	145	1911	27.3	7.7	90
\$25,000 OR MORE	32077	16533	43.4	51.5	110	3655	39.9	11.4	101	6402	55.0	20.0	139	2578	36.9	8.0	93
\$20,000 - \$24,999	9144	4464	11.7	48.8	104	1120	12.2	12.2	108	1238	10.6	13.5	94	684	9.8	7.5	87
\$15,000 - \$19,999	8728	3648	9.6	41.8	89	784	8.6	9.0	79	1068	9.2	12.2	85	760	10.9	8.7	101
\$10,000 - \$14,999	12562	5556	14.6	44.2	94	1192	13.0	9.5	84	1477	12.7	11.8	82	940	13.4	7.5	87
UNDER \$10,000	18475	7851	20.6	42.5	90	2419	26.4	13.1	116	1461	12.5	7.9	55	2026	29.0	11.0	127
HOUSEHOLD OF 1 PERSON	11987	5301	13.9	44.2	94	1142	12.5	9.5	84	1689	14.5	14.1	98	727	10.4	6.1	70
2 PEOPLE	26577	13078	34.4	49.2	105	2974	32.4	11.2	99	4026	34.6	15.1	105	2208	31.6	8.3	96
3 OR 4 PEOPLE	30617	13807	36.3	45.1	96	3432	37.4	11.2	99	4139	35.5	13.5	94	2609	37.3	8.5	99
5 OR MORE PEOPLE	11804	5865	15.4	49.7	106	1622	17.7	13.7	121	1791	15.4	15.2	106	1445	20.7	12.2	142
NO CHILD IN HSHLD	46165	22260	58.5	48.2	103	4795	52.3	10.4	92	6929	59.5	15.0	104	3220	46.1	7.0	81
CHILD(REN) UNDER 2 YRS	5325	1920	5.0	36.1	77	*601	6.6	11.3	100	*555	4.8	10.4	72	*510	7.3	9.6	111
2 - 5 YEARS	14221	6053	15.9	42.6	91	1714	18.7	12.1	106	1747	15.0	12.3	85	1488	21.3	10.5	121
6 - 11 YEARS	15117	7047	18.5	46.6	99	1945	21.2	12.9	114	1975	17.0	13.1	91	1783	25.5	11.8	137
12 - 17 YEARS	16611	8180	21.5	49.2	105	2341	25.5	14.1	124	2520	21.6	15.2	105	1990	28.5	12.0	139
RESIDENCE OWNED	55884	28228	74.2	50.5	108	6187	67.5	11.1	98	8705	74.7	15.6	108	4466	63.9	8.0	93
VALUE: \$50,000 OR MORE	31744	16793	44.1	52.9	113	3354	36.6	10.6	93	5804	49.8	18.3	127	2442	34.9	7.7	89
VALUE: UNDER \$50,000	24140	11436	30.1	47.4	101	2832	30.9	11.7	104	2901	24.9	12.0	84	2024	29.0	8.4	97

DRIED FRUITS - KINDS USED BY HOUSEHOLD MEMBERS
(FEMALE HOMEMAKERS)

		USE																
		DRIED FRUITS				APPLES				APRICOTS				BANANAS				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	38051	100.0	47.0	100	9169	100.0	11.3	100	11646	100.0	14.4	100	6989	100.0	8.6	100
MAGAZINES	QUINTILE 1	15799	8264	21.7	52.3	111	2120	23.1	13.4	119	3149	27.0	19.9	139	1574	22.5	10.0	115
	QUINTILE 2	17259	8763	23.0	50.8	108	2193	23.9	12.7	112	3144	27.0	18.2	127	1540	22.0	8.9	103
	QUINTILE 3	13545	6286	16.5	46.4	99	1254	13.7	9.3	82	1931	16.6	14.3	99	963	13.8	7.1	82
	QUINTILE 4	15133	6475	17.0	42.8	91	1333	14.5	8.8	78	1583	13.6	10.5	73	1002	14.3	6.6	77
	QUINTILE 5	19250	8264	21.7	42.9	91	2269	24.7	11.8	104	1838	15.8	9.5	66	1910	27.3	9.9	115
NEWSPAPERS	QUINTILE 1	12413	6318	16.6	50.9	108	1306	14.2	10.5	93	2361	20.3	19.0	132	826	11.8	6.7	77
	QUINTILE 2	24116	12486	32.8	51.8	110	2689	29.3	11.2	98	3955	34.0	16.4	114	1824	26.1	7.6	88
	QUINTILE 3	11261	5158	13.6	45.8	97	1301	14.2	11.6	102	1616	13.9	14.4	100	1149	16.4	10.2	111
	QUINTILE 4	20255	8567	22.5	42.3	90	2188	23.9	10.8	95	2311	19.8	11.4	79	1841	26.3	9.1	105
	QUINTILE 5	12940	5522	14.5	42.7	91	1686	18.4	13.0	115	1403	12.0	10.8	75	1349	19.3	10.4	121
OUTDOOR	QUINTILE 1	14852	6985	18.4	47.0	100	1425	15.5	9.6	85	2034	17.5	13.7	95	1323	18.9	8.9	103
	QUINTILE 2	15725	7420	19.5	47.2	100	1785	19.5	11.4	100	2257	19.4	14.4	100	1282	18.3	8.2	94
	QUINTILE 3	16330	7635	20.1	46.8	100	1763	19.2	10.8	95	2631	22.6	16.1	112	1317	18.8	8.1	93
	QUINTILE 4	16744	8091	21.3	48.3	103	2091	22.8	12.5	110	2485	21.3	14.8	103	1734	24.8	10.4	120
	QUINTILE 5	17334	7920	20.8	45.7	97	2107	23.0	12.2	107	2239	19.2	12.9	90	1332	19.1	7.7	89
RADIO-DRIVE TIME	QUINTILE 1	15911	8128	21.4	51.1	109	1940	21.2	12.2	108	2423	20.8	15.2	106	1536	22.0	9.7	112
	QUINTILE 2	14837	7053	18.5	47.5	101	1577	17.2	10.6	94	2011	17.3	13.6	94	1352	19.3	9.1	106
	QUINTILE 3	15339	7031	18.5	45.8	98	1794	19.6	11.7	103	2363	20.3	15.4	107	1241	17.8	8.1	94
	QUINTILE 4	16723	7443	19.6	44.5	95	1692	18.5	10.1	89	2290	19.7	13.7	95	1350	19.3	8.1	94
	QUINTILE 5	18176	8396	22.1	46.2	98	2166	23.6	11.9	105	2559	22.0	14.1	98	1510	21.6	8.3	96
RADIO-MID- DAY	TERCILE 1	21020	10018	26.3	47.7	101	2534	27.6	12.1	106	2993	25.7	14.2	99	2005	28.7	9.5	111
	TERCILE 2	21610	10688	28.1	49.5	105	2532	27.6	11.7	103	3598	30.9	16.6	116	1946	27.8	9.0	104
	TERCILE 3	38355	17344	45.6	45.2	96	4103	44.7	10.7	94	5055	43.4	13.2	92	3038	43.5	7.9	92
RADIO-TOTAL	QUINTILE 1	15988	7871	20.7	49.2	105	1876	20.5	11.7	104	2392	20.5	15.0	104	1639	23.5	10.3	119
	QUINTILE 2	15626	7473	19.6	47.8	102	1897	20.7	12.1	107	2098	18.0	13.4	93	1376	19.7	8.8	102
	QUINTILE 3	16723	7869	20.7	47.1	100	1873	20.4	11.2	99	2481	21.3	14.8	103	1444	20.7	8.6	100
	QUINTILE 4	16342	7507	19.7	45.9	98	1706	18.6	10.4	92	2625	22.5	16.1	112	1216	17.4	7.4	86
	QUINTILE 5	16306	7330	19.3	45.0	96	1818	19.8	11.1	98	2048	17.6	12.6	87	1313	18.8	8.1	93
TV-PRIME TIME	QUINTILE 1	15953	7875	20.7	49.4	105	2066	22.5	13.0	114	2238	19.2	14.0	98	1554	22.2	9.7	113
	QUINTILE 2	16137	7618	20.0	47.2	100	1799	19.6	11.1	98	2409	20.7	14.9	104	1421	20.3	8.8	102
	QUINTILE 3	16420	7534	19.8	45.9	98	1711	18.7	10.4	92	2283	19.6	13.9	97	1388	19.9	8.5	98
	QUINTILE 4	16687	7689	20.2	46.1	98	1807	19.7	10.8	96	2484	21.3	14.9	104	1365	19.5	8.2	95
	QUINTILE 5	15789	7334	19.3	46.5	99	1786	19.5	11.3	100	2231	19.2	14.1	98	1261	18.0	8.0	93
TV-DAYTIME	TERCILE 1	27736	13177	34.6	47.5	101	3410	37.2	12.3	109	3559	30.6	12.8	89	2719	38.9	9.8	114
	TERCILE 2	26489	12343	32.4	46.6	99	2913	31.8	11.0	97	3881	33.3	14.7	102	2061	29.5	7.8	90
	TERCILE 3	26761	12531	32.9	46.8	100	2846	31.0	10.6	94	4205	36.1	15.7	109	2209	31.6	8.3	96
TV-TOTAL	QUINTILE 1	16345	7833	20.6	47.9	102	2196	24.0	13.4	119	2103	18.1	12.9	89	1585	22.7	9.7	112
	QUINTILE 2	16447	7985	21.0	48.5	103	1928	21.0	11.7	104	2338	20.1	14.2	99	1448	20.7	8.8	102
	QUINTILE 3	15980	7423	19.5	46.5	99	1542	16.8	9.6	85	2307	19.8	14.4	100	1272	18.2	8.0	92
	QUINTILE 4	15887	7384	19.4	46.5	99	1778	19.4	11.2	99	2525	21.7	15.9	111	1314	18.8	8.3	96
	QUINTILE 5	16326	7426	19.5	45.5	97	1725	18.8	10.6	93	2373	20.4	14.5	101	1369	19.6	8.4	97
MAGAZINES-NEWSPAPERS: DUAL		20721	11140	29.3	53.8	114	2557	27.9	12.3	109	4115	35.3	19.9	138	1734	24.8	8.4	97
MAGAZINE IMPERATIVE		19186	8961	23.5	46.7	99	2401	26.2	12.5	111	3051	26.2	15.9	111	1929	27.6	10.1	117
NEWSPAPER IMPERATIVE		21899	10306	27.1	47.1	100	2078	22.7	9.5	84	2870	24.6	13.1	91	1506	21.5	6.9	80
MAGAZINES-OUTDOOR: DUAL		15451	7740	20.3	50.1	107	1768	19.3	11.4	101	2729	23.4	17.7	123	1261	18.0	8.2	95
MAGAZINE IMPERATIVE		25953	13127	34.5	50.6	108	3401	37.1	13.1	116	4800	41.2	18.5	129	2442	34.9	9.4	109
OUTDOOR IMPERATIVE		24400	10664	28.0	43.7	93	2367	25.8	9.7	86	2710	23.3	11.1	77	2001	28.6	8.2	95
MAGAZINES-RADIO: DUAL		18049	9330	24.5	51.7	110	2136	23.3	11.8	105	2854	24.5	15.8	110	1578	22.6	8.7	101
MAGAZINE IMPERATIVE		23571	11708	30.8	49.7	106	2876	31.4	12.2	108	4607	39.6	19.5	136	1999	28.6	8.5	98
RADIO IMPERATIVE		23278	10261	27.0	44.1	94	2505	27.3	10.8	95	2526	21.7	10.9	75	2083	29.8	8.9	104
MAGAZINES-TELEVISION: DUAL		15459	8026	21.1	51.9	110	1966	21.4	12.7	112	2726	23.4	17.6	123	1315	18.8	8.5	99
MAGAZINE IMPERATIVE		25829	12743	33.5	49.3	105	3069	33.5	11.9	105	4777	41.0	18.5	129	2355	33.7	9.1	106
TELEVISION IMPERATIVE		26039	11518	30.3	44.2	94	2851	31.1	10.9	97	2646	22.7	10.2	71	2270	32.5	8.7	101
NEWSPAPERS-OUTDOOR: DUAL		16605	8288	21.8	49.9	106	1626	17.7	9.8	86	2761	23.7	16.6	116	1147	16.4	6.9	80
NEWSPAPER IMPERATIVE		26834	13706	36.0	51.1	109	3167	34.5	11.8	104	4485	38.5	16.7	116	2239	32.0	8.3	97
OUTDOOR IMPERATIVE		23346	10193	26.8	43.7	93	2607	28.4	11.2	99	2851	24.5	12.2	85	2356	33.7	10.1	117
NEWSPAPERS-RADIO: DUAL		17133	8804	23.1	51.4	109	1689	18.4	9.9	87	2739	23.5	16.0	111	1355	19.4	7.9	92
NEWSPAPER IMPERATIVE		25892	12899	33.9	49.8	106	2926	31.9	11.3	100	4565	39.2	17.6	123	1897	27.1	7.3	85
RADIO IMPERATIVE		23167	10423	27.4	45.0	96	3013	32.9	13.0	115	2825	24.3	12.2	85	2456	35.1	10.6	123
NEWSPAPERS-TELEVISION: DUAL		17159	8917	23.4	52.0	111	1820	19.8	10.6	94	2762	23.7	16.1	112	1312	18.8	7.6	89
NEWSPAPER IMPERATIVE		26214	13079	34.4	49.9	106	2907	31.7	11.1	98	4554	39.1	17.4	121	2067	29.6	7.9	91
TELEVISION IMPERATIVE		23412	10164	26.7	43.4	92	2994	32.7	12.8	113	2499	21.5	10.7	74	2455	35.1	10.5	122
OUTDOOR-RADIO: DUAL		15303	7192	18.9	47.0	100	1550	16.9	10.1	89	2125	18.2	13.9	97	1407	20.1	9.2	107
OUTDOOR IMPERATIVE		24901	11526	30.3	46.3	99	2756	30.1	11.1	98	3766	32.3	15.1	105	2019	28.9	8.1	94
RADIO IMPERATIVE		26492	12932	34.0	48.8	104	3357	36.6	12.7	112	3881	3						

DRIED FRUITS - KINDS USED BY HOUSEHOLD MEMBERS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USE DRIED FRUITS				APPLES				APRICOTS				BANANAS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	38051	100.0	47.0	100	9169	100.0	11.3	100	11646	100.0	14.4	100	6989	100.0	8.6	100
ATLANTIC MONTHLY	415	*235	0.6	56.6	121	**61	0.7	14.7	130	**69	0.6	16.6	116	**34	0.5	8.2	95
BARRON'S	453	*327	0.9	72.2	154	**63	0.7	13.9	123	**149	1.3	32.9	229	**30	0.4	6.6	77
BETTER HOMES & GARDENS	16256	8689	22.8	53.5	114	2084	22.7	12.8	113	3183	27.3	19.6	136	1392	19.9	8.6	99
BON APPETIT	2535	1658	4.4	65.4	139	382	4.2	15.1	133	881	7.6	34.8	242	*186	2.7	7.3	85
BUSINESS WEEK	1278	639	1.7	50.0	106	*210	2.3	16.4	145	*285	2.4	22.3	155	*141	2.0	11.0	128
CAR AND DRIVER	378	*181	0.5	47.9	102	**24	0.3	6.3	56	**94	0.8	24.9	173	**15	0.2	4.0	46
CBS MAGAZINE NETWORK (GROSS)	1498	757	2.0	50.5	108	*249	2.7	16.6	147	*281	2.4	18.8	130	*143	2.0	9.5	111
CHANGING TIMES	1505	828	2.2	55.0	117	*149	1.6	9.9	87	266	2.3	17.7	123	**104	1.5	6.9	80
COLONIAL HOMES	1231	707	1.9	57.4	122	*195	2.1	15.8	140	258	2.2	21.0	146	*153	2.2	12.4	144
CONDE NAST MAG. PKG. (GROSS)	14146	7126	18.7	50.4	107	1861	20.3	13.2	116	2484	21.3	17.6	122	1517	21.7	10.7	124
CONSUMERS DIGEST	1323	762	2.0	57.6	123	*144	1.6	10.9	96	*246	2.1	18.6	129	*135	1.9	10.2	118
COSMOPOLITAN	7102	3235	8.5	45.6	97	832	9.1	11.7	103	1156	9.9	16.3	113	664	9.5	9.3	108
COUNTRY LIVING	2481	1426	3.7	57.5	122	321	3.5	12.9	114	632	5.4	25.5	177	324	4.6	13.1	151
CUISINE	1472	875	2.3	59.4	127	*131	1.4	8.9	79	359	3.1	24.4	170	*142	2.0	9.6	112
CYCLE WORLD	425	*254	0.7	59.8	127	**68	0.7	16.0	141	**111	1.0	26.1	182	**50	0.7	11.8	136
DCI:CREATIVE IDEAS FOR LIV	2510	1399	3.7	55.7	119	343	3.7	13.7	121	461	4.0	18.4	128	*221	3.2	8.8	102
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3566	9.4	53.3	113	995	10.9	14.9	131	1052	9.0	15.7	109	418	6.0	6.2	72
DISCOVER	894	460	1.2	51.5	110	*122	1.3	13.6	121	*150	1.3	16.8	117	*74	1.1	8.3	96
EBONY	3507	1370	3.6	39.1	83	577	6.3	16.5	145	243	2.1	6.9	48	417	6.0	11.9	138
ESQUIRE	1083	555	1.5	51.2	109	*166	1.8	15.3	135	*169	1.5	15.6	109	**125	1.8	11.5	134
ESSENCE	1830	713	1.9	39.0	83	259	2.8	14.2	125	*120	1.0	6.6	46	228	3.3	12.5	144
FAMILY CIRCLE	15930	8142	21.4	51.1	109	1800	19.6	11.3	100	3005	25.8	18.9	131	1337	19.1	8.4	97
THE FAMILY HANDYMAN	1126	544	1.4	48.3	103	*129	1.4	11.5	101	*172	1.5	15.3	106	**107	1.5	9.5	110
FAMILY WEEKLY	11468	5471	14.4	47.7	102	1243	13.6	10.8	96	1688	14.5	14.7	102	1017	14.6	8.9	103
FIELD & STREAM	2234	1189	3.1	53.2	113	342	3.7	15.3	135	377	3.2	16.9	117	*269	3.8	12.0	140
FOOD & WINE	579	362	1.0	62.5	133	**75	0.8	13.0	114	**83	0.7	14.3	100	**97	1.4	16.8	194
FORBES	728	434	1.1	59.6	127	**94	1.0	12.9	114	**121	1.0	16.6	116	**71	1.0	9.8	113
FORTUNE	906	565	1.5	62.4	133	*202	2.2	22.3	197	*203	1.7	22.4	156	*104	1.5	11.5	133
GENTLEMEN'S QUARTERLY	791	386	1.0	48.8	104	*107	1.2	13.5	119	*114	1.0	14.4	100	**89	1.3	11.3	130
GLAMOUR	5265	2436	6.4	46.3	98	664	7.2	12.6	111	951	8.2	18.1	126	525	7.5	10.0	116
GOLF DIGEST	636	304	0.8	47.8	102	**37	0.4	5.8	51	**79	0.7	12.4	86	**35	0.5	5.5	64
GOLF DIGEST/TENNIS (GROSS)	1186	605	1.6	51.0	109	*140	1.5	11.8	104	*177	1.5	14.9	104	**98	1.4	8.3	96
GOLF MAGAZINE	441	*277	0.7	62.8	134	*34	0.4	7.7	68	**129	1.1	29.3	203	**26	0.4	5.9	68
GOLF MAGAZINE/SKI (GROSS)	922	492	1.3	53.4	114	**71	0.8	7.7	68	*203	1.7	22.0	153	**50	0.7	5.4	63
GOOD HOUSEKEEPING	16487	8283	21.8	50.2	107	1872	20.4	11.4	100	2913	25.0	17.7	123	1359	19.4	8.2	96
HARPER'S BAZAAR	2423	1335	3.5	55.1	117	322	3.5	13.3	117	434	3.7	17.9	125	287	4.1	11.8	137
HEALTH	1994	1179	3.1	59.1	126	282	3.1	14.1	125	420	3.6	21.1	146	*255	3.6	12.8	148
HEARST MAG CORP. BUY (GROSS)	44101	22304	58.6	50.6	108	5321	58.0	12.1	107	8031	69.0	18.2	127	4050	57.9	9.2	106
HEARST MAN POWER (GROSS)	1993	1203	3.2	60.4	128	287	3.1	14.4	127	395	3.4	19.8	138	*196	2.8	9.8	114
HEARST WOMAN POWER (GROSS)	31274	15161	39.8	48.5	103	3586	39.1	11.5	101	5280	45.3	16.9	117	2640	37.8	8.4	98
HOUSE BEAUTIFUL	3623	1882	4.9	51.9	111	471	5.1	13.0	115	769	6.6	21.2	148	334	4.8	9.2	107
INC.	283	*167	0.4	59.0	126	**59	0.6	20.8	184	**75	0.6	26.5	184	**45	0.6	15.9	184
JET	2928	1160	3.0	39.6	84	548	6.0	18.7	165	199	1.7	6.8	47	429	6.1	14.7	170
LADIES' HOME JOURNAL	11918	5910	15.5	49.6	106	1460	15.9	12.3	108	2186	18.8	18.3	128	1082	15.5	9.1	105
LHJ FAMILY GRP COMBO(GROSS)	17664	8459	22.2	50.5	107	2013	22.0	12.0	106	3021	25.9	18.0	125	1561	22.3	9.3	108
LIFE	4254	2121	5.6	49.9	106	527	5.7	12.4	109	747	6.4	17.6	122	455	6.5	10.7	124
L.A. TIMES HOME MAGAZINE	1145	569	1.5	49.7	106	*190	2.1	16.6	147	329	2.8	28.7	200	*102	1.5	8.9	103
MADEMOISELLE	2884	1540	4.0	53.4	114	367	4.0	12.7	112	533	4.6	18.5	129	286	4.1	9.9	115
MC CALL'S	13460	6826	17.9	50.7	108	1572	17.1	11.7	103	2440	21.0	18.1	126	1002	14.3	7.4	86
MC CALL'S/WRK MOTHER (GROSS)	14606	7329	19.3	50.2	107	1783	19.4	12.2	108	2661	22.8	18.2	127	1144	16.4	7.8	91
MECHANIX ILLUSTRATED	772	443	1.2	57.4	122	**102	1.1	13.2	117	**117	1.0	15.2	105	**76	1.1	9.8	114
METROPOLITAN HOME	967	622	1.6	64.3	137	*196	2.1	20.3	179	*212	1.8	21.9	152	**94	1.3	9.7	113
MONEY	1588	845	2.2	53.2	113	*221	2.4	13.9	123	300	2.6	18.9	131	**122	1.7	7.7	89
MOTHER EARTH NEWS	1002	628	1.7	62.7	133	*183	2.0	18.3	161	*254	2.2	25.3	176	*208	3.0	20.8	241
MS.	825	427	1.1	51.8	110	*122	1.3	14.8	131	*153	1.3	18.5	129	*102	1.5	12.4	143
NATIONAL ENQUIRER	10336	4589	12.1	44.4	94	1248	13.6	12.1	107	1187	10.2	11.5	80	1039	14.9	10.1	116
NATIONAL GEOGRAPHIC	9597	5445	14.3	56.7	121	1257	13.7	13.1	116	2400	20.6	25.0	174	864	12.4	9.0	104
NATIONAL SUNDAY MAGAZINE PKG	49558	24192	63.6	48.8	104	5365	58.5	10.8	96	7861	67.5	15.9	110	3945	56.4	8.0	92
NATURAL HISTORY	573	397	1.0	69.3	147	**92	1.0	16.1	142	*213	1.8	37.2	258	**53	0.8	9.2	107
NEW WOMAN	1699	744	2.0	43.8	93	*233	2.5	13.7	121	211	1.8	12.4	86	*147	2.1	8.7	100
NEW YORK INCLUDING CUE	443	218	0.6	49.2	105	**51	0.6	11.5	102	*99	0.9	22.3	155	**57	0.8	12.9	149
THE NEW YORKER	1270	813	2.1	64.0	136	*142	1.5	11.2	99	342	2.9	26.9	187	*119	1.7	9.4	109
NEWSWEEK	6277	3431	9.0	54.7	116	924	10.1	14.7	130	1435	12.3	22.9	159	636	9.1	10.1	117
THE N.Y. TIMES DAILY EDITION	1205	784	2.1	65.1	138	*151	1.6	12.5	111	882	3.3	31.7	220	*108	1.5	9.0	104
THE N.Y. TIMES MAGAZINE	2081	1300	3.4	62.5	133	*253	2.8	12.2	107	710	6.1	34.1	237	*119	1.7	5.7	66
OWN	788	410	1.1	52.0	111	**98	1.1	12.4	110	*151	1.3	19.2	133	**86	1.2	10.9	126
ON CABLE	1158	411	1.1	35.5	76	**74	0.8	6.4	56	*124	1.1	10.7	74	**106	1.5	9.2	106
1001 HOME IDEAS	2852	1370	3.6	48.0	102	271	3.0	9.5	84	415	3.6	14.6	101	*224	3.2	7.9	91
ORGANIC GARDENING	1658	1073	2.8	64.7	138	346	3.8	20.9	184	343	2.9	20.7	144	*260	3.7	15.7	182
OUTDOOR LIFE	896	482	1.3	53.8	114	*124	1.4	13.8	122	**92	0.8	10.3	71	*109	1.6	12.2	141
PARADE MAGAZINE	24275	12281	32.3	50.6	108	2834	30.9	11.7	103	4140	35.5	17.1	119	1963	28.1	8.1	94

DRIED FRUITS - KINDS USED BY HOUSEHOLD MEMBERS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USE DRIED FRUITS				APPLES				APRICOTS				BANANAS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	38051	100.0	47.0	100	9169	100.0	11.3	100	11646	100.0	14.4	100	6989	100.0	8.6	100
PARENTS	3845	1841	4.8	47.9	102	470	5.1	12.2	108	672	5.8	17.5	122	445	6.4	11.6	134
PENTHOUSE	831	331	0.9	39.8	85	**108	1.2	13.0	115	**128	1.1	15.4	107	**102	1.5	12.3	142
PEOPLE	11645	5596	14.7	48.1	102	1327	14.5	11.4	101	1949	16.7	16.7	116	1184	16.9	10.2	118
PLAYBOY	2006	835	2.2	41.6	89	**227	2.5	11.3	100	**158	1.4	7.9	55	**180	2.6	9.0	104
POPULAR HOT RODDING	297	*138	0.4	46.5	99	**36	0.4	12.1	107	**15	0.1	5.1	35	**39	0.6	13.1	152
POPULAR MECHANICS	1018	629	1.7	61.8	132	**131	1.4	12.9	114	*214	1.8	21.0	146	**36	0.5	3.5	41
POPULAR SCIENCE	878	532	1.4	60.6	129	**141	1.5	16.1	142	*219	1.9	24.9	173	**107	1.5	12.2	141
PREVENTION	3913	2412	6.3	61.6	131	488	5.3	12.5	110	824	7.1	21.1	146	458	6.6	11.7	136
PSYCHOLOGY TODAY	1710	813	2.1	47.5	101	212	2.3	12.4	110	308	2.6	18.0	125	*168	2.4	9.8	114
READER'S DIGEST	22204	11686	30.7	52.6	112	2763	30.1	12.4	110	3931	33.8	17.7	123	2078	29.7	9.4	108
REDBOOK	7684	3643	9.6	47.4	101	882	9.6	11.5	101	1211	10.4	15.8	110	617	8.8	8.0	93
ROAD & TRACK	410	*198	0.5	48.3	103	**24	0.3	5.9	52	**83	0.7	20.2	141	**10	0.1	2.4	28
ROLLING STONE	969	534	1.4	55.1	117	*184	2.0	19.0	168	*180	1.5	18.6	129	*141	2.0	14.6	169
RUNNER'S WORLD	298	*146	0.4	49.0	104	**44	0.5	14.8	130	**71	0.6	23.8	166	**28	0.4	9.1	105
SATURDAY EVENING POST	1169	650	1.7	55.6	118	*124	1.4	10.6	94	226	1.9	19.3	134	*106	1.5	9.1	105
SCIENCE 84	587	414	1.1	70.5	150	**143	1.6	24.4	215	*163	1.4	27.8	193	**76	1.1	12.9	150
SCIENCE DIGEST	482	269	0.7	55.8	119	**74	0.8	15.4	136	**92	0.8	19.1	133	**76	1.1	15.8	183
SCIENTIFIC AMERICAN	594	373	1.0	62.8	134	**120	1.3	20.2	178	*164	1.4	27.6	192	**93	1.3	15.7	181
SELF	2089	1107	2.9	53.0	113	251	2.7	12.0	106	295	2.5	14.1	98	*272	3.9	13.0	151
SEVENTEEN	2411	1296	3.4	53.8	114	331	3.6	13.7	121	468	4.0	19.4	135	334	4.8	13.9	161
SKI	480	*215	0.6	44.8	95	**37	0.4	7.7	68	**74	0.6	15.4	107	**25	0.4	5.2	60
SMITHSONIAN	2760	1793	4.7	65.0	138	377	4.1	13.7	121	829	7.1	30.0	209	*327	4.7	11.8	137
SOAP OPERA DIGEST	3013	1309	3.4	43.4	92	446	4.9	14.8	131	336	2.9	11.2	78	366	5.2	12.1	141
SOUTHERN LIVING	4184	2167	5.7	51.8	110	652	7.1	15.6	138	591	5.1	14.1	98	*198	2.8	4.7	55
SPORT	559	*247	0.6	44.2	94	**77	0.8	13.8	122	**57	0.5	10.2	71	**59	0.8	10.6	122
THE SPORTING NEWS	436	**162	0.4	37.2	79	**25	0.3	5.7	51	**38	0.3	8.7	61	**31	0.4	7.1	82
SPORTS AFIELD	493	306	0.8	62.1	132	**82	0.9	16.6	147	**89	0.8	18.1	126	**84	1.2	17.0	197
SPORTS ILLUSTRATED	2758	1262	3.3	45.8	97	403	4.4	14.6	129	464	4.0	16.8	117	297	4.2	10.8	125
STAR	7456	3257	8.6	43.7	93	831	9.1	11.1	98	792	6.8	10.6	74	580	8.3	7.8	90
SUNDAY	24936	11936	31.4	47.9	102	2494	27.2	10.0	88	3999	34.3	16.0	112	1899	27.2	7.6	88
SUNSET	2124	1299	3.4	61.2	130	379	4.1	17.8	158	685	5.9	32.3	224	*261	3.7	12.3	142
TV GUIDE	21661	9860	25.9	45.5	97	2326	25.4	10.7	95	3066	26.3	14.2	98	2018	28.9	9.3	108
TENNIS	550	301	0.8	54.7	116	**103	1.1	18.7	165	**98	0.8	17.8	124	**64	0.9	11.6	135
TIME	8880	4642	12.2	52.3	111	1159	12.6	13.1	115	1897	16.3	21.4	149	836	12.0	9.4	109
TOWN & COUNTRY	917	506	1.3	55.2	117	**126	1.4	13.7	121	252	2.2	27.5	191	**92	1.3	10.0	116
TRAVEL & LEISURE	972	590	1.6	60.7	129	*120	1.3	12.3	109	*203	1.7	20.9	145	*136	1.9	14.0	162
TRUE STORY	3356	1481	3.9	44.1	94	484	5.3	14.4	127	321	2.8	9.6	67	330	4.7	9.8	114
U.S. NEWS & WORLD REPORT	3410	1849	4.9	54.2	115	527	5.7	15.5	137	599	5.1	17.6	122	368	5.3	10.8	125
USA TODAY	1759	970	2.5	55.1	117	*196	2.1	11.1	98	354	3.0	20.1	140	*171	2.4	9.7	113
US	1873	696	1.8	37.2	79	*163	1.8	8.7	77	207	1.8	11.1	77	*202	2.9	10.8	125
VOGUE	3909	2042	5.4	52.2	111	580	6.3	14.8	131	705	6.1	18.0	125	434	6.2	11.1	129
WALL STREET JOURNAL	1886	1074	2.8	56.9	121	*198	2.2	10.5	93	420	3.6	22.3	155	*145	2.1	7.7	89
WEIGHT WATCHERS	2120	1232	3.2	58.1	124	354	3.9	16.7	147	452	3.9	21.3	148	239	3.4	11.3	131
WOMAN'S DAY	14172	7465	19.6	52.7	112	1823	19.9	12.9	114	2971	25.5	21.0	146	1220	17.5	8.6	100
WORKING MOTHER	1146	503	1.3	43.9	93	*210	2.3	18.3	162	*221	1.9	19.3	134	*142	2.0	12.4	144
WORKING WOMAN	1322	683	1.8	51.7	110	*249	2.7	18.8	166	284	2.4	21.5	149	*131	1.9	9.9	115
WORLD TENNIS	*163	**83	0.2	50.9	108	**55	0.6	33.7	298	**44	0.4	27.0	188	**37	0.5	22.7	263
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1306	3.4	51.6	110	373	4.1	14.7	130	451	3.9	17.8	124	227	3.2	9.0	104
BLAIR INSERTS	43657	21551	56.6	49.4	105	4816	52.5	11.0	97	7276	62.5	16.7	116	3357	48.0	7.7	89
DAILY NEWSPAPERS																	
READ ANY	51633	25416	66.8	49.2	105	5668	61.8	11.0	97	8051	69.1	15.6	108	4091	58.5	7.9	92
READ ONE	43463	21078	55.4	48.5	103	4778	52.1	11.0	97	6565	56.4	15.1	105	3530	50.5	8.1	94
READ TWO OR MORE	8170	4339	11.4	53.1	113	889	9.7	10.9	96	1486	12.8	18.2	126	562	8.0	6.9	80
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	25864	68.0	49.1	104	5802	63.3	11.0	97	8554	73.5	16.2	113	4167	59.6	7.9	92
READ ONE	46126	22502	59.1	48.8	104	5161	56.3	11.2	99	7201	61.8	15.6	109	3733	53.4	8.1	94
READ TWO OR MORE	6552	3361	8.8	51.3	109	641	7.0	9.8	86	1353	11.6	20.7	144	434	6.2	6.6	77
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.35				25.31				26.08				26.85			
30 DAY REACH	71455	33644	88.4	47.1	100	8096	88.3	11.3	100	10547	90.6	14.8	103	6201	88.7	8.7	101
50 SHWG - 30 DAY AV FREQ	14.56	14.46				13.75				13.87				14.18			
30 DAY REACH	67742	31908	83.9	47.1	100	7466	81.4	11.0	97	9939	85.3	14.7	102	5874	84.0	8.7	100
25 SHWG - 30 DAY AV FREQ	7.94	7.82				7.40				7.45				7.52			
30 DAY REACH	62117	29423	77.3	47.4	101	6882	75.1	11.1	98	9216	79.1	14.8	103	5495	78.6	8.8	103
CABLE TV: HOME WIRED	32077	14798	38.9	46.1	98	3400	37.1	10.6	94	4887	42.0	15.2	106	2828	40.5	8.8	102
HOME NOT WIRED	48909	23253	61.1	47.5	101	5769	62.9	11.8	104	6759	58.0	13.8	96	4161	59.5	8.5	99
HAVE PAY CABLE	15935	7407	19.5	46.5	99	1662	18.1	10.4	92	2665	22.9	16.7	116	1459	20.9	9.2	106

	TOTAL U.S. '000	USE DRIED FRUITS				APPLES				APRICOTS				BANANAS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS	20386	38051	100.0	47.0	100	9169	100.0	11.3	100	11646	100.0	14.4	100	6989	100.0	8.6	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	21272	55.9	48.4	103	4926	53.7	11.2	99	6710	57.6	15.3	106	3842	55.0	8.7	101	
10:00 AM - 3:00 PM	30659	14837	39.0	48.4	103	3658	39.9	11.9	105	4755	40.8	15.5	108	2733	39.1	8.9	103	
3:00 PM - 7:00 PM	31045	14753	38.8	47.5	101	3368	36.7	10.8	96	4583	39.4	14.8	103	2769	39.6	8.9	103	
7:00 PM - MIDNIGHT	15767	7406	19.5	47.0	100	1919	20.9	12.2	108	2238	19.2	14.2	99	1489	21.3	9.4	109	
MIDNIGHT - 6:00 AM	9120	4435	11.7	48.6	104	998	10.9	10.9	97	1356	11.6	14.9	103	821	11.7	9.0	104	
6:00 AM - MIDNIGHT	58527	27972	73.5	47.8	102	6651	72.5	11.4	100	8788	75.5	15.0	104	5154	73.7	8.8	102	
ENTIRE DAY	59311	28248	74.4	47.7	102	6717	73.3	11.3	100	8883	76.3	15.0	104	5212	74.6	8.8	102	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	16172	7916	20.8	48.9	104	1681	18.3	10.4	92	2532	21.7	15.7	109	1493	21.4	9.2	107	
ALL NEWS	2756	1179	3.1	52.3	111	*204	2.2	9.0	80	564	4.8	25.0	174	*172	2.5	7.6	88	
AOR/PROGRESSIVE	3874	1755	4.6	45.3	96	390	4.3	10.1	89	639	5.5	16.5	115	274	3.9	7.1	82	
BEAUTIFUL MUSIC	5560	3126	8.2	55.2	118	843	9.2	14.9	132	896	7.7	15.8	110	513	7.3	9.1	105	
BLACK	2204	1037	2.7	47.1	100	402	4.4	18.2	161	*280	2.4	12.7	88	*334	4.8	15.2	176	
CLASSICAL	1418	783	2.1	55.2	118	*196	2.1	13.8	122	345	3.0	24.3	169	*886	1.2	6.1	70	
CHR/ROCK	9538	4141	10.9	43.4	92	1062	11.6	11.1	98	1258	10.8	13.2	92	760	10.9	8.0	92	
COUNTRY	12648	5795	15.2	45.8	98	1713	18.7	13.5	120	1604	13.8	12.7	88	1163	16.6	9.2	107	
GOLDEN OLDIES	1191	380	1.0	31.9	68	**122	1.3	10.2	90	**102	0.9	8.6	60	**57	0.8	4.8	55	
MOR/NOSTALGIA	4757	2578	6.8	54.2	115	392	4.3	8.2	73	830	7.1	17.4	121	418	6.0	8.8	102	
NEWS/TALK	3863	2120	5.6	54.9	117	340	3.7	8.8	78	793	6.8	20.5	143	*286	4.1	7.4	86	
RELIGIOUS	3084	1492	3.9	48.4	103	322	3.5	10.4	92	829	4.5	17.0	118	*263	3.8	8.5	99	
SOFT ROCK	521	248	0.7	47.6	101	**20	0.2	3.8	34	**54	0.5	10.4	72	**72	1.0	13.8	160	
URBAN CONTEMPORARY	1585	658	1.7	41.5	88	258	2.8	16.3	144	*171	1.5	10.8	75	*198	2.8	12.5	145	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	1415	3.7	43.4	92	365	4.0	11.2	99	331	2.8	10.2	71	355	5.1	10.9	126	
ABC DIRECTION	2316	1300	3.4	56.1	119	*240	2.6	10.4	92	340	2.9	14.7	102	*256	3.7	11.1	128	
ABC ENTERTAINMENT	4834	2311	6.1	47.8	102	498	5.4	10.3	91	700	6.0	14.5	101	382	5.5	7.9	92	
ABC FM	2202	849	2.2	38.6	82	*206	2.2	9.4	83	*212	1.8	9.6	67	*168	2.4	7.6	88	
ABC INFORMATION	5425	2936	7.7	54.1	115	614	6.7	11.3	100	965	8.3	17.8	124	475	6.8	8.8	101	
ABC ROCK	1677	664	1.7	39.6	84	**174	1.9	10.4	92	*188	1.6	11.2	78	**151	2.2	9.0	104	
CBS	4430	2462	6.5	55.6	118	502	5.5	11.3	100	889	7.6	20.1	140	366	5.2	8.3	96	
MUTUAL	4992	2397	6.3	48.0	102	522	5.7	10.5	92	827	7.1	16.6	115	431	6.2	8.6	100	
NBC	4679	2493	6.6	53.3	113	400	4.4	8.5	76	874	7.5	18.7	130	432	6.2	9.2	107	
RADIO RADIO	1994	882	2.3	44.2	94	*268	2.9	13.4	119	*245	2.1	12.3	85	*164	2.3	8.2	95	
RKO ONE	2298	975	2.6	42.4	90	254	2.8	11.1	98	227	1.9	9.9	69	*189	2.7	8.2	95	
RKO TWO	3311	1491	3.9	45.0	96	294	3.2	8.9	78	360	3.1	10.9	76	265	3.8	8.0	93	
THE SOURCE	2114	866	2.3	41.0	87	*183	2.0	8.7	76	266	2.5	13.5	94	*156	2.2	7.4	86	
NON-WIRED : BLAIR	8654	4144	10.9	47.9	102	1026	11.2	11.9	105	1217	10.4	14.1	98	769	11.0	8.9	103	
INTERNET	12025	6005	15.8	49.9	106	1494	16.3	12.4	110	1903	16.3	15.8	110	1125	16.1	9.4	108	
KATZ RADIO GROUP	15359	7641	20.1	49.7	106	1654	18.0	10.8	95	2491	21.4	16.2	113	1197	17.1	7.8	90	
SUPERNET	10628	5059	13.2	47.1	100	1259	13.7	11.8	105	1624	13.9	15.3	106	1009	14.4	9.5	110	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8657	4023	10.6	46.5	99	1077	11.7	12.4	110	1277	11.0	14.7	103	680	9.7	7.9	91	
MKDAY 9:00 AM - 1:00 PM	12163	5703	15.0	46.9	100	1551	16.9	12.8	113	1607	13.8	13.2	92	1099	15.7	9.0	105	
MKDAY 1:00 PM - 4:30 PM	16150	7563	19.9	46.8	100	2096	22.9	13.0	115	2017	17.3	12.5	87	1592	22.8	9.9	114	
MKDAY 4:30 PM - 7:30 PM	22463	10601	27.9	47.2	100	2660	29.0	11.8	105	3151	27.1	14.0	98	1930	27.6	8.6	100	
MKDAY 7:30 PM - 8:00 PM	31795	15258	40.1	48.0	102	3764	41.1	11.8	105	4519	38.8	14.2	99	2745	39.3	8.6	100	
MKDAY 11:00 PM - 11:30 PM	23977	11686	30.7	48.7	104	2686	29.3	11.2	99	3473	29.8	14.5	101	2013	28.8	8.4	97	
MKDAY 11:30 PM - 1:00 AM	7703	3782	9.9	49.1	104	951	10.4	12.3	109	1099	9.4	14.3	99	777	11.1	10.1	117	
M-SAT 8-11 PM-SUN 7-11 PM	33800	16116	42.4	47.7	101	3884	42.4	11.5	101	4832	41.5	14.3	99	2970	42.5	8.8	102	
WKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	2993	7.9	45.8	97	796	8.7	12.2	108	860	7.4	13.2	91	685	9.8	10.5	121
ANOTHER WORLD	N	4620	2302	6.0	49.8	106	713	7.8	15.4	136	604	5.2	13.1	91	555	7.9	12.0	139
AS THE WORLD TURNS	C	5614	2647	7.0	47.1	100	702	7.7	12.5	110	652	5.6	11.6	81	508	7.3	9.0	105
CAPITOL	C	3396	1578	4.1	46.5	99	409	4.5	12.0	106	389	3.3	11.5	80	321	4.6	9.5	110
CBS MORN. NEWS 1	C	1446	620	1.6	42.9	91	173	1.9	12.0	106	219	1.9	15.1	105	*64	0.9	4.4	51
CBS MORN. NEWS 2	C	1207	488	1.3	40.4	86	130	1.4	10.8	95	175	1.5	14.5	101	*74	1.1	6.1	71
DAYS OF OUR LIVES	N	5877	2924	7.7	49.8	106	764	8.3	13.0	115	848	7.3	14.4	100	575	8.2	9.8	113
FACTS OF LIFE - DAYTIME	N	2290	1031	2.7	45.0	96	272	3.0	11.9	105	242	2.1	10.6	73	291	4.2	12.7	147
FAMILY FEUD	A	3023	1384	3.6	45.8	97	439	4.8	14.5	128	357	3.1	11.8	82	230	3.3	7.6	88
GENERAL HOSPITAL	A	6097	2594	6.8	42.5	91	790	8.6	13.0	114	686	5.9	11.3	78	564	8.1	9.3	107
GOOD MORNING, AMERICA-730A	A	3515	1556	4.1	44.3	94	355	3.9	10.1	89	522	4.5	14.9	103	215	3.1	6.1	71
GOOD MORNING, AMERICA-830A	A	2818	1409	3.7	50.0	106	355	3.9	12.6	111	445	3.8	15.8	110	175	2.5	6.2	72
GUIDING LIGHT	C	5339	2522	6.6	47.2	101	725	7.9	13.6	120	624	5.4	11.7	81	510	7.3	9.6	111
ONE LIFE TO LIVE	A	4478	1957	5.1	43.7	93	592	6.5	13.2	117	446	3.8	10.0	69	434	6.2	9.7	112
PRESS YOUR LUCK	C	2244	1080	2.8	48.1	102	252	2.7	11.2	99	196	2.5	13.2	92	164	2.3	7.3	85
PRICE IS RIGHT 1	C	434																

DRIED FRUITS - KINDS USED BY HOUSEHOLD MEMBERS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	DRIED FRUITS				APPLES				APRICOTS				BANANAS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	38051	100.0	47.0	100	9169	100.0	11.3	100	11646	100.0	14.4	100	6989	100.0	8.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	12622	33.2	48.4	103	2948	32.2	11.3	100	3602	30.9	13.8	96	2036	29.1	7.8	91
NETWORK AFFILIATES - LATE	20261	9929	26.1	49.0	104	2274	24.8	11.2	99	2954	25.4	14.6	101	1696	24.3	8.4	97
INDEPENDENTS - LATE	2076	1128	3.0	54.3	116	242	2.6	11.7	103	449	3.9	21.6	150	182	2.6	8.8	102
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	4799	12.6	45.9	98	1293	14.1	12.4	109	1321	11.3	12.6	88	890	12.7	8.5	99
ABC MONDAY NIGHT MOVIE	A 6412	3066	8.1	47.8	102	676	7.4	10.5	93	906	7.8	14.1	98	436	6.2	6.8	79
ABC SUNDAY NIGHT MOVIE	A 12407	6057	15.9	48.8	104	1351	14.7	10.9	96	1843	15.8	14.9	103	1138	16.3	9.2	106
ABC WORLD NEWS TONIGHT	A 6176	2998	7.9	48.5	103	697	7.6	11.3	100	798	6.9	12.9	90	412	5.9	6.7	77
AFTERMASH	C 5863	2565	6.7	43.7	93	552	6.0	9.4	83	771	6.6	13.2	91	589	8.4	10.0	116
ALICE	C 9594	4499	11.8	46.9	100	1162	12.7	12.1	107	1249	10.7	13.0	91	968	13.9	10.1	117
AMERICAN PARADE	C 6622	3124	8.2	47.2	100	760	8.3	11.5	101	957	8.2	14.5	100	551	7.9	8.3	96
BENSON	A 10886	5177	13.6	47.6	101	1158	12.6	10.6	94	1547	13.3	14.2	99	929	13.3	8.5	99
BLUE THUNDER	A 5036	2459	6.5	48.8	104	598	6.5	11.9	105	693	6.0	13.8	96	411	5.9	8.2	95
CAGNEY & LACEY	C 9965	4777	12.6	47.9	102	1208	13.2	12.1	107	1382	11.9	13.9	96	774	11.1	7.8	90
CBS EVENING NEWS-DEAN	C 3491	1792	4.7	51.3	109	371	4.0	10.6	94	549	4.7	15.7	109	*221	3.2	6.3	73
CBS EVENING NEWS-RATHER	C 7123	3483	9.2	48.9	104	792	8.6	11.1	98	1058	9.1	14.9	103	601	8.6	8.4	98
CBS SAT. NEWS-SCHIEFFER	C 3621	1722	4.5	47.6	101	373	4.1	10.3	91	507	4.4	14.0	97	198	2.8	5.5	63
CBS SATURDAY NIGHT MOVIE	C 5436	2524	6.6	46.4	99	701	7.6	12.9	114	733	6.3	13.5	94	512	7.3	9.4	109
CBS WEDNESDAY NIGHT MOVIE	C 6100	2882	7.6	47.2	101	868	9.5	14.2	126	863	7.4	14.1	98	727	10.4	11.9	138
CHEERS	N 8889	4295	11.3	48.3	103	873	9.5	9.8	87	1511	13.0	17.0	118	808	11.6	9.1	105
DALLAS	C 22109	10779	28.3	48.8	104	2800	30.5	12.7	112	3051	26.2	13.8	96	1999	28.6	9.0	105
DIFF'RENT STROKES	N 6940	3276	8.6	47.2	100	848	9.2	12.2	108	859	7.4	12.4	86	557	8.0	8.0	93
DOUBLE TROUBLE	N 7223	3405	8.9	47.1	100	718	7.8	9.9	88	1038	8.9	14.4	100	629	9.0	8.7	101
DUCK FACTORY	N 5595	2712	7.1	48.5	103	616	6.7	11.0	97	867	7.4	15.5	108	559	8.0	10.0	116
DUKES OF HAZZARD	C 5768	2906	7.6	50.4	107	746	8.1	12.9	114	677	5.8	11.7	82	490	7.0	8.5	98
DYNASTY	A 20053	9461	24.9	47.2	100	2510	27.4	12.5	111	2775	23.8	13.8	96	1964	28.1	9.8	113
FACTS OF LIFE	N 8087	3749	9.9	46.4	99	827	9.0	10.2	90	998	8.6	12.3	86	694	9.9	8.6	99
FALCON CREST	C 20046	9780	25.7	48.8	104	2448	26.7	12.2	108	2688	23.1	13.4	93	1763	25.2	8.8	102
FALL GUY	A 9084	4272	11.2	47.0	100	1134	12.4	12.5	110	1102	9.5	12.1	84	811	11.6	8.9	103
FAMILY TIES	N 7964	3779	9.9	47.5	101	827	9.0	10.4	92	1083	9.3	13.6	95	660	9.4	8.3	96
FANTASY ISLAND	A 7687	3583	9.4	46.6	99	830	9.1	10.8	95	1001	8.6	13.0	91	713	10.2	9.3	107
FOULUPS, BLEEPERS & BLUNDERS	A 8861	4347	11.4	49.1	104	993	10.8	11.2	99	1258	10.8	14.2	99	816	11.7	9.2	107
FOUR SEASONS	C 5095	2242	5.9	44.0	94	554	6.0	9.9	96	728	6.3	14.3	99	535	7.7	10.5	122
GIMME A BREAK	N 8838	4105	10.8	46.4	99	1024	11.2	11.6	102	1161	10.0	13.1	91	773	11.1	8.7	101
HART TO HART	A 8978	4204	11.0	46.8	100	984	10.7	11.0	97	1363	11.7	15.2	106	737	10.5	8.2	95
HILL STREET BLUES	N 8590	4078	10.7	47.5	101	862	9.4	10.0	89	1408	12.1	16.4	114	681	9.7	7.9	92
HOTEL	A 14085	6717	17.7	47.7	101	1522	16.6	10.8	95	1989	17.1	14.1	98	1154	16.5	8.2	95
JEFFERSONS	C 9360	4420	11.6	47.2	101	1105	12.1	11.8	104	1319	11.3	14.1	98	991	14.2	10.6	123
JENNIFER SLEPT HERE	N 5841	2780	7.3	47.6	101	610	6.7	10.4	92	709	6.1	12.1	84	452	6.5	7.7	90
KATE & ALLIE	C 9206	4439	11.7	48.2	103	1041	11.4	11.3	100	1285	11.0	14.0	97	768	11.0	8.3	97
KNIGHT RIDER	N 7076	3306	8.7	46.7	99	889	9.7	12.6	111	932	8.0	13.2	92	739	10.6	10.4	121
LOVE BOAT	A 12219	5904	15.5	48.3	103	1433	15.6	11.7	104	1795	15.4	14.7	102	1110	15.9	9.1	105
MAGNUM PI	C 11199	5234	13.8	46.7	99	1351	14.7	12.1	107	1493	12.8	13.3	93	1048	15.0	9.4	108
MAMA'S FAMILY	N 6057	2941	7.7	48.6	103	805	8.8	13.3	117	762	6.5	12.6	87	555	7.9	9.2	106
MASTER, THE	N 3598	1549	4.1	43.1	92	352	3.8	9.8	86	441	3.8	12.3	85	299	4.3	8.3	96
MATT HOUSTON	A 6344	2969	7.8	46.8	100	695	7.6	11.0	97	840	7.2	13.2	92	591	8.5	9.3	108
NBC MONDAY NIGHT MOVIE	N 11994	5279	13.9	44.0	94	1256	13.7	10.5	92	1621	13.9	13.5	94	1104	15.8	9.2	107
NBC NIGHTLY NEWS	N 5132	2591	6.8	50.5	107	648	7.1	12.6	112	748	6.4	14.6	101	449	6.4	8.7	101
NBC NIGHTLY NEWS-SAT	N 3375	1692	4.4	50.1	107	371	4.0	11.0	97	425	3.6	12.6	88	*249	3.6	7.4	85
NBC NIGHTLY NEWS-SUN	N 3130	1651	4.3	52.7	112	354	3.9	11.3	100	480	4.1	15.3	107	311	4.4	9.9	115
NBC SUNDAY NIGHT MOVIE	N 8284	3794	10.0	45.8	97	985	10.7	11.9	105	1145	9.8	13.8	96	884	12.6	10.7	124
NEWHART	C 9240	4494	11.8	48.6	104	978	10.7	10.6	93	1330	11.4	14.4	100	726	10.4	7.9	91
ONE DAY AT A TIME	C 7288	3399	8.9	46.6	99	798	8.7	10.9	97	1092	9.4	15.0	104	697	10.0	9.6	111
PEOPLE ARE FUNNY	N 4855	2460	6.5	50.7	108	608	6.6	12.5	111	634	5.4	13.1	91	499	7.1	10.3	119
REAL PEOPLE	N 8869	4212	11.1	47.5	101	1003	10.9	11.3	100	1104	9.5	12.4	87	733	10.5	8.3	96
REMINGTON STEELE	N 7743	3684	9.7	47.6	101	841	9.2	10.9	96	989	8.5	12.8	89	732	10.5	9.5	110
RIPLY'S BELIEVE IT - NOT	A 5345	2606	6.8	48.8	104	632	6.9	11.8	104	822	7.1	15.4	107	521	7.5	9.7	113
RIPTIDE	N 6988	3242	8.5	46.4	99	905	9.9	13.0	114	956	8.2	13.7	95	725	10.4	10.4	120
SCARECROW & MRS. KING	C 10002	4669	12.3	46.7	99	1129	12.3	11.3	100	1354	11.6	13.5	94	989	14.2	9.9	115
SIMON & SIMON	C 10638	4963	13.0	46.7	99	1372	15.0	12.9	114	1233	10.6	11.6	81	1017	14.6	9.6	111
60 MINUTES	C 13293	6511	17.1	49.0	104	1398	15.2	10.5	93	1955	16.8	14.7	102	1025	14.7	7.7	89
ST. ELSEWHERE	N 7017	3429	9.0	48.9	104	711	7.8	10.1	89	1033	8.9	14.7	102	474	6.8	6.8	78
THREE'S COMPANY	A 10917																

	TOTAL U.S. '000	A '000	DATES B % DOWN	C ACROSS %	D INDX	A '000	FIGS B % DOWN	C ACROSS %	D INDX	A '000	PEARS B % DOWN	C ACROSS %	D INDX	A '000	PRUNES B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	9064	100.0	11.2	100	4793	100.0	5.9	100	2868	100.0	3.5	100	16126	100.0	19.9	100
18 - 24	9282	*461	5.1	5.0	44	*371	7.7	4.0	68	*287	10.0	3.1	87	865	5.4	9.3	47
25 - 34	19072	1572	17.3	8.2	74	937	19.5	4.9	83	899	31.3	4.7	133	2763	17.1	14.5	73
35 - 44	14591	1417	15.6	9.7	87	883	18.4	6.1	102	506	17.6	3.5	98	2491	15.4	17.1	86
45 - 54	11345	1664	18.4	14.7	131	800	16.7	7.1	119	*355	12.4	3.1	88	2591	16.1	22.8	115
55 - 64	11635	1773	19.6	15.2	136	697	14.5	6.0	101	*316	11.0	2.7	77	3026	18.8	26.0	131
65 OR OLDER	15061	2177	24.0	14.5	129	1104	23.0	7.3	124	505	17.6	3.4	95	4391	27.2	29.2	146
18 - 34	28354	2034	22.4	7.2	64	1308	27.3	4.6	78	1186	41.4	4.2	118	3627	22.5	12.8	64
18 - 49	48339	4335	47.8	9.0	80	2613	54.5	5.4	91	1907	66.5	3.9	111	7432	46.1	15.4	77
25 - 54	45008	4653	51.3	10.3	92	2620	54.7	5.8	98	1760	61.4	3.9	110	7844	48.6	17.4	88
35 - 49	19985	2301	25.4	11.5	103	1305	27.2	6.5	110	721	25.1	3.6	102	3805	23.6	19.0	96
50 OR OLDER	32647	4729	52.2	14.5	129	2180	45.5	6.7	113	961	33.5	2.9	83	8694	53.9	26.6	134
GRADUATED COLLEGE	11155	1865	20.6	16.7	149	1064	22.2	9.5	161	*452	15.8	4.1	114	2937	18.2	26.3	132
ATTENDED COLLEGE	13682	1764	19.5	12.9	115	887	18.5	6.5	110	*296	10.3	2.2	61	2812	17.4	20.6	103
GRADUATED HIGH SCHOOL	33880	3678	40.6	10.9	97	1830	38.2	5.4	91	1117	38.9	3.3	93	6339	39.3	18.7	94
DID NOT GRADUATE HIGH SCHOOL	22270	1757	19.4	7.9	70	1012	21.1	4.5	77	1003	35.0	4.5	127	4039	25.0	18.1	91
EMPLOYED	40306	4443	49.0	11.0	98	2250	46.9	5.6	94	1333	46.5	3.3	93	7176	44.5	17.8	89
EMPLOYED FULL-TIME	32850	3627	40.0	11.0	99	1717	35.8	5.2	88	1094	38.1	3.3	94	5759	35.7	17.5	88
EMPLOYED PART-TIME	7456	816	9.0	10.9	98	*533	11.1	7.1	121	*239	8.3	3.2	91	1417	8.8	19.0	95
NOT EMPLOYED	40680	4621	51.0	11.4	101	2543	53.1	6.3	106	1535	53.5	3.8	107	8950	55.5	22.0	110
PROFESSIONAL/MANAGER	10392	1535	16.9	14.8	132	789	16.5	7.6	128	*322	11.2	3.1	87	2220	13.8	21.4	107
TECH/CLERICAL/SALES	17574	2018	22.3	11.5	103	993	20.7	5.7	95	515	18.0	2.9	83	3193	19.8	18.2	91
PRECISION/CRAFT	985	*71	0.8	7.2	64	*440	0.8	4.1	69	*115	0.5	1.5	43	*122	0.8	12.4	62
OTHER EMPLOYED	11354	819	9.0	7.2	64	*428	8.9	3.8	64	481	16.8	4.2	120	1641	10.2	14.5	73
SINGLE	9863	917	10.1	9.3	83	681	14.2	6.9	117	441	15.4	4.5	126	1445	9.0	14.7	74
MARRIED	51375	5913	65.2	11.5	103	2964	61.8	5.8	97	1640	57.2	3.2	90	10317	64.0	20.1	101
DIVORCED/SEPARATED/WIDOWED	19748	2234	24.6	11.3	101	1148	24.0	5.8	98	787	27.4	4.0	113	4364	27.1	22.1	111
PARENTS	32590	2657	29.3	8.2	73	1559	32.5	4.8	81	1316	45.9	4.0	114	5079	31.5	15.6	78
WHITE	70416	8422	92.9	12.0	107	4225	88.1	6.0	101	2244	78.2	3.2	90	14551	90.2	20.7	104
BLACK	8778	435	4.8	5.0	44	427	8.9	4.9	82	573	20.0	6.5	184	1295	8.0	14.8	74
OTHER	1791	*207	2.3	11.6	103	*141	2.9	7.9	133	*52	1.8	2.9	82	*280	1.7	15.6	79
NORTHEAST-CENSUS	17786	2365	26.1	13.3	119	1803	37.6	10.1	171	715	24.9	4.0	114	3718	23.1	20.9	105
NORTH CENTRAL	20741	2539	28.0	12.2	109	767	16.0	3.7	62	593	20.7	2.9	81	4274	26.5	20.6	103
SOUTH	27775	2406	26.5	8.7	77	1282	26.7	4.6	78	1085	37.8	3.9	110	4797	29.7	17.3	87
WEST	14683	1754	19.4	11.9	107	941	19.6	6.4	108	475	16.6	3.2	91	3337	20.7	22.7	114
NORTHEAST-MKTG.	17961	2411	26.6	13.4	120	1813	37.8	10.1	171	758	26.4	4.2	119	3480	21.6	19.4	97
EAST CENTRAL	11885	1224	13.5	10.3	92	599	12.5	5.0	85	*345	12.0	2.9	82	2307	14.3	19.4	97
WEST CENTRAL	14090	1812	20.0	12.9	115	532	11.1	3.8	64	*393	13.7	2.8	79	3032	18.8	21.5	108
SOUTH	24081	2104	23.2	8.7	78	1035	21.6	4.3	73	977	34.1	4.1	115	4348	27.0	18.1	91
PACIFIC	12969	1512	16.7	11.7	104	814	17.0	6.3	106	*396	13.8	3.1	86	2959	18.3	22.8	115
COUNTY SIZE A	32439	3779	41.7	11.6	104	2484	51.8	7.7	129	1178	41.1	3.6	103	6829	42.3	21.1	106
COUNTY SIZE B	24915	2833	31.3	11.4	102	1291	26.9	5.2	88	823	28.7	3.3	93	4672	29.0	18.8	94
COUNTY SIZE C	12930	1352	14.9	10.5	93	640	13.4	4.9	84	*397	13.8	3.1	87	2642	16.4	20.4	103
COUNTY SIZE D	10703	1100	12.1	10.3	92	*377	7.9	3.5	60	*470	16.4	4.4	124	1983	12.3	18.5	93
METRO CENTRAL CITY	24518	2782	30.7	11.3	101	1776	37.1	7.2	122	1065	37.1	4.3	123	4914	30.5	20.0	101
METRO SUBURBAN	35919	4176	46.1	11.6	104	2220	46.3	6.2	104	1052	36.7	2.9	83	7333	45.5	20.4	103
NON METRO	20549	2106	23.2	10.2	92	797	16.6	3.9	66	751	26.2	3.7	103	3880	24.1	18.9	95
TOP 5 ADI'S	18341	2153	23.8	11.7	105	1570	32.8	8.6	145	712	24.8	3.9	110	3920	24.3	21.4	107
TOP 10 ADI'S	25378	3151	34.8	12.4	111	2161	45.1	8.5	144	1029	35.9	4.1	114	5182	32.1	20.4	103
TOP 20 ADI'S	36488	4353	48.0	11.9	107	2648	55.2	7.3	123	1329	46.3	3.6	103	7576	47.0	20.8	104
HSGLD INC. \$50,000 OR MORE	6612	1013	11.2	15.3	137	681	14.2	10.3	174	*158	5.5	2.4	67	1487	9.2	22.5	113
\$40,000 OR MORE	12659	1699	18.7	13.4	120	1019	21.3	8.0	136	*329	11.5	2.6	73	2460	15.3	19.4	98
\$30,000 OR MORE	24698	3620	39.9	14.7	131	1934	40.4	7.8	132	835	29.1	3.4	95	5035	31.2	20.4	102
\$25,000 OR MORE	32077	4504	49.7	14.0	125	2277	47.5	7.1	120	1075	37.5	3.4	95	6641	41.2	20.7	104
\$20,000 - \$24,999	9144	1214	13.4	13.3	119	655	13.7	7.2	121	*277	9.7	3.0	86	2074	12.9	22.7	114
\$15,000 - \$19,999	8728	772	8.5	8.8	79	*434	9.1	5.0	84	*236	8.2	2.7	76	1627	10.1	18.6	94
\$10,000 - \$14,999	12562	1034	11.4	8.2	74	556	11.6	4.4	75	*519	18.1	4.1	117	2482	15.4	19.8	99
UNDER \$10,000	18475	1541	17.0	8.3	75	870	18.2	4.7	80	762	26.6	4.1	116	3303	20.5	17.9	90
HOUSEHOLD OF 1 PERSON	11987	1546	17.1	12.9	115	740	15.4	6.2	104	355	12.4	3.0	84	2910	18.0	24.3	122
2 PEOPLE	26577	3461	38.2	13.0	116	1698	35.4	6.4	108	838	29.2	3.2	89	6314	39.0	23.8	119
3 OR 4 PEOPLE	30617	2936	32.4	9.6	86	1803	37.6	5.9	100	1157	40.3	3.8	107	5072	31.5	16.6	83
5 OR MORE PEOPLE	11804	1121	12.4	9.5	85	*552	11.5	4.7	79	*519	18.1	4.4	124	1830	11.3	15.5	78
NO CHILD IN HSHLD	46165	6270	69.2	13.6	121	3129	65.3	6.8	115	1433	60.0	3.1	88	10659	66.1	23.1	116
CHILD(REN) UNDER 2 YRS	5325	*163	1.8	3.1	27	*182	3.8	3.4	58	*175	6.1	3.3	93	745	4.6	14.0	70
2 - 5 YEARS	14221	918	10.1	6.5	58	513	10.7	3.6	61	617	21.5	4.3	123	1876	11.6	13.2	66
6 - 11 YEARS	15117	1315	14.5	8.7	78	793	16.5	5.2	89	696	24.3	4.6	130	2280	14.1	15.1	76
12 - 17 YEARS	16611	1610	17.8	9.7	87	834	17.4	5.0	85	764	26.6	4.6	130	2892	17.9	17.4	87
RESIDENCE OWNED	55884	7232	79.8	12.9	116	3486	72.7	6.2	105	1897	66.1	3.4	96	12374	76.7	22.1	111
VALUE: \$50,000 OR MORE	31744	4894	54.0	15.4	138	2472	51.6	7.8	132	1032	36.0	3.3	92	7620	47.3	24.0	121
VALUE: UNDER \$50,000	24140	2337	25.8	9.7	86	1014	21.2	4.2	71	865	30.2	3.6	101	4754	29.5	19.7	99

DRIED FRUITS - KINDS USED BY HOUSEHOLD MEMBERS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	9064	100.0	11.2	100	4793	100.0	5.9	100	2868	100.0	3.5	100	16126	100.0	19.9	100
MAGAZINES	QUINTILE 1	15799	2243	24.7	14.2	127	1117	23.3	7.1	119	576	20.1	3.6	103	3589	22.3	22.7	114
	QUINTILE 2	17259	2152	23.7	12.5	111	1231	25.7	7.1	121	633	22.1	3.7	104	3672	22.8	21.3	107
	QUINTILE 3	13545	1614	17.8	11.9	106	806	16.8	6.0	101	*402	14.0	3.0	84	2899	18.0	21.4	107
	QUINTILE 4	15133	1463	16.1	9.7	86	663	13.8	4.4	74	557	19.4	3.7	104	2604	16.1	17.2	86
	QUINTILE 5	19250	1592	17.6	8.3	74	977	20.4	5.1	86	700	24.4	3.6	103	3362	20.8	17.5	88
NEWSPAPERS	QUINTILE 1	12413	1694	18.7	13.6	122	994	20.7	8.0	135	*374	13.0	3.0	85	2908	18.0	23.4	118
	QUINTILE 2	24116	3369	37.2	14.0	125	1819	38.0	7.5	127	940	32.8	3.9	110	5553	34.4	23.0	116
	QUINTILE 3	11261	1200	13.2	10.7	95	547	11.4	4.9	82	*429	15.0	3.8	108	2291	14.2	20.3	102
	QUINTILE 4	20255	1874	20.7	9.3	83	797	16.6	3.9	66	651	22.7	3.2	91	3324	20.6	16.4	82
	QUINTILE 5	12940	928	10.2	7.2	64	636	13.3	4.9	83	*474	16.5	3.7	103	2051	12.7	15.9	80
OUTDOOR	QUINTILE 1	14852	1675	18.5	11.3	101	881	18.4	5.9	100	*395	13.8	2.7	75	2597	16.1	17.5	88
	QUINTILE 2	15725	1763	19.5	11.2	100	910	19.0	5.8	98	570	19.9	3.6	102	3277	20.3	20.8	105
	QUINTILE 3	16330	1713	18.9	10.5	94	880	18.4	5.4	91	599	20.9	3.7	104	3400	21.1	20.8	105
	QUINTILE 4	16744	2006	22.1	12.0	107	1152	24.0	6.9	116	608	21.2	3.6	103	3243	20.1	19.4	97
	QUINTILE 5	17334	1907	21.0	11.0	98	969	20.2	5.6	94	697	24.3	4.0	114	3610	22.4	20.8	105
RADIO-DRIVE TIME	QUINTILE 1	15911	2056	22.7	12.9	115	889	18.5	5.6	94	462	16.1	2.9	82	3404	21.1	21.4	107
	QUINTILE 2	14837	1789	19.7	12.1	108	869	18.1	5.9	99	631	22.0	4.3	120	2968	18.4	20.0	100
	QUINTILE 3	15339	1581	17.4	10.3	92	861	18.0	5.6	95	634	22.1	4.1	117	2978	18.5	19.4	98
	QUINTILE 4	16723	1491	16.4	8.9	80	952	19.9	5.7	96	543	18.9	3.2	92	2933	18.2	17.5	88
	QUINTILE 5	18176	2147	23.7	11.8	106	1222	25.5	6.7	114	598	20.9	3.3	93	3844	23.8	21.1	106
RADIO-MID- DAY	TERCILE 1	21020	2515	27.7	12.0	107	1240	25.9	5.9	100	749	26.1	3.6	101	4201	26.1	20.0	100
	TERCILE 2	21610	2563	28.3	11.9	106	1414	29.5	6.5	111	890	31.0	4.1	116	4562	28.3	21.1	106
	TERCILE 3	38355	3986	44.0	10.4	93	2139	44.6	5.6	94	1229	42.9	3.2	90	7364	45.7	19.2	96
RADIO-TOTAL	QUINTILE 1	15988	2076	22.9	13.0	116	1005	21.0	6.3	106	465	16.2	2.9	82	3422	21.2	21.4	107
	QUINTILE 2	15626	1631	18.0	10.4	93	834	17.4	5.3	90	798	27.8	5.1	144	3132	19.4	20.0	101
	QUINTILE 3	16723	1874	20.7	11.2	100	953	19.9	5.7	96	611	21.3	3.7	103	3042	18.9	18.2	91
	QUINTILE 4	16342	1682	18.6	10.3	92	981	20.5	6.0	101	510	17.8	3.1	88	3245	20.1	19.9	100
	QUINTILE 5	16306	1800	19.9	11.0	99	1021	21.3	6.3	106	*484	16.9	3.0	84	3285	20.4	20.1	101
TV-PRIME TIME	QUINTILE 1	15953	1856	20.5	11.6	104	1055	22.0	6.6	112	576	20.1	3.6	102	3727	23.1	23.4	117
	QUINTILE 2	16137	1970	21.7	12.2	109	1037	21.6	6.4	109	648	22.6	4.0	113	3128	19.4	19.4	97
	QUINTILE 3	16420	1697	18.7	10.3	92	854	17.8	5.2	88	578	20.2	3.5	99	3224	20.0	19.6	99
	QUINTILE 4	16687	1764	19.5	10.6	94	998	20.8	6.0	101	597	20.8	3.6	101	3052	18.9	18.3	92
	QUINTILE 5	15789	1777	19.6	11.3	101	849	17.7	5.4	91	469	16.4	3.0	84	2996	18.6	19.0	95
TV-DAYTIME	TERCILE 1	27736	2830	31.2	10.2	91	1484	31.0	5.4	90	1155	40.3	4.2	118	5576	34.6	20.1	101
	TERCILE 2	26489	3161	34.9	11.9	107	1708	35.6	6.4	109	822	28.7	3.1	88	5214	32.3	19.7	99
	TERCILE 3	26761	3073	33.9	11.5	103	1601	33.4	6.0	101	891	31.1	3.3	94	5336	33.1	19.9	100
TV-TOTAL	QUINTILE 1	16345	1550	17.1	9.5	85	959	20.0	5.9	99	639	22.3	3.9	110	3528	21.9	21.6	108
	QUINTILE 2	16447	2124	23.4	12.9	115	1080	22.5	6.6	111	762	26.6	4.6	131	3382	21.0	20.6	103
	QUINTILE 3	15980	1882	20.8	11.8	105	858	17.9	5.4	91	565	19.7	3.5	100	3406	21.1	21.3	107
	QUINTILE 4	15887	1730	19.1	10.9	97	975	20.3	6.1	104	*449	15.7	2.8	80	2939	18.2	18.5	93
	QUINTILE 5	16326	1778	19.6	10.9	97	921	19.2	5.6	95	*454	15.8	2.8	79	2871	17.8	17.6	88
MAGAZINES-NEWSPAPERS: DUAL		20721	3211	35.4	15.5	138	1765	36.8	8.5	144	730	25.5	3.5	99	5064	31.4	24.4	123
MAGAZINE IMPERATIVE		19186	1922	21.2	10.0	90	907	18.9	4.7	80	667	23.3	3.5	98	3537	21.9	18.4	93
NEWSPAPER IMPERATIVE		21899	2444	27.0	11.2	100	1352	28.2	6.2	104	815	28.4	3.7	105	4552	28.2	20.8	104
MAGAZINES-OUTDOOR: DUAL		15451	1845	20.4	11.9	107	1074	22.4	7.0	117	542	18.9	3.5	99	3373	20.9	21.8	110
MAGAZINE IMPERATIVE		25953	3492	38.5	13.5	120	1747	36.4	6.7	114	974	34.0	3.8	106	5817	36.1	22.4	113
OUTDOOR IMPERATIVE		24400	2422	26.7	9.9	89	1169	24.4	4.8	81	758	26.4	3.1	88	4307	26.7	17.7	89
MAGAZINES-RADIO: DUAL		18049	2377	26.2	13.2	118	1111	23.2	6.2	104	632	22.0	3.5	99	3878	24.0	21.5	108
MAGAZINE IMPERATIVE		23571	3024	33.4	12.8	115	1699	35.4	7.2	122	747	26.0	3.2	89	5155	32.0	21.9	110
RADIO IMPERATIVE		23278	2225	24.5	9.6	85	1148	24.0	4.9	83	873	30.4	3.8	106	4317	26.8	18.5	93
MAGAZINES-TELEVISION: DUAL		15459	2004	22.1	13.0	116	1025	21.4	6.6	112	629	21.9	4.1	115	3661	22.7	23.7	119
MAGAZINE IMPERATIVE		25829	3377	37.3	13.1	117	1740	36.3	6.7	114	798	27.8	3.1	87	5300	32.9	20.5	103
TELEVISION IMPERATIVE		26039	2498	27.6	9.6	86	1341	28.0	5.1	87	1086	37.9	4.2	118	4971	30.8	19.1	96
NEWSPAPERS-OUTDOOR: DUAL		16605	2115	23.3	12.7	114	1143	23.8	6.9	116	587	20.5	3.5	100	3603	22.3	21.7	109
NEWSPAPER IMPERATIVE		26834	3658	40.4	13.6	122	1954	40.8	7.3	123	992	34.6	3.7	104	6217	38.6	23.2	116
OUTDOOR IMPERATIVE		23346	2106	23.2	9.0	81	1071	22.3	4.6	78	788	27.5	3.4	95	3985	24.7	17.1	86
NEWSPAPERS-RADIO: DUAL		17133	2418	26.7	14.1	126	1315	27.4	7.7	130	715	24.9	4.2	118	3947	24.5	23.0	116
NEWSPAPER IMPERATIVE		25892	3325	36.7	12.8	115	1846	38.5	7.1	120	821	28.6	3.2	90	5815	36.1	22.5	113
RADIO IMPERATIVE		23167	2048	22.6	8.8	79	915	19.1	3.9	67	842	29.4	3.6	103	3991	24.7	17.2	87
NEWSPAPERS-TELEVISION: DUAL		17159	2360	26.0	13.8	123	1405	29.3	8.2	138	659	23.0	3.8	108	4089	25.4	23.8	120
NEWSPAPER IMPERATIVE		26214	3432	37.9	13.1	117	1755	36.6	6.7	113	848	29.6	3.2	91	5709	35.4	21.8	109
TELEVISION IMPERATIVE		23412	1911	21.1	8.2	73	933	19.5	4.0	67	1005	35.0	4.3	121	4197	26.0	17.9	90
OUTDOOR-RADIO: DUAL		15303	1905	21.0	12.4	111	1032	21.5	6.7	114	579	20.2	3.8	107	3029	18.8	19.8	99
OUTDOOR IMPERATIVE		24901	2550	28.1	10.2	91	1340	28.0	5.4	91	711	24.8	2.9	81	4732	29.3	19.0	95
RADIO IMPERATIVE		26492	2966	32.7	11.2	100	1413	29.5	5.3	90	1100	38.4	4.2	117	5462	33.9	20.6	104
OUTDOOR-TELEVISION: DUAL		14794	1582	17.5	10.7	96	1000	20.9	6.8	114	591	20.6	4.0	113	3072	19.0	20.8	104
OUTDOOR IMPERATIVE		25437	2861	31.6	11.2	100	1367	28.5	5.4	91	715	24.9	2.8	79	4908	30.4	19.3	97

	TOTAL U.S. '000	A '000	DATES B % DOWN	C ACROSS %	D INDX	A '000	FIGS B % DOWN	C ACROSS %	D INDX	A '000	PEARS B % DOWN	C ACROSS %	D INDX	A '000	PRUNES B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAkers	80756	9064	100.0	11.2	100	4793	100.0	5.9	100	2868	100.0	3.5	100	16126	100.0	19.9	100
ATLANTIC MONTHLY	415	**39	0.4	9.4	84	**31	0.6	7.5	126	**7	0.2	1.7	48	**117	0.7	28.2	142
BARRON'S	453	**102	1.1	22.5	201	**43	0.9	9.5	160	**13	0.5	2.9	81	**179	1.1	39.5	198
BETTER HOMES & GARDENS	16256	2484	27.4	15.3	137	1172	24.5	7.2	122	634	22.1	3.9	110	3974	24.6	24.4	123
BON APPETIT	2535	461	5.1	18.2	162	266	5.5	10.5	177	**57	2.0	2.2	63	794	4.9	31.3	157
BUSINESS WEEK	1278	*156	1.7	12.2	109	*119	2.5	9.3	157	**32	1.1	2.5	71	*281	1.7	22.0	110
CAR AND DRIVER	378	**28	0.3	7.4	66	**9	0.2	2.4	40	**9	0.3	2.4	67	**47	0.3	12.4	62
CBS MAGAZINE NETWORK (GROSS)	1498	*186	2.1	12.4	111	**129	2.7	8.6	146	**63	2.2	4.2	119	*232	1.4	15.5	78
CHANGING TIMES	1505	*188	2.1	12.5	112	**88	1.8	5.8	99	**72	2.5	4.8	135	372	2.3	24.7	124
COLONIAL HOMES	1231	*176	1.9	14.3	128	**89	1.9	7.2	122	**49	1.7	4.0	112	287	1.8	23.3	117
CONDE NAST MAG. PKG. (GROSS)	14146	1764	19.5	12.5	111	1097	22.9	7.8	131	597	20.8	4.2	119	2624	16.3	18.5	93
CONSUMERS DIGEST	1323	*185	2.0	14.0	125	**133	2.8	10.1	170	**35	1.2	2.6	75	297	1.9	22.6	113
COSMOPOLITAN	7102	711	7.8	10.0	89	467	9.7	6.6	111	347	12.1	4.9	138	1144	7.1	16.1	81
COUNTRY LIVING	2481	458	5.1	18.5	165	*182	3.8	7.3	124	**51	1.8	2.1	58	551	3.4	22.2	112
CUISINE	1472	235	2.6	16.0	143	*137	2.9	9.3	157	**27	0.9	1.8	52	388	2.4	26.4	132
CYCLE WORLD	425	**86	0.9	20.2	181	**55	1.1	12.9	219	**33	1.2	7.8	219	**122	0.8	28.7	144
DCI:CREATIVE IDEAS FOR LIV	2510	401	4.4	16.0	143	158	3.3	6.3	106	**68	2.4	2.7	77	641	4.0	25.5	128
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1017	11.2	15.2	136	337	7.0	5.0	85	*140	4.9	2.1	59	1720	10.7	25.7	129
DISCOVER	894	*89	1.0	10.0	89	**52	1.1	5.8	98	**24	0.8	2.7	76	*222	1.4	24.8	125
EBONY	3507	186	2.1	5.3	47	*181	3.8	5.2	87	225	7.8	6.4	181	491	3.0	14.0	70
ESQUIRE	1083	*128	1.4	11.8	106	**69	1.4	6.4	108	**56	2.0	5.2	146	*223	1.4	20.6	103
ESSENCE	1830	**95	1.0	5.2	46	**78	1.6	4.3	72	*108	3.8	5.9	167	305	1.9	16.7	84
FAMILY CIRCLE	15930	2137	23.6	13.4	120	1104	23.0	6.9	117	517	18.0	3.2	92	3490	21.6	21.9	110
THE FAMILY HANDYMAN	1126	*146	1.6	13.0	116	**34	0.7	3.0	51	**40	1.4	3.6	100	*202	1.3	17.9	90
FAMILY WEEKLY	11468	1432	15.8	12.5	112	618	12.9	5.4	91	299	10.4	2.6	74	2381	14.8	20.8	104
FIELD & STREAM	2234	343	3.8	15.4	137	*138	2.9	6.2	104	**67	2.3	3.0	85	535	3.3	23.9	120
FOOD & WINE	579	**73	0.8	12.6	113	**72	1.5	12.4	210	**18	0.6	3.1	88	*141	0.9	24.4	122
FORBES	728	**142	1.6	19.5	174	**59	1.2	8.1	137	**12	0.4	1.6	47	*187	1.2	25.7	129
FORTUNE	906	*136	1.5	15.0	134	**56	1.2	6.2	104	**40	1.4	4.4	125	*219	1.4	24.2	121
GENTLEMEN'S QUARTERLY	791	**63	0.7	8.0	71	**40	0.8	5.1	85	**41	1.4	5.2	146	*101	0.6	12.8	64
GLAMOUR	5265	596	6.6	11.3	101	304	6.3	5.8	98	*209	7.3	4.0	112	860	5.3	16.3	82
GOLF DIGEST	636	**80	0.9	12.6	112	**28	0.6	4.4	74	**8	0.3	1.3	36	**70	0.4	11.0	55
GOLF DIGEST/TENNIS (GROSS)	1186	*142	1.6	12.0	107	**98	2.0	8.3	140	**27	0.9	2.3	64	*139	0.9	11.7	59
GOLF MAGAZINE	441	**93	1.0	21.1	188	**24	0.5	5.4	92	**2	0.1	0.5	13	**68	0.4	15.4	77
GOLF MAGAZINE/SKI (GROSS)	922	*132	1.5	14.3	128	**80	1.7	8.7	147	**26	0.9	2.8	80	*155	1.0	16.8	84
GOOD HOUSEKEEPING	16487	2177	24.0	13.2	118	945	19.7	5.7	97	500	17.4	3.0	86	3470	21.5	21.0	106
HARPER'S BAZAAR	2423	365	4.0	15.1	135	*199	4.2	8.2	139	**125	4.4	5.2	146	510	3.2	21.0	106
HEALTH	1994	291	3.2	14.6	130	*152	3.2	7.6	129	**101	3.5	5.1	143	517	3.2	25.9	130
HEARST MAG CORP. BUY (GROSS)	44101	5818	64.2	13.2	118	2761	57.6	6.3	106	1547	53.9	3.5	99	9119	56.5	20.7	104
HEARST MAN POWER (GROSS)	1993	339	3.7	17.0	152	*137	2.9	6.9	116	**62	2.2	3.1	88	533	3.4	27.7	139
HEARST WOMAN POWER (GROSS)	31274	3802	41.9	12.2	109	1749	36.5	5.6	94	1115	38.9	3.6	101	6153	38.2	19.7	99
HOUSE BEAUTIFUL	5623	476	5.3	13.1	117	276	5.8	7.6	129	*111	3.9	3.1	87	796	4.9	22.0	110
INC.	283	**49	0.5	17.3	155	**24	0.5	8.5	143	**3	0.1	1.1	30	**63	0.4	22.3	112
JET	2928	*156	1.7	5.3	48	*164	3.4	5.6	95	217	7.6	7.4	209	451	2.8	15.4	77
LADIES' HOME JOURNAL	11918	1513	16.7	12.7	113	765	16.0	6.4	108	353	12.3	3.0	84	2554	15.8	21.4	108
LHJ FAMILY GRP COMBO(GROSS)	16764	2093	23.1	12.5	112	1081	22.6	6.4	109	516	18.0	3.1	87	3650	22.6	21.8	109
LIFE	4254	633	7.0	14.9	133	413	8.6	9.7	164	*180	6.3	4.2	119	915	5.7	21.5	108
L.A. TIMES HOME MAGAZINE	1145	*208	2.3	18.2	162	**53	1.1	4.6	78	**37	1.3	3.2	91	273	1.7	23.8	120
MADemoiselle	2884	438	4.8	15.2	136	287	6.0	10.0	168	**126	4.4	4.4	123	601	3.7	20.8	105
MC CALL'S	13460	1830	20.2	13.6	121	844	17.6	6.3	106	430	15.0	3.2	90	3000	18.6	22.3	112
MC CALL'S/WRK MOTHER (GROSS)	14606	1964	21.7	13.4	120	940	19.6	6.4	109	503	17.5	3.4	97	3187	19.8	21.8	110
MECHANIX ILLUSTRATED	772	**122	1.3	15.8	141	**29	0.6	3.8	63	**19	0.7	2.5	69	*262	1.6	33.9	170
METROPOLITAN HOME	967	*181	2.0	18.7	167	**102	2.1	10.5	178	**61	2.1	6.3	178	233	1.4	24.1	121
MONEY	1588	299	3.3	18.8	168	**145	3.0	9.1	154	**40	1.4	2.5	71	422	2.6	26.6	133
MOTHER EARTH NEWS	1002	*198	2.2	19.8	177	**93	1.9	9.3	157	**36	1.3	3.6	101	*222	1.4	22.2	111
MS.	825	*154	1.7	18.7	167	**77	1.6	9.3	158	**49	1.7	5.9	168	*172	1.1	20.8	105
NATIONAL ENQUIRER	10336	983	10.8	9.5	85	485	10.1	4.7	79	350	12.2	3.4	96	1978	12.3	19.1	96
NATIONAL GEOGRAPHIC	9597	1749	19.3	18.2	163	959	20.0	10.0	169	445	15.5	4.6	131	2663	16.5	27.7	139
NATIONAL SUNDAY MAGAZINE PKG	49558	6207	68.5	12.5	112	3218	67.1	6.5	110	1706	59.5	3.4	97	10465	64.9	21.1	106
NATURAL HISTORY	573	*146	1.6	25.5	228	**109	2.3	19.0	321	*60	2.1	10.5	296	*231	1.4	40.3	202
NEW WOMAN	1699	*215	2.4	12.7	113	*96	2.0	5.7	95	**59	2.1	3.5	98	228	1.4	13.4	67
NEW YORK INCLUDING CUE	443	**66	0.7	14.9	133	**81	1.7	18.3	309	**40	1.4	9.0	255	*89	0.6	20.1	101
THE NEW YORKER	1270	212	2.3	16.7	149	*180	3.8	14.2	239	*43	1.5	3.4	96	388	2.4	30.6	153
NEWSWEEK	6277	1108	12.2	17.7	158	740	15.4	11.8	199	364	12.7	5.8	164	1661	10.3	26.5	133
THE N.Y. TIMES DAILY EDITION	1205	*198	2.2	16.4	147	*237	4.9	19.7	332	*83	2.9	6.9	195	358	2.2	29.7	149
THE N.Y. TIMES MAGAZINE	2081	395	4.4	19.0	170	383	8.0	18.4	311	**102	3.6	4.9	138	607	3.8	29.2	146
OMNI	788	**110	1.2	14.0	125	**96	2.0	12.2	206	**24	0.8	3.0	86	*177	1.1	22.5	113
ON CABLE	1158	**88	1.0	7.6	68	*31	0.6	2.7	45	**51	1.8	4.4	124	*194	1.2	16.8	84
1001 HOME IDEAS	2852	288	3.2	10.1	90	*163	3.4	5.7	97	**61	2.1	2.1	60	579	3.6	20.3	102
ORGANIC GARDENING	1658	302	3.3	18.2	163	*137	2.9	8.3	140	**101	3.5	6.1	172	607	3.8	36.6	184
OUTDOOR LIFE	896	*169	1.9	18.9	169	**113	2.4	12.6	213	**11	0.4	1.2	35	*135	0.8	15.1	76
PARADE MAGAZINE	24275	3059	33.7	12.6	113	1844	38.5	7.6	128	992	34.6	4.1	115	5389	33.4	22.2	111

DRIED FRUITS - KINDS USED BY HOUSEHOLD MEMBERS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	DATES				FIGS				PEARS				PRUNES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	9064	100.0	11.2	100	4793	100.0	5.9	100	2868	100.0	3.5	100	16126	100.0	19.9	100
PARENTS	3845	324	3.6	8.4	75	*235	4.9	6.1	103	*208	7.3	5.4	153	578	3.6	15.0	75
PENTHOUSE	831	**46	0.5	5.5	49	**59	1.2	7.1	120	**41	1.4	4.9	139	**90	0.6	10.8	54
PEOPLE	11645	1333	14.7	11.4	102	667	13.9	5.7	97	486	16.9	4.2	118	2180	13.5	18.7	94
PLAYBOY	2006	*191	2.1	9.5	85	*111	2.3	5.5	93	**40	1.4	2.0	56	351	2.2	17.5	88
POPULAR HOT RODDING	297	**33	0.4	11.1	99	**43	0.9	14.5	245	**16	0.6	5.4	152	**18	0.1	6.1	30
POPULAR MECHANICS	1018	**163	1.8	16.0	143	**66	1.4	6.5	110	**26	0.9	2.6	72	*353	2.2	34.7	174
POPULAR SCIENCE	878	**89	1.0	10.1	91	**55	1.1	6.3	106	**19	0.7	2.2	61	*160	1.0	18.2	92
PREVENTION	3913	815	9.0	20.8	186	504	10.5	12.9	218	*198	6.9	5.1	143	1272	7.9	32.5	163
PSYCHOLOGY TODAY	1710	195	2.2	11.4	102	*138	2.9	8.1	136	**92	3.2	5.4	152	324	2.0	19.1	96
READER'S DIGEST	22204	3313	36.6	14.9	133	1541	32.2	6.9	117	832	29.0	3.7	106	5278	32.7	23.8	119
REDBOOK	7684	915	10.1	11.9	106	337	7.0	4.4	74	268	9.3	3.5	98	1539	9.5	20.0	101
ROAD & TRACK	410	**34	0.4	8.3	74	**38	0.8	9.3	157	**5	0.2	1.2	34	**49	0.3	12.0	60
ROLLING STONE	969	*156	1.7	16.1	144	**99	2.1	10.2	173	**46	1.6	4.7	134	*169	1.0	17.4	88
RUNNER'S WORLD	298	**21	0.2	7.0	63	**14	0.3	4.7	79	**8	0.3	2.7	76	**76	0.5	25.5	128
SATURDAY EVENING POST	1169	194	2.1	16.6	148	**76	1.6	6.5	110	**43	1.5	3.7	104	347	2.2	29.7	149
SCIENCE 84	587	**102	1.1	17.4	155	**51	1.1	8.7	147	**32	1.1	5.5	154	*240	1.5	40.9	205
SCIENCE DIGEST	482	**58	0.6	12.0	108	**33	0.7	6.8	116	**27	0.9	5.6	158	**118	0.7	24.5	123
SCIENTIFIC AMERICAN	594	**106	1.2	17.8	159	**32	0.7	5.4	91	**34	1.2	5.7	162	**123	0.8	20.7	104
SELF	2089	*268	3.0	12.8	115	*174	3.6	8.3	141	**76	2.6	3.6	103	341	2.1	16.3	82
SEVENTEEN	2411	*289	3.2	12.0	107	*220	4.6	9.1	154	**166	5.8	6.9	194	504	3.1	20.9	105
SKI	480	**39	0.4	8.1	73	**55	1.1	11.5	194	**24	0.8	5.0	141	**87	0.5	18.1	91
SMITHSONIAN	2760	575	6.3	20.8	186	327	6.8	11.8	200	*160	5.6	5.8	164	913	5.7	33.1	166
SOAP OPERA DIGEST	3013	*236	2.6	7.8	70	*139	2.9	4.6	78	*147	5.1	4.9	138	435	2.7	14.4	73
SOUTHERN LIVING	4184	616	6.8	14.7	132	*178	3.7	4.3	72	**72	2.5	1.7	49	1080	6.7	25.8	130
SORT	559	**30	0.3	5.4	48	**14	0.3	2.5	42	**20	0.7	3.6	101	**89	0.6	15.9	80
THE SPORTING NEWS	436	**74	0.8	17.0	152	**45	0.9	10.3	174	**16	0.6	3.7	104	**32	0.2	7.3	37
SPORTS AFIELD	493	**118	1.3	23.9	214	**38	0.8	7.7	130	**10	0.3	2.0	57	**83	0.5	16.8	85
SPORTS ILLUSTRATED	2758	287	3.2	10.4	93	*175	3.7	6.3	107	**76	2.6	2.8	78	401	2.5	14.5	73
STAR	7456	553	6.1	7.4	66	378	7.9	5.1	86	*223	7.8	3.0	84	1419	8.8	19.0	96
SUNDAY	24936	3089	34.1	12.4	111	1835	38.3	7.4	124	876	30.5	3.5	99	5002	31.0	20.1	101
SUNSET	2124	411	4.5	19.4	173	*155	3.2	7.3	123	**93	3.2	4.4	124	781	4.8	36.8	185
TV GUIDE	21661	2134	23.5	9.9	88	1217	25.4	5.6	95	837	29.2	3.9	109	4075	25.3	18.8	94
TENNIS	550	**62	0.7	11.3	101	**70	1.5	12.7	215	**20	0.7	3.6	103	**69	0.4	12.5	63
TIME	8880	1166	12.9	13.1	117	814	17.0	9.2	155	400	13.9	4.5	127	2021	12.5	22.8	114
TOWN & COUNTRY	917	*189	2.1	20.6	184	*122	2.5	13.3	225	**20	0.7	2.2	62	239	1.5	26.1	131
TRAVEL & LEISURE	972	*176	1.9	18.1	162	**79	1.6	8.1	137	**40	1.4	4.1	116	259	1.6	26.6	134
TRUE STORY	3356	*213	2.3	6.3	57	*108	2.3	3.2	54	*168	5.9	5.0	141	471	2.9	14.0	70
U.S. NEWS & WORLD REPORT	3410	598	6.6	17.5	157	351	7.3	10.3	174	*139	4.8	4.1	115	819	5.1	24.0	121
USA TODAY	1759	*174	1.9	9.9	88	*95	2.0	5.4	91	**39	1.4	2.2	63	434	2.7	24.7	124
US	1873	*254	2.8	13.6	121	**97	2.0	5.2	88	**39	1.4	2.1	59	*259	1.6	13.8	69
VOGUE	3909	462	5.1	11.8	106	331	6.9	8.5	143	*186	6.5	4.8	134	822	5.1	21.0	106
WALL STREET JOURNAL	1886	340	3.8	18.0	161	*205	4.3	10.9	184	**47	1.6	2.5	70	593	3.7	31.4	158
WEIGHT WATCHERS	2120	268	3.0	12.6	113	*143	3.0	6.7	114	**98	3.4	4.6	131	605	3.8	28.5	143
WOMAN'S DAY	14172	2028	22.4	14.3	128	1041	21.7	7.3	124	509	17.7	3.6	101	3396	21.1	24.0	120
WORKING MOTHER	1146	*135	1.5	11.8	105	**96	2.0	8.4	142	**73	2.5	6.4	180	*186	1.2	16.2	82
WORKING WOMAN	1322	*177	2.0	13.4	120	**82	1.7	6.2	105	**79	2.8	6.0	169	289	1.8	21.9	110
WORLD TENNIS	*163	**23	0.3	14.1	126	**18	0.4	11.0	187	**18	0.6	11.0	312	**12	0.1	7.4	37
ZIFF-DAVIS MAG NETWK (GROSS)	2532	314	3.5	12.4	111	*151	3.2	6.0	101	**99	3.5	3.9	110	479	3.0	18.9	95
BLAIR INSERTS	43657	5568	61.4	12.8	114	3049	63.6	7.0	118	1621	56.5	3.7	105	9333	57.9	21.4	107
DAILY NEWSPAPERS																	
READ ANY	51633	6598	72.8	12.8	114	3458	72.1	6.7	113	1841	64.2	3.6	101	11360	70.4	22.0	110
READ ONE	43463	5465	60.3	12.6	112	2854	59.5	6.6	111	1533	53.5	3.5	100	9315	57.8	21.5	108
READ TWO OR MORE	8170	1133	12.5	13.9	124	604	12.6	7.4	125	308	10.7	3.8	106	2035	12.6	24.9	125
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6587	72.7	12.5	112	3516	73.4	6.7	113	1889	65.9	3.6	101	11292	70.0	21.4	108
READ ONE	46126	5568	61.4	12.1	108	2905	60.6	6.3	106	1713	59.7	3.7	105	9745	60.4	21.1	106
READ TWO OR MORE	6552	1019	11.2	15.6	139	611	12.7	9.3	158	*176	6.1	2.7	76	1547	9.6	23.6	119
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.19				26.41				23.64				25.77			
30 DAY REACH	71455	8053	88.8	11.3	101	4261	88.9	6.0	101	2493	86.9	3.5	99	14069	87.2	19.7	99
50 SHWG - 30 DAY AV FREQ	14.56	14.04				14.09				13.11				13.73			
30 DAY REACH	67742	7526	83.0	11.1	99	3999	83.4	5.9	100	2246	78.3	3.3	94	13243	82.1	19.5	98
25 SHWG - 30 DAY AV FREQ	7.94	7.51				7.57				6.89				7.37			
30 DAY REACH	62117	7003	77.3	11.3	101	3729	77.8	6.0	101	2124	74.1	3.4	97	12301	76.3	19.8	99
CABLE TV: HOME WIRED	32077	3411	37.6	10.6	95	1781	37.2	5.6	94	1023	35.7	3.2	90	5550	36.3	18.2	92
HOME NOT WIRED	48909	5653	62.4	11.6	103	3012	62.8	6.2	104	1845	64.3	3.8	107	10276	63.7	21.0	106
HAVE PAY CABLE	15935	1598	17.6	10.0	90	825	17.2	5.2	87	*404	14.1	2.5	72	2714	16.8	17.0	86

	TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	9064	100.0	11.2	100	4793	100.0	5.9	100	2868	100.0	3.5	100	16126	100.0	19.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5142	56.7	11.7	105	2516	52.5	5.7	97	1506	52.5	3.4	97	8750	54.3	19.9	100
10:00 AM - 3:00 PM	30659	3712	41.0	12.1	108	1887	39.4	6.2	104	1130	39.4	3.7	104	6230	38.6	20.3	102
3:00 PM - 7:00 PM	31045	3471	38.3	11.2	100	1720	35.9	5.5	94	1058	36.9	3.4	96	6062	37.6	19.5	98
7:00 PM - MIDNIGHT	15767	1803	19.9	11.4	102	834	17.4	5.3	89	570	19.9	3.6	102	3134	19.4	19.9	100
MIDNIGHT - 6:00 AM	9120	1078	11.9	11.8	106	540	11.3	5.9	100	316	11.0	3.5	98	1686	10.5	18.5	93
6:00 AM - MIDNIGHT	58527	6594	72.7	11.3	101	3313	69.1	5.7	96	2037	71.0	3.5	98	11490	71.3	19.6	99
ENTIRE DAY	59311	6695	73.9	11.3	101	3392	70.8	5.7	97	2069	72.1	3.5	99	11614	72.0	19.6	98
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2077	22.9	12.8	115	928	19.4	5.7	97	578	20.2	3.6	101	3398	21.1	21.0	106
ALL NEWS	2256	362	4.0	16.0	143	*193	4.0	8.6	145	**67	2.3	3.0	84	511	3.2	22.7	114
AOR/PROGRESSIVE	3874	306	3.4	7.9	71	256	5.3	6.6	112	**84	2.9	2.2	61	677	4.2	17.5	88
BEAUTIFUL MUSIC	5660	837	9.2	14.8	132	356	7.4	6.3	106	*160	5.6	2.8	80	1222	7.6	21.6	108
BLACK	2204	*225	2.5	10.2	91	**109	2.3	4.9	84	*132	4.6	6.0	169	341	2.1	15.5	78
CLASSICAL	1418	*245	2.7	17.3	154	*217	4.5	15.3	259	*178	2.7	5.5	155	451	2.8	31.8	160
CHR/ROCK	9538	744	8.2	7.8	70	569	11.9	6.0	101	338	11.8	3.5	100	1387	8.6	14.5	73
COUNTRY	12648	1213	13.4	9.6	86	477	10.0	3.8	64	416	14.5	3.3	93	2424	15.0	19.2	96
GOLDEN OLDIES	1191	**92	1.0	7.7	69	*51	1.1	4.3	72	*14	0.5	1.2	33	*157	1.0	13.2	66
MOR/NOSTALGIA	4757	598	6.6	12.6	112	254	5.3	5.3	90	*125	4.4	2.6	74	1067	6.6	22.4	113
NEWS/TALK	3863	533	5.9	13.8	123	323	6.7	8.4	141	*115	4.0	3.0	84	931	5.8	24.1	121
RELIGIOUS	3084	419	4.6	13.6	121	*140	2.9	4.5	77	*110	3.8	3.6	101	705	4.4	22.9	115
SOFT ROCK	521	**49	0.5	9.4	84	*36	0.8	6.9	117	*111	0.4	2.1	60	**47	0.3	9.0	45
URBAN CONTEMPORARY	1585	*107	1.2	6.8	60	*124	2.6	7.8	132	*116	4.0	7.3	207	*210	1.3	13.2	67
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*282	3.1	8.6	77	*164	3.4	5.0	85	*141	4.9	4.3	122	462	2.9	14.2	71
ABC DIRECTION	2316	276	3.0	11.9	106	*150	3.1	6.5	109	**95	3.3	4.1	116	544	3.4	23.5	118
ABC ENTERTAINMENT	4834	499	5.5	10.3	92	*195	4.1	4.0	68	*118	4.1	2.4	69	949	5.9	19.6	99
ABC FM	2202	*166	1.8	7.5	67	*86	1.8	3.9	66	**95	3.3	4.3	122	323	2.0	14.7	74
ABC INFORMATION	5425	743	8.2	13.7	122	412	8.6	7.6	128	*258	9.0	4.8	134	1311	8.1	24.2	121
ABC ROCK	1677	**95	1.0	5.7	51	*70	1.5	4.2	71	**9	0.3	0.5	15	*188	1.2	11.2	56
CBS	4430	701	7.7	15.8	141	252	5.3	5.7	96	*151	5.3	3.4	96	1116	6.9	25.2	127
MUTUAL	4992	530	5.8	10.6	95	227	4.7	4.5	77	*146	5.1	2.9	83	1117	6.9	22.4	112
NBC	4679	731	8.1	15.6	140	329	6.9	7.0	119	*136	4.7	2.9	82	1018	6.3	21.8	109
RADIO/AD	1994	*214	2.4	10.7	96	*136	2.8	6.8	115	**48	1.7	2.4	68	298	1.8	14.9	75
RKO ONE	2298	*136	1.5	5.9	53	**89	1.9	3.9	65	*52	1.8	2.3	64	280	1.7	12.2	61
RKO TWO	3311	327	3.6	9.9	88	*156	3.3	4.7	80	*101	3.5	3.1	86	625	3.9	18.9	95
THE SOURCE	2114	*146	1.6	6.9	62	*124	2.6	5.9	99	**47	1.6	2.2	63	363	2.3	17.2	86
NON-WIRED : BLAIR	8654	887	9.8	10.2	92	409	8.5	4.7	80	302	10.5	3.5	99	1785	11.1	20.6	104
INTERNET	12025	1384	15.3	11.5	103	717	15.0	6.0	101	396	13.8	3.3	93	2098	13.0	17.4	88
KATZ RADIO GROUP	15359	1917	21.1	12.5	112	1037	21.6	6.8	114	422	14.7	2.7	78	3143	19.5	20.5	103
SUPERNET	10628	1071	11.8	10.1	90	547	11.4	5.1	87	346	12.1	3.3	92	2191	13.6	20.6	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	961	10.6	11.1	99	560	11.7	6.5	109	327	11.4	3.8	107	1919	11.9	22.2	111
MKDAY 9:00 AM - 1:00 PM	12163	1148	12.7	9.4	84	653	13.6	5.4	91	475	16.6	3.9	110	2502	15.5	20.6	103
MKDAY 1:00 PM - 4:30 PM	16150	1586	17.5	9.8	88	843	17.6	5.2	88	678	23.6	4.2	119	3196	19.8	19.8	99
MKDAY 4:30 PM - 7:30 PM	22463	2514	27.7	11.2	100	1445	30.1	6.4	109	873	30.4	3.9	110	4764	29.5	21.2	107
MKDAY 7:30 PM - 8:00 PM	31795	3666	40.4	11.5	103	1965	41.0	6.2	104	1308	45.6	4.1	116	6817	42.3	21.4	108
MKDAY 11:00 PM - 11:30 PM	23977	2866	31.6	12.0	107	1347	28.1	5.6	95	740	25.8	3.1	87	5119	31.7	21.3	107
MKDAY 11:30 PM - 1:00 AM	7703	911	10.1	11.8	106	463	9.7	6.0	102	297	10.4	3.9	109	1663	10.3	21.6	108
M-SAT 8-11 PM+SUN 7-11 PM	33800	3835	42.3	11.3	101	2080	43.4	6.2	104	1215	42.4	3.6	102	7072	43.9	20.9	105
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	610	6.7	9.3	83	327	6.8	5.0	85	255	8.9	3.9	110	1287	8.0	19.7	99
ANOTHER WORLD	N 4620	571	6.3	12.4	110	307	6.4	6.6	112	274	9.6	5.9	167	972	6.0	21.0	106
AS THE WORLD TURNS	C 5614	535	5.9	9.5	85	236	4.9	4.2	71	268	9.3	4.8	135	1189	7.4	21.2	106
CAPITOL	C 3396	248	2.7	7.3	65	121	2.5	3.6	60	144	5.0	4.2	120	588	3.6	17.3	87
CBS MORN. NEWS 1	C 1446	119	1.3	8.2	74	*62	1.3	4.3	72	*45	1.6	3.1	88	358	2.2	24.8	124
CBS MORN. NEWS 2	C 1207	105	1.2	8.7	78	*53	1.1	4.4	74	*27	0.9	2.2	63	266	1.6	22.0	111
DAYS OF OUR LIVES	N 5877	636	7.0	10.8	97	341	7.1	5.8	98	266	9.3	4.5	128	1213	7.5	20.6	104
FACTS OF LIFE - DAYTIME	N 2290	183	2.0	8.0	71	119	2.5	5.2	88	*90	3.1	3.9	111	402	2.5	17.6	88
FAMILY FEUD	A 3023	299	3.3	9.9	88	119	2.5	3.9	67	*67	2.3	2.2	63	660	4.1	21.8	110
GENERAL HOSPITAL	A 6097	451	5.0	7.4	66	255	5.3	4.2	71	188	6.6	3.1	87	1133	7.0	18.6	93
GOOD MORNING, AMERICA-730	A 3515	447	4.9	12.7	114	169	3.5	4.8	81	136	4.7	3.9	109	798	4.9	22.7	114
GOOD MORNING, AMERICA-830	A 2818	382	4.2	13.6	121	179	3.7	6.4	107	95	3.3	3.4	95	655	4.1	23.2	117
GUIDING LIGHT	C 5339	440	4.9	8.2	74	252	5.3	4.7	80	230	8.0	4.3	122	1014	6.3	19.0	95
ONE LIFE TO LIVE	A 4478	374	4.1	8.4	75	190	4.0	4.2	72	182	6.3	4.1	115	842	5.2	18.8	94
PRESS YOUR LUCK	C 2244	233	2.6	10.4	93	118	2.5	5.3	89	*69	2.4	3.1	87	484	3.0	21.6	108
PRICE IS RIGHT 1	C 4348	424	4.7	9.8	87	224	4.7	5.2	87	147	5.1	3.4	95	892	5.5	20.5	103
PRICE IS RIGHT 2	C 5014	490	5.4	9.8	87	268	5.6	5.3	90	174	6.1	3.5	98	1005	6.2	20.0	101
RYAN'S HOPE	A 3150	273	3.0	8.7	77	160	3.3	5.1	86	*154	5.4	4.9	138	595	3.7	18.9	95
SALE OF THE CENTURY	N 2695	261	2.9	9.7	87	207	4.3	7.7	130	*171	6.0	6.3	179	571	3.5	21.2	106
SEARCH FOR TOMORROW	N 2319	272	3.0	11.7	105	*160	3.3	6.9	117	*131	4.6	5.6	160	474	2.9	20.4	103
TODAY SHOW 1	N 2693	356	3.9	13.2	118	213	4.4	7.9	134	*124	4.3	4.6	130	576	3.6	21.4	107
TODAY SHOW 2	N 2498	269	3.0	10.8	96	173	3.6	6.9	117	*88	3.1	3.5	99	558	3.5	22.3	112
\$25,000 PYRAMID	C 2753	245	2.7	8.9	80	164	3.4	6.0	101	126	4.4	4.6	129	655	4.1	23.8	119
WHEEL OF FORTUNE	N 4388	473	5.2	10.8	96	243	5.1	5.5	94	198	6.9	4.5	127	901	5.6	20.5	103
YOUNG AND THE RESTLESS	C 5695	420	4.6	7.4	66	221	4.6	3.9	66	269	9.4	4.7	133	1063	6.6	18.7	94
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	196	2.2	11.1	100	*111	2.3	6.3	107	**50	1.7	2.8	80	378	2.3	21.5	108
NBA PLAYOFF GAME -1	C 1136	113	1.2	9.9	89	*67	1.4	5.9	100	**78	2.7						

DRIED FRUITS - KINDS USED BY HOUSEHOLD MEMBERS
(FEMALE HOMEMAKERS)

		TOTAL	DATES				FIGS				PEARS				PRUNES			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	9064	100.0	11.2	100	4793	100.0	5.9	100	2868	100.0	3.5	100	16126	100.0	19.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3145	34.7	12.1	108	1606	33.5	6.2	104	1062	37.0	4.1	115	5902	36.6	22.6	114
NETWORK AFFILIATES - LATE		20261	2472	27.3	12.2	109	1140	23.8	5.6	95	597	20.8	2.9	83	4368	27.1	21.6	108
INDEPENDENTS - LATE		2076	263	2.9	12.7	113	186	3.9	9.0	151	*98	3.4	4.7	133	515	3.2	24.8	125
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	1052	11.6	10.1	90	542	11.3	5.2	88	369	12.9	3.5	100	2069	12.8	19.8	99
ABC MONDAY NIGHT MOVIE		A 6412	868	9.6	13.5	121	383	8.0	6.0	101	202	7.0	3.2	89	1385	8.6	21.6	108
ABC SUNDAY NIGHT MOVIE		A 12407	1362	15.0	11.0	98	806	16.8	6.5	110	439	15.3	3.5	100	2551	15.8	20.6	103
ABC WORLD NEWS TONIGHT		A 6176	748	8.3	12.1	108	397	8.3	6.4	109	180	6.3	2.9	82	1385	8.6	22.4	111
AFTERMASH		C 5863	691	7.6	11.8	105	*254	5.3	4.3	73	*212	7.4	3.6	102	1137	7.1	19.4	99
ALICE		C 9594	1176	13.0	12.3	110	580	12.1	6.0	102	375	13.1	3.9	110	2066	12.8	21.5	108
AMERICAN PARADE		C 6622	867	9.6	13.1	117	486	10.1	7.3	124	240	8.4	3.6	102	1566	9.7	23.6	119
BENSON		A 10886	1233	13.6	11.3	101	723	15.1	6.6	112	435	15.2	4.0	113	2352	14.6	21.6	109
BLUE THUNDER		A 5036	516	5.7	10.2	92	229	4.8	4.5	77	*159	5.5	3.2	89	1088	6.7	21.6	108
CAGNEY & LACEY		C 9965	1115	12.3	11.2	100	565	11.8	5.7	96	294	10.3	3.0	83	2159	13.4	21.7	109
CBS EVENING NEWS-DEAN		C 3491	439	4.8	12.6	112	*246	5.1	7.0	119	*142	5.0	4.1	115	942	5.8	27.0	136
CBS EVENING NEWS-RATHER		C 7123	929	10.2	13.0	117	463	9.7	6.5	110	271	9.4	3.8	107	1722	10.7	24.2	121
CBS SAT. NEWS-SCHIEFFER		C 3621	416	4.6	11.5	103	247	5.2	6.8	115	113	3.9	3.1	88	763	4.7	21.1	106
CBS SATURDAY NIGHT MOVIE		C 5436	561	6.2	10.3	92	263	5.5	4.8	82	205	7.1	3.8	106	1075	6.7	19.8	99
CBS WEDNESDAY NIGHT MOVIE		C 6100	768	8.5	12.6	112	464	9.7	7.6	129	246	8.6	4.0	114	1260	7.8	20.7	104
CHEERS		N 8889	908	10.0	10.2	91	537	11.2	6.0	102	241	8.4	2.7	77	1816	11.3	20.4	103
DALLAS		C 22109	2436	26.9	11.0	98	1109	23.1	5.0	85	729	25.4	3.3	93	4501	27.9	20.4	102
DIFF'RENT STROKES		N 6940	687	7.6	9.9	88	389	8.1	5.6	95	307	10.7	4.4	125	1522	9.4	21.9	110
DOUBLE TROUBLE		N 7223	705	7.8	9.8	87	338	7.0	4.7	79	*184	6.4	2.5	72	1436	8.9	19.9	100
DUCK FACTORY		N 5595	457	5.0	8.2	73	312	6.5	5.6	94	*142	5.0	2.5	72	1069	6.6	19.1	96
DUKES OF HAZZARD		C 5768	593	6.5	10.3	92	244	5.1	4.2	71	*242	8.4	4.2	118	1293	8.0	22.4	113
DYNASTY		A 20053	1928	21.3	9.6	86	1073	22.4	5.4	90	777	27.1	3.9	109	3995	24.8	19.9	100
FACTS OF LIFE		N 8087	864	9.5	10.7	95	478	10.0	5.9	100	*200	7.0	2.5	70	1641	10.2	20.3	102
FALCON CREST		C 20046	2359	26.0	11.8	105	1039	21.7	5.2	88	554	19.3	2.8	78	4146	25.7	20.7	104
FALL GUY		A 9084	1005	11.1	11.1	99	429	9.0	4.7	80	386	13.5	4.2	120	1918	11.9	21.1	106
FAMILY TIES		N 7964	773	8.5	9.7	87	330	7.9	4.8	81	*222	7.7	2.8	79	1660	10.3	20.8	105
FANTASY ISLAND		A 7687	735	8.1	9.6	85	406	8.5	5.3	89	297	10.4	3.9	109	1524	9.5	19.8	100
FOULUPS, BLEEPERS & BLUNDERS		A 8861	1047	11.6	11.8	106	634	13.2	7.2	121	399	13.9	4.5	127	1776	11.0	20.0	101
FOUR SEASONS		C 5095	515	5.7	10.1	90	*212	4.4	4.2	70	*205	7.1	4.0	114	963	6.0	18.9	95
GIMME A BREAK		N 8838	840	9.3	9.5	85	443	9.2	5.0	85	273	9.5	3.1	87	1756	10.9	19.9	100
HART TO HART		A 8978	1058	11.7	11.8	105	498	10.4	5.5	94	268	9.3	3.0	84	1939	12.0	21.6	108
HILL STREET BLUES		N 8590	974	10.7	11.3	101	582	12.1	6.8	114	212	7.4	2.5	70	1767	11.0	20.6	103
HOTEL		A 14085	1499	16.5	10.6	95	728	15.2	5.2	87	468	16.3	3.3	94	2924	18.1	20.8	104
JEFFERSONS		C 9360	1173	12.9	12.5	112	522	10.9	5.6	94	363	12.7	3.9	110	2013	12.5	21.5	108
JENNIFER SLEPT HERE		N 5841	605	6.7	10.4	93	335	7.0	5.7	97	*213	7.4	3.6	103	1216	7.5	20.8	105
KATE & ALLIE		C 9206	1037	11.4	11.3	101	418	8.7	4.5	77	267	9.3	2.9	82	1917	11.9	20.8	105
KNIGHT RIDER		N 7076	766	8.5	10.8	97	366	7.6	5.2	87	*219	7.6	3.1	87	1481	9.2	20.9	105
LOVE BOAT		A 12219	1484	16.4	12.1	109	834	17.4	6.8	115	508	17.7	4.2	117	2620	16.2	21.4	108
MAGNUM PI		C 11199	1302	14.4	11.6	104	612	12.8	5.5	92	522	18.2	4.7	132	2289	14.2	20.4	103
MAMA'S FAMILY		N 6057	544	6.0	9.0	80	387	8.1	6.4	108	*218	7.6	3.6	102	1430	8.9	23.6	119
MASTER, THE		N 3598	249	2.7	6.9	62	180	3.8	5.0	85	*69	2.4	1.9	54	779	4.8	21.7	109
MATT HOUSTON		A 6344	731	8.1	11.5	103	329	6.9	5.2	88	*176	6.1	2.8	78	1288	8.0	20.3	102
NBC MONDAY NIGHT MOVIE		N 11994	1130	12.5	9.4	84	586	12.2	4.9	83	437	15.2	3.6	103	2104	13.0	17.5	88
NBC NIGHTLY NEWS		N 5132	707	7.8	13.8	123	447	9.3	8.7	147	324	11.3	6.3	178	1191	7.4	23.2	117
NBC NIGHTLY NEWS-SAT		N 3375	470	5.2	13.9	124	275	5.7	8.1	138	*177	6.2	5.2	148	767	4.8	22.7	114
NBC NIGHTLY NEWS-SUN		N 3130	455	5.0	14.5	130	304	6.3	9.7	164	*126	4.4	4.0	114	730	4.5	23.3	117
NBC SUNDAY NIGHT MOVIE		N 8284	767	8.5	9.3	83	479	10.0	5.8	98	*268	9.3	3.2	91	1437	8.9	17.3	87
NEWHART		C 9240	995	11.0	10.8	96	421	8.8	4.6	77	245	8.5	2.7	75	2051	12.7	22.2	111
ONE DAY AT A TIME		C 7288	694	7.7	9.5	85	417	8.7	5.7	97	344	12.0	4.7	133	1376	8.5	18.9	95
PEOPLE ARE FUNNY		N 4855	521	5.7	10.7	96	302	6.3	6.2	105	*184	6.4	3.8	107	1135	7.0	23.4	117
REAL PEOPLE		N 8869	935	10.3	10.5	94	521	10.9	5.9	99	265	9.2	3.0	84	1840	11.4	20.7	104
REMINGTON STEELE		N 7743	773	8.5	10.0	89	381	7.9	4.9	83	238	8.3	3.1	87	1488	9.2	19.2	97
RIPLEY'S BELIEVE IT - NOT		A 5345	664	7.3	12.4	111	312	6.5	5.8	99	*255	8.9	4.8	135	1141	7.1	21.3	107
RIPTIDE		N 6988	705	7.8	10.1	90	303	6.3	4.3	73	281	9.8	4.0	114	1343	8.3	19.2	97
SCARECROW & MRS. KING		C 10002	1224	13.5	12.2	109	567	11.8	5.7	96	387	13.5	3.9	109	2103	13.0	21.0	106
SIMON & SIMON		C 10638	1207	13.3	11.3	101	631	13.2	5.9	100	530	18.5	5.0	141	2157	13.4	20.3	102
60 MINUTES		C 13293	1721	19.0	12.9	116	863	18.0	6.5	110	497	17.3	3.7	106	3192	19.8	24.0	121
ST. ELSEWHERE		N 7017	783	8.6	11.2	100	374	7.8	5.3	90	*180	6.3	2.6	72	1474	9.1	21.0	105
THREE'S COMPANY		A 10917	1170	12.9	10.7	96	591	12.3	5.4	91	448	15.6	4.1					

	TOTAL U.S. '000	RAISINS				USE DRIED FRUIT FOR COOKING				USE DRIED FRUIT FOR SNACKS				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	29114	100.0	35.9	100	20979	100.0	25.9	100	28219	100.0	34.8	100				
18 - 24	9282	1982	6.8	21.4	59	1061	5.1	11.4	44	2388	8.5	25.7	74				
25 - 34	19072	6762	23.2	35.5	99	3730	17.8	19.6	75	7437	26.4	39.0	112				
35 - 44	14591	5524	19.0	37.9	105	3516	16.8	24.1	93	5720	20.3	39.2	113				
45 - 54	11345	4557	15.7	40.2	112	3410	16.3	30.1	116	4537	16.1	40.0	115				
55 - 64	11635	4704	16.2	40.4	112	3934	18.8	33.8	131	4315	15.3	37.1	106				
65 OR OLDER	15061	5585	19.2	37.1	103	5329	25.4	35.4	137	3823	13.5	25.4	73				
18 - 34	28354	8744	30.0	30.8	86	4790	22.8	16.9	65	9825	34.8	34.7	99				
18 - 49	48339	16494	56.7	34.1	95	9954	47.4	20.6	79	17711	62.8	36.6	105				
25 - 54	45008	16842	57.8	37.4	104	10655	50.8	23.7	91	17693	62.7	39.3	113				
35 - 49	19985	7750	26.6	38.8	108	5164	24.6	25.8	100	7886	27.9	39.5	113				
50 OR OLDER	32647	12620	43.3	38.7	108	11025	52.6	33.8	130	10508	37.2	32.2	92				
GRADUATED COLLEGE	11155	5443	18.7	48.8	136	3497	16.7	31.3	121	5356	19.0	48.0	138				
ATTENDED COLLEGE	13682	5370	18.4	39.2	109	3660	17.4	26.8	103	5485	19.4	40.1	115				
GRADUATED HIGH SCHOOL	33880	11713	40.2	34.6	96	8272	39.4	24.4	94	11481	40.7	33.9	97				
DID NOT GRADUATE HIGH SCHOOL	22270	6588	22.6	29.6	82	5550	26.5	24.9	96	5897	20.9	26.5	76				
EMPLOYED	40306	14613	50.2	36.3	101	9851	47.0	24.4	94	15038	53.3	37.3	107				
EMPLOYED FULL-TIME	32850	11702	40.2	35.6	99	7969	38.0	24.3	94	11963	42.4	36.4	105				
EMPLOYED PART-TIME	7456	2911	10.0	39.0	109	1882	9.0	25.2	97	3075	10.9	41.2	118				
NOT EMPLOYED	40680	14501	49.8	35.6	99	11128	53.0	27.4	106	13181	46.7	32.4	93				
PROFESSIONAL/MANAGER	10392	4430	15.2	42.6	119	2912	13.9	28.0	108	4607	16.3	44.3	127				
TECH/CLERICAL/SALES	17574	6280	21.6	35.7	99	4214	20.1	24.0	93	6502	23.0	37.0	106				
PRECISION/CRAFT	985	*283	1.0	28.7	80	**181	0.9	18.4	71	*268	0.9	27.2	78				
OTHER EMPLOYED	11354	3621	12.4	31.9	89	2544	12.1	22.4	86	3662	13.0	32.3	93				
SINGLE	9863	2467	8.5	25.0	70	1596	7.6	16.2	62	2984	10.6	30.3	87				
MARRIED	51375	19908	68.4	38.8	108	13860	66.1	27.0	104	19135	67.8	37.2	107				
DIVORCED/SEPARATED/WIDOWED	19748	6738	23.1	34.1	95	5523	26.3	28.0	108	6100	21.6	30.9	89				
PARENTS	32590	11878	40.8	36.4	101	6786	32.3	20.8	80	12534	44.4	38.5	110				
WHITE	70416	26002	89.3	36.9	103	19107	91.1	27.1	105	24906	88.3	35.4	102				
BLACK	8778	2413	8.3	27.5	76	1524	7.3	17.4	67	2520	8.9	28.7	82				
OTHER	1791	*699	2.4	39.0	109	**348	1.7	19.4	75	*793	2.8	44.3	127				
NORTHEAST-CENSUS	17786	7001	24.0	39.4	109	4616	22.0	26.0	100	7021	24.9	39.5	113				
NORTH CENTRAL	20741	7950	27.3	38.3	107	5877	28.0	28.3	109	7263	25.7	35.0	100				
SOUTH	27775	8715	29.9	31.4	87	7176	34.2	25.8	100	7861	27.9	28.3	81				
WEST	14683	5447	18.7	37.1	103	3310	15.8	22.5	87	6074	21.5	41.4	119				
NORTHEAST-MKTG.	17961	6739	23.1	37.5	104	4523	21.6	25.2	97	6822	24.2	38.0	109				
EAST CENTRAL	11885	4532	15.6	38.1	106	3322	15.8	28.0	108	4168	14.8	35.1	101				
WEST CENTRAL	14090	5432	18.7	38.6	107	3991	19.0	28.3	109	4888	17.3	34.7	100				
SOUTH	24081	7696	26.4	32.0	89	6303	30.0	26.2	101	6933	24.6	28.8	83				
PACIFIC	12969	4715	16.2	36.4	101	2840	13.5	21.9	85	5407	19.2	41.7	120				
COUNTY SIZE A	32439	11590	39.8	35.7	99	7949	37.9	24.5	95	11880	42.1	36.6	105				
COUNTY SIZE B	24915	8948	30.7	35.9	100	6125	29.2	24.6	95	8448	29.9	33.9	97				
COUNTY SIZE C	12930	4952	17.0	38.3	107	3525	16.8	27.3	105	4777	16.9	36.9	106				
COUNTY SIZE D	10703	3624	12.4	33.9	94	3380	16.1	31.6	122	3114	11.0	29.1	83				
METRO CENTRAL CITY	24518	8414	28.9	34.3	95	5526	26.3	22.5	87	8423	29.8	34.4	99				
METRO SUBURBAN	35919	13468	46.3	37.5	104	9281	44.2	25.8	100	13442	47.6	37.4	107				
NON METRO	20549	7232	24.8	35.2	98	6173	29.4	30.0	116	6354	22.5	30.9	89				
TOP 5 ADI'S	18341	6719	23.1	36.6	102	4245	20.2	23.1	89	7291	25.8	39.8	114				
TOP 10 ADI'S	25378	9219	31.7	36.3	101	6109	29.1	24.1	93	9577	33.9	37.7	108				
TOP 20 ADI'S	36488	13047	44.8	35.8	99	9101	43.4	24.9	96	13289	47.1	36.4	105				
HSHLD INC. \$50,000 OR MORE	6612	2913	10.0	44.1	123	1868	8.9	28.3	109	2842	10.1	43.0	123				
\$40,000 OR MORE	12659	5452	18.7	43.1	120	3473	16.6	27.4	106	5576	19.8	44.0	126				
\$30,000 OR MORE	24698	10265	35.3	41.6	116	7106	33.9	28.8	111	10383	36.8	42.0	121				
\$25,000 OR MORE	32077	13399	46.0	41.8	116	9331	44.5	29.1	112	13283	47.1	41.4	119				
\$20,000 - \$24,999	9144	3418	11.7	37.4	104	2256	10.8	24.7	95	3395	12.0	37.1	107				
\$15,000 - \$19,999	8728	2868	9.9	32.9	91	1880	9.0	21.5	83	2906	10.3	33.3	96				
\$10,000 - \$14,999	12562	4112	14.1	32.7	91	3151	15.0	25.1	97	3638	12.9	29.0	83				
UNDER \$10,000	18475	5317	18.3	28.8	80	4362	20.8	23.6	91	4998	17.7	27.1	78				
HOUSEHOLD OF 1 PERSON	11987	3729	12.8	31.1	87	3296	15.7	27.5	106	3352	11.9	28.0	80				
2 PEOPLE	26577	9724	33.4	36.6	102	7729	36.8	29.1	112	8749	31.0	32.9	94				
3 OR 4 PEOPLE	30617	10989	37.7	35.9	100	6919	33.0	22.6	87	11392	40.4	37.2	107				
5 OR MORE PEOPLE	11804	4672	16.0	39.6	110	3036	14.5	25.7	99	4727	16.8	40.0	115				
NO CHILD IN HSHLD	46165	16437	56.5	35.6	99	13706	65.3	29.7	115	14954	53.0	32.4	93				
CHILD(REN) UNDER 2 YRS	5325	1461	5.0	27.4	76	860	4.1	16.2	62	1625	5.8	30.5	88				
2 - 5 YEARS	14221	4843	16.6	34.1	95	2709	12.9	19.0	74	5210	18.5	36.6	105				
6 - 11 YEARS	15117	5743	19.7	38.0	106	3151	15.0	20.8	80	6077	21.5	40.2	115				
12 - 17 YEARS	16611	6509	22.4	39.2	109	4119	19.6	24.8	96	6731	23.9	40.5	116				
RESIDENCE OWNED	55884	22246	76.4	39.8	111	16676	79.5	29.8	115	20679	73.3	37.0	106				
VALUE: \$50,000 OR MORE	31744	13429	46.1	42.3	118	9876	47.1	31.1	120	12843	45.5	40.5	116				
VALUE: UNDER \$50,000	24140	8817	30.3	36.5	102	6800	32.4	28.2	109	7836	27.8	32.5	93				

DRIED FRUITS - KINDS USED BY HOUSEHOLD MEMBERS AND HOW THEY ARE USED
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	RAISINS				USE DRIED FRUIT FOR COOKING				USE DRIED FRUIT FOR SNACKS							
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	29114	100.0	35.9	100	20979	100.0	25.9	100	28219	100.0	34.8	100				
MAGAZINES	QUINTILE 1	15799	6525	22.4	41.3	115	4414	21.0	27.9	108	6769	24.0	42.8	123				
	QUINTILE 2	17259	6836	23.5	39.6	110	5062	24.1	29.3	113	6632	23.5	38.4	110				
	QUINTILE 3	13545	4961	17.0	36.6	102	3403	16.2	25.1	97	4771	16.9	35.2	101				
	QUINTILE 4	15133	4999	17.2	33.0	92	3696	17.6	24.4	94	4556	16.1	30.1	86				
	QUINTILE 5	19250	5793	19.9	30.1	84	4404	21.0	22.9	88	5491	19.5	28.5	82				
NEWSPAPERS	QUINTILE 1	12413	5079	17.4	40.9	114	3634	17.3	29.3	113	4831	17.1	38.9	112				
	QUINTILE 2	24116	9668	33.2	40.1	112	7469	35.6	31.0	120	9034	32.0	37.5	108				
	QUINTILE 3	11261	4117	14.1	36.6	102	2688	12.8	23.9	92	4019	14.2	35.7	102				
	QUINTILE 4	20255	6388	21.9	31.5	88	4150	19.8	20.5	79	6681	23.7	33.0	95				
	QUINTILE 5	12940	3862	13.3	29.8	83	3039	14.5	23.5	91	3653	12.9	28.2	81				
OUTDOOR	QUINTILE 1	14852	5291	18.2	35.6	99	3717	17.7	25.0	97	5331	18.9	35.9	103				
	QUINTILE 2	15725	5807	19.9	36.9	103	4161	19.8	26.5	102	5545	19.6	35.3	101				
	QUINTILE 3	16330	5960	20.5	36.5	102	4002	19.1	24.5	95	5842	20.7	35.8	103				
	QUINTILE 4	16744	6109	21.0	36.5	101	4472	21.3	26.7	103	6143	21.8	36.7	105				
	QUINTILE 5	17334	5947	20.4	34.3	95	4627	22.1	26.7	103	5358	19.0	30.9	89				
RADIO-DRIVE TIME	QUINTILE 1	15911	6451	22.2	40.5	113	4749	22.6	29.8	115	6107	21.6	38.4	110				
	QUINTILE 2	14837	5350	18.4	36.1	100	3921	18.7	26.4	102	5353	19.0	36.1	104				
	QUINTILE 3	15339	5451	18.7	35.5	99	3603	17.2	23.5	91	5482	19.4	35.7	103				
	QUINTILE 4	16723	5608	19.3	33.5	93	4007	19.1	24.0	92	5452	19.3	32.6	94				
	QUINTILE 5	18176	6253	21.5	34.4	96	4700	22.4	25.9	100	5825	20.6	32.0	92				
RADIO-MID- DAY	TERCILE 1	21020	8035	27.6	38.2	106	5517	26.3	26.2	101	7724	27.4	36.7	105				
	TERCILE 2	21610	8300	28.5	38.4	107	6167	29.4	28.5	110	7981	28.3	36.9	106				
	TERCILE 3	38355	12779	43.9	33.3	93	9295	44.3	24.2	94	12514	44.3	32.6	94				
RADIO-TOTAL	QUINTILE 1	15988	6177	21.2	38.6	107	4445	21.2	27.8	107	6005	21.3	37.6	108				
	QUINTILE 2	15626	5864	20.1	37.5	104	4043	19.3	25.9	100	5730	20.3	36.7	105				
	QUINTILE 3	16723	5983	20.6	35.8	100	4173	19.9	25.0	96	6044	21.4	36.1	104				
	QUINTILE 4	16342	5787	19.9	35.4	99	4168	19.9	25.5	98	5583	19.8	34.2	98				
	QUINTILE 5	16306	5303	18.2	32.5	90	4151	19.8	25.5	98	4858	17.2	29.8	86				
TV-PRIME TIME	QUINTILE 1	15953	6017	20.7	37.7	105	4545	21.7	28.5	110	5750	20.4	36.0	103				
	QUINTILE 2	16137	5674	19.5	35.2	98	4155	19.8	25.7	99	5893	20.9	36.5	105				
	QUINTILE 3	16420	6065	20.8	36.9	103	4315	20.6	26.3	101	5551	19.7	33.8	97				
	QUINTILE 4	16687	5603	19.2	33.6	93	4241	20.2	25.4	98	5453	19.3	32.7	94				
	QUINTILE 5	15789	5754	19.8	36.4	101	3724	17.8	23.6	91	5571	19.7	35.3	101				
TV-DAYTIME	TERCILE 1	27736	9755	33.5	35.2	98	7550	36.0	27.2	105	9246	32.8	33.3	96				
	TERCILE 2	26489	9414	32.3	35.5	99	6794	32.4	25.6	99	9147	32.4	34.5	99				
	TERCILE 3	26761	9945	34.2	37.2	103	6636	31.6	24.8	96	9826	34.8	36.7	105				
TV-TOTAL	QUINTILE 1	16345	5628	19.3	34.4	96	4528	21.6	27.7	107	5523	19.6	33.8	97				
	QUINTILE 2	16447	6101	21.0	37.1	103	4607	22.0	28.0	108	5579	19.8	33.9	97				
	QUINTILE 3	15980	5732	19.7	35.9	100	4238	20.2	26.5	102	5504	19.5	34.4	99				
	QUINTILE 4	15887	5898	20.3	37.1	103	3877	18.5	24.4	94	5802	20.6	36.5	105				
	QUINTILE 5	16326	5756	19.8	35.3	98	3729	17.8	22.8	88	5811	20.6	35.6	102				
MAGAZINES-NEWSPAPERS: DUAL		20721	8883	30.5	42.9	119	6492	30.9	31.3	121	8458	30.0	40.8	117				
MAGAZINE IMPERATIVE		19186	6909	23.7	36.0	100	4495	21.4	23.4	90	7405	26.2	38.6	111				
NEWSPAPER IMPERATIVE		21899	7901	27.1	36.1	100	5983	28.5	27.3	105	7321	25.9	33.4	96				
MAGAZINES-OUTDOOR: DUAL		15451	6281	21.6	40.7	113	4261	20.3	27.6	106	6306	22.3	40.8	117				
MAGAZINE IMPERATIVE		25953	10069	34.6	38.8	108	7384	35.2	28.5	110	9960	35.3	38.4	110				
OUTDOOR IMPERATIVE		24400	7992	27.5	32.8	91	5618	26.8	23.0	89	7570	26.8	31.0	89				
MAGAZINES-RADIO: DUAL		18049	7303	25.1	40.5	113	4916	23.4	27.2	105	7264	25.7	40.2	116				
MAGAZINE IMPERATIVE		23571	9125	31.3	38.7	108	6616	31.5	28.1	108	9179	32.5	38.9	112				
RADIO IMPERATIVE		23278	7911	27.2	34.0	95	5778	27.5	24.8	96	7502	26.6	32.2	92				
MAGAZINES-TELEVISION: DUAL		15459	6267	21.5	40.5	113	4749	22.6	30.7	119	5979	21.2	38.7	111				
MAGAZINE IMPERATIVE		25829	10074	34.6	39.0	108	6631	31.6	25.7	99	10322	36.6	40.0	115				
TELEVISION IMPERATIVE		26039	8318	28.6	31.9	89	6614	31.5	25.4	98	7749	27.5	29.8	85				
NEWSPAPERS-OUTDOOR: DUAL		16605	6617	22.7	39.8	111	4862	23.2	29.3	113	6338	22.5	38.2	110				
NEWSPAPER IMPERATIVE		26834	10674	36.7	39.8	111	7878	37.6	29.4	113	10010	35.5	37.3	107				
OUTDOOR IMPERATIVE		23346	7607	26.1	32.6	91	4901	23.4	21.0	81	7746	27.4	33.2	95				
NEWSPAPERS-RADIO: DUAL		17133	7044	24.2	41.1	114	5190	24.7	30.3	117	6402	22.7	37.4	107				
NEWSPAPER IMPERATIVE		25892	9985	34.3	38.6	107	7346	35.0	28.4	110	9588	34.0	37.0	106				
RADIO IMPERATIVE		23167	7799	26.8	33.7	94	5210	24.8	22.5	87	8247	29.2	35.6	102				
NEWSPAPERS-TELEVISION: DUAL		17159	6753	23.2	39.4	109	5500	26.2	32.1	124	6308	22.4	36.8	106				
NEWSPAPER IMPERATIVE		26214	10508	36.1	40.1	112	7271	34.7	27.7	107	10067	35.7	38.4	110				
TELEVISION IMPERATIVE		23412	7386	25.4	31.5	88	5401	25.7	23.1	89	7230	25.6	30.9	89				
OUTDOOR-RADIO: DUAL		15303	5714	19.6	37.3	104	3896	18.6	25.5	98	5615	19.9	36.7	105				
OUTDOOR IMPERATIVE		24901	8664	29.8	34.8	97	6213	29.6	25.0	96	8534	30.2	34.3	98				
RADIO IMPERATIVE		26492	10006	34.4	37.8	105	7190	34.3	27.1	105	9692	34.3	36.6	105				
OUTDOOR-TELEVISION: DUAL		14794	5339	18.3	36.1	100	4045	19.3	27.3	106	5148	18.2	34.8	100				
OUTDOOR IMPERATIVE		25437	9397	32.3	36.9	103	6222	29.7	24.5	94	9262	32.8	36.4	104				
TELEVISION IMPERATIVE		27877	9924	34.1	35.6	99	7754	37.0	27.8	107	9384	33.3	33.7	97				
RADIO-TELEVISION: DUAL		15996	5886	20.2	36.8	102	4315	20.6	27.0	104	5936	21.0	37.1	107				
RADIO IMPERATIVE		25478	9737	33.4	38.2	106	6648	31.7	26.1	101	9435	33.4	37.0	106				
TELEVISION IMPERATIVE		26573	9267	31.8	34.9	97	7348	35.0	27.7	107	8632	30.6	32.5	93				

DRIED FRUITS - KINDS USED BY HOUSEHOLD MEMBERS AND HOW THEY ARE USED
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	RAISINS				USE DRIED FRUIT FOR COOKING				USE DRIED FRUIT FOR SNACKS				A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX				
TOTAL FEMALE HOMEOWNERS	80986	29114	100.0	35.9	100	20979	100.0	25.9	100	28219	100.0	34.8	100				
ATLANTIC MONTHLY	415	*185	0.6	44.6	124	*96	0.5	23.1	89	*182	0.6	43.9	126				
BARRON'S	453	*258	0.9	57.0	158	**139	0.7	30.7	118	*265	0.9	58.5	168				
BETTER HOMES & GARDENS	16256	6889	23.7	42.4	118	5084	24.2	31.3	121	6513	23.1	40.1	115				
BON APPETIT	2535	1318	4.5	52.0	145	1042	5.0	41.1	159	1333	4.7	52.6	151				
BUSINESS WEEK	1278	534	1.8	41.8	116	*237	1.1	18.5	72	555	2.0	43.4	125				
CAR AND DRIVER	378	**113	0.4	29.9	83	**71	0.3	18.8	73	**166	0.6	43.9	126				
CBS MAGAZINE NETWORK (GROSS)	1498	537	1.8	35.8	100	413	2.0	27.6	106	551	2.0	36.8	106				
CHANGING TIMES	1505	669	2.3	44.5	124	413	2.0	27.4	106	646	2.3	42.9	123				
COLONIAL HOMES	1231	632	2.2	51.3	143	467	2.2	37.9	146	572	2.0	46.5	133				
CONDE NAST MAG. PKG. (GROSS)	14146	5667	19.5	40.1	111	3730	17.8	26.4	102	6002	21.3	42.4	122				
CONSUMERS DIGEST	1323	601	2.1	45.4	126	377	1.8	28.5	110	620	2.2	46.9	134				
COSMOPOLITAN	7102	2424	8.3	34.1	95	1564	7.5	22.0	85	2678	9.5	37.7	108				
COUNTRY LIVING	2481	1270	4.4	51.2	142	799	3.8	32.2	124	1175	4.2	47.4	136				
CUISINE	1472	581	2.0	39.5	110	494	2.4	33.6	130	694	2.5	47.1	135				
CYCLE WORLD	425	*197	0.7	46.4	129	**143	0.7	33.6	130	*192	0.7	45.2	130				
DCI:CREATIVE IDEAS FOR LIV	2510	1208	4.1	48.1	134	921	4.4	36.7	142	1050	3.7	41.8	120				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2890	9.9	43.2	120	2439	11.6	36.4	141	2568	9.1	38.4	110				
DISCOVER	894	372	1.3	41.6	116	*199	0.9	22.3	86	393	1.4	44.0	126				
EBONY	3507	974	3.3	27.8	77	532	2.5	15.2	59	1019	3.6	29.1	83				
ESQUIRE	1083	404	1.4	37.3	104	*234	1.1	21.6	83	452	1.6	41.7	120				
ESSENCE	1830	509	1.7	27.8	77	267	1.3	14.6	56	559	2.0	30.5	88				
FAMILY CIRCLE	15930	6380	21.9	40.1	111	4691	22.4	29.4	114	6244	22.1	39.2	112				
THE FAMILY HANDYMAN	1126	488	1.7	43.3	121	340	1.6	30.2	117	385	1.4	34.2	98				
FAMILY WEEKLY	11468	4320	14.8	37.7	105	3155	15.0	27.5	106	4082	14.5	35.6	102				
FIELD & STREAM	2234	1040	3.6	46.6	129	693	3.3	31.0	120	899	3.2	40.2	115				
FOOD & WINE	579	282	1.0	48.7	135	*172	0.8	29.7	115	288	1.0	49.7	143				
FORBES	728	351	1.2	48.2	134	*222	1.1	30.5	118	330	1.2	45.3	130				
FORTUNE	906	481	1.7	53.1	148	*262	1.2	28.9	112	437	1.5	48.2	138				
GENTLEMEN'S QUARTERLY	791	306	1.1	38.7	108	*224	1.1	28.3	109	300	1.1	37.9	109				
GLAMOUR	5265	1939	6.7	36.8	102	1281	6.1	24.3	94	2111	7.5	40.1	115				
GOLF DIGEST	636	271	0.9	42.6	119	*137	0.7	21.5	83	*243	0.9	38.2	110				
GOLF DIGEST/TENNIS (GROSS)	1186	473	1.6	39.9	111	277	1.3	23.4	90	456	1.6	38.4	110				
GOLF MAGAZINE	441	*231	0.8	52.4	146	*175	0.8	39.7	153	*230	0.8	52.2	150				
GOLF MAGAZINE/SKI (GROSS)	922	402	1.4	43.6	121	*290	1.4	31.5	121	422	1.5	45.8	131				
GOOD HOUSEKEEPING	16487	6498	22.3	39.4	110	4964	23.7	30.1	116	6279	22.3	38.1	109				
HARPER'S BAZAAR	2423	1060	3.6	43.7	122	702	3.3	29.0	112	1110	3.9	45.8	131				
HEALTH	1994	896	3.1	44.9	125	651	3.1	32.6	126	917	3.2	46.0	132				
HEARST MAG CORP. BUY (GROSS)	44101	17944	61.6	40.7	113	12541	59.8	28.4	110	17631	62.5	40.0	115				
HEARST MAN POWER (GROSS)	1993	1044	3.6	52.4	146	688	3.3	34.5	133	971	3.4	48.7	140				
HEARST WOMAN POWER (GROSS)	31274	11980	41.1	38.3	107	8506	40.5	27.2	105	11823	41.9	37.8	108				
HOUSE BEAUTIFUL	3623	1470	5.0	40.6	113	1065	5.1	29.4	113	1462	5.2	40.4	116				
INC.	283	*124	0.4	43.8	122	**102	0.5	36.0	139	*101	0.4	35.7	102				
JET	2928	809	2.8	27.6	77	535	2.6	18.3	71	895	3.2	30.6	88				
LADIES' HOME JOURNAL	11918	4671	16.0	39.2	109	3471	16.5	29.1	112	4587	16.3	38.5	110				
LHJ FAMILY GRP COMBO(GROSS)	16764	6741	23.2	40.2	112	4894	23.3	29.2	113	6607	23.4	39.4	113				
LIFE	4254	1632	5.6	38.4	107	1062	5.1	25.0	96	1748	6.2	41.1	118				
L.A. TIMES HOME MAGAZINE	1145	482	1.7	42.1	117	235	1.1	20.5	79	528	1.9	46.1	132				
MADAMOISELLE	2884	1181	4.1	41.0	114	770	3.7	26.7	103	1314	4.7	45.6	131				
MC CALL'S	13460	5474	18.8	40.7	113	3943	18.8	29.3	113	5230	18.5	38.9	112				
MC CALL'S/WRK MOTHER (GROSS)	14606	5888	20.2	40.3	112	4145	19.8	28.4	110	5684	20.1	38.9	112				
MECHANIX ILLUSTRATED	772	363	1.2	47.0	131	*234	1.1	30.3	117	321	1.1	41.6	119				
METROPOLITAN HOME	967	533	1.8	55.1	153	351	1.7	36.3	140	428	1.5	44.3	127				
MONEY	1588	672	2.3	42.3	118	441	2.1	27.8	107	699	2.5	44.0	126				
MOTHER EARTH NEWS	1002	513	1.8	51.2	142	339	1.6	33.8	131	558	2.0	55.7	160				
MS.	825	368	1.3	44.6	124	*224	1.1	27.2	105	414	1.5	50.2	144				
NATIONAL ENQUIRER	10336	3344	11.5	32.4	90	2441	11.6	23.6	91	3380	12.0	32.7	94				
NATIONAL GEOGRAPHIC	9597	4463	15.3	46.5	129	3254	15.5	33.9	131	4381	15.5	45.6	131				
NATIONAL SUNDAY MAGAZINE PKG	49558	18931	65.0	38.2	106	13605	64.9	27.5	106	18350	65.0	37.0	106				
NATURAL HISTORY	573	311	1.1	54.3	151	*232	1.1	40.5	156	336	1.2	58.6	168				
NEW WOMAN	1699	566	1.9	33.3	93	408	1.9	24.0	93	646	2.3	38.0	109				
NEW YORK INCLUDING CUE	443	*182	0.6	41.1	114	*69	0.3	15.6	60	193	0.7	43.6	125				
THE NEW YORKER	1270	680	2.3	53.5	149	462	2.2	36.4	140	657	2.3	51.7	148				
NEWSWEEK	6277	2722	9.3	43.4	121	1786	8.5	28.5	110	2842	10.1	45.3	130				
THE N.Y. TIMES DAILY EDITION	1205	623	2.1	51.7	144	345	1.6	28.6	111	645	2.3	53.5	154				
THE N.Y. TIMES MAGAZINE	2081	1015	3.5	48.8	136	667	3.2	32.1	124	1028	3.6	49.4	142				
OMNI	788	335	1.2	42.5	118	*198	0.9	25.1	97	312	1.1	39.6	114				
ON CABLE	1158	304	1.0	26.3	73	*198	0.9	17.1	66	313	1.1	27.0	78				
1001 HOME IDEAS	2852	1174	4.0	41.2	115	772	3.7	27.1	104	1103	3.9	38.7	111				
ORGANIC GARDENING	1658	816	2.8	49.2	137	674	3.2	40.7	157	784	2.8	47.3	136				
OUTDOOR LIFE	896	382	1.3	42.6	119	293	1.4	32.7	126	303	1.1	33.8	97				
PARADE MAGAZINE	24275	9563	32.8	39.4	110	6853	32.7	28.2	109	9471	33.6	39.0	112				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DRIED FRUITS - KINDS USED BY HOUSEHOLD MEMBERS AND HOW THEY ARE USED
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	RAISINS				USE DRIED FRUIT FOR COOKING				USE DRIED FRUIT FOR SNACKS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	29114	100.0	35.9	100	20979	100.0	25.9	100	28219	100.0	34.8	100				
PARENTS	3845	1525	5.2	39.7	110	905	4.3	23.5	91	1552	5.5	40.4	116				
PENTHOUSE	831	*236	0.8	28.4	79	**115	0.5	13.8	53	302	1.1	36.3	104				
PEOPLE	11645	4276	14.7	36.7	102	2719	13.0	23.3	90	4647	16.5	39.9	115				
PLAYBOY	2006	617	2.1	30.8	86	348	1.7	17.3	67	703	2.5	35.0	101				
POPULAR HOT RODDING	297	**109	0.4	36.7	102	**76	0.4	25.6	99	**91	0.3	30.6	88				
POPULAR MECHANICS	1018	559	1.9	54.9	153	344	1.6	33.8	130	502	1.8	49.3	142				
POPULAR SCIENCE	878	430	1.5	49.0	136	350	1.7	39.9	154	418	1.5	47.6	137				
PREVENTION	3913	1902	6.5	48.6	135	1200	6.2	33.2	128	1892	6.7	48.4	139				
PSYCHOLOGY TODAY	1710	643	2.2	37.6	105	451	2.1	26.4	102	728	2.6	42.6	122				
READER'S DIGEST	22204	9167	31.5	41.3	115	7066	33.7	31.8	123	8695	30.8	39.2	112				
REDBOOK	7684	3057	10.5	39.8	111	1978	9.4	25.7	99	2867	10.2	37.3	107				
ROAD & TRACK	410	**112	0.4	27.3	76	**102	0.5	24.9	96	*168	0.6	41.0	118				
ROLLING STONE	969	421	1.4	43.4	121	*246	1.2	25.4	98	486	1.7	50.2	144				
RUNNER'S WORLD	298	**100	0.3	33.6	93	*37	0.2	12.4	48	**123	0.4	41.3	118				
SATURDAY EVENING POST	1169	548	1.9	46.9	130	387	1.8	33.1	128	476	1.7	40.7	117				
SCIENCE 84	587	317	1.1	54.0	150	*207	1.0	35.3	136	378	1.3	64.4	185				
SCIENCE DIGEST	482	*227	0.8	47.1	131	*159	0.8	33.0	127	*231	0.8	47.9	138				
SCIENTIFIC AMERICAN	594	317	1.1	53.4	148	*184	0.9	31.0	120	297	1.1	50.0	143				
SELF	2089	949	3.3	45.4	126	*603	2.9	28.9	111	914	3.2	43.8	126				
SEVENTEEN	2411	987	3.4	40.9	114	*689	3.3	28.6	110	1037	3.7	43.0	123				
SKI	480	*171	0.6	35.6	99	**115	0.5	24.0	92	*192	0.7	40.0	115				
SMITHSONIAN	2760	1501	5.2	54.4	151	1087	5.2	39.4	152	1440	5.1	52.2	150				
SOAP OPERA DIGEST	3013	981	3.4	32.6	91	*565	2.7	18.8	72	1035	3.7	34.4	99				
SOUTHERN LIVING	4184	1682	5.8	40.2	112	1517	7.2	36.3	140	1518	5.4	36.3	104				
SPORT	559	*210	0.7	37.6	104	**156	0.7	27.9	108	**108	0.4	19.3	55				
THE SPORTING NEWS	436	**160	0.5	36.7	102	**107	0.5	24.5	95	**142	0.5	32.6	93				
SPORTS AFIELD	493	*258	0.9	52.3	146	*185	0.9	37.5	145	238	0.8	48.3	139				
SPORTS ILLUSTRATED	2758	1026	3.5	37.2	103	581	2.8	21.1	81	1016	3.6	36.8	106				
STAR	7456	2378	8.2	31.9	89	1763	8.4	23.6	91	2379	8.4	31.9	92				
SUNDAY	24936	9168	31.5	36.8	102	6536	31.2	26.2	101	8947	31.7	35.9	103				
SUNSET	2124	1055	3.6	49.7	138	*561	3.2	32.1	124	1132	4.0	53.3	153				
TV GUIDE	21661	7347	25.2	33.9	94	5413	25.8	25.0	96	7572	26.8	35.0	100				
TENNIS	550	*203	0.7	36.9	103	*140	0.7	25.5	98	*213	0.8	38.7	111				
TIME	8880	3653	12.5	41.1	114	2601	12.4	29.3	113	3873	13.7	43.6	125				
TOWN & COUNTRY	917	421	1.4	45.9	128	282	1.3	30.8	119	450	1.6	49.1	141				
TRAVEL & LEISURE	972	443	1.5	45.6	127	264	1.3	27.2	105	474	1.7	48.8	140				
TRUE STORY	3356	1065	3.7	31.7	88	730	3.5	21.8	84	1049	3.7	31.3	90				
U.S. NEWS & WORLD REPORT	3410	1492	5.1	43.8	122	1090	5.2	32.0	123	1459	5.2	42.8	123				
USA TODAY	1759	776	2.7	44.1	123	497	2.4	28.3	109	781	2.8	44.4	127				
US	1873	533	1.8	28.5	79	282	1.3	15.1	58	626	2.2	33.4	96				
VOGUE	3909	1598	5.5	40.9	114	1076	5.1	27.5	106	1664	5.9	42.6	122				
WALL STREET JOURNAL	1886	871	3.0	46.2	128	542	2.6	28.7	111	829	2.9	44.0	126				
WEIGHT WATCHERS	2120	863	3.0	40.7	113	599	2.9	28.3	109	1025	3.6	48.3	139				
WOMAN'S DAY	14172	5949	20.4	42.0	117	4229	20.2	29.8	115	5823	20.6	41.1	118				
WORKING MOTHER	1146	414	1.4	36.1	100	*202	1.0	17.6	68	454	1.6	39.6	114				
WORKING WOMAN	1322	564	1.9	42.7	119	324	1.5	24.5	95	603	2.1	45.6	131				
WORLD TENNIS	*163	**48	0.2	29.4	82	*39	0.2	23.9	92	**58	0.2	35.6	102				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1015	3.5	40.1	112	677	3.2	26.7	103	1083	3.8	42.8	123				
BLAIR INSERTS	43657	16872	58.0	38.6	108	12085	57.6	27.7	107	16502	58.5	37.8	108				
DAILY NEWSPAPERS																	
READ ANY	51633	19793	68.0	38.3	107	14563	69.4	28.2	109	18880	66.9	36.6	105				
READ ONE	43463	16267	55.9	37.4	104	12078	57.6	27.8	107	15680	55.6	36.1	104				
READ TWO OR MORE	8170	3526	12.1	43.2	120	2485	11.8	30.4	117	3200	11.3	39.2	112				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	20200	69.4	38.3	107	14565	69.4	27.6	107	19547	69.3	37.1	106				
READ ONE	46126	17471	60.0	37.9	105	12674	60.4	27.5	106	16881	59.8	36.6	105				
READ TWO OR MORE	6552	2729	9.4	41.7	116	1891	9.0	28.9	111	2667	9.5	40.7	117				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.76				26.04				27.60							
30 DAY REACH	71455	25842	88.8	36.2	101	18328	87.4	25.6	99	25218	89.4	35.3	101				
50 SHWG - 30 DAY AV FREQ	14.56	14.12				13.81				14.53							
30 DAY REACH	67742	24543	84.3	36.2	101	17339	82.6	25.6	99	24005	85.1	35.4	102				
25 SHWG - 30 DAY AV FREQ	7.94	7.64				7.48				7.80							
30 DAY REACH	62117	22650	77.8	36.5	101	15965	76.1	25.7	99	22301	79.0	35.9	103				
CABLE TV: HOME WIRED	32077	11709	40.2	36.5	102	8057	38.4	25.1	97	11323	40.1	35.3	101				
HOME NOT WIRED	48909	17404	59.8	35.6	99	12922	61.6	26.4	102	16896	59.9	34.5	99				
HAVE PAY CABLE	15935	5975	20.5	37.5	104	3548	16.9	22.3	86	6090	21.6	38.2	110				

DRIED FRUITS - KINDS USED BY HOUSEHOLD MEMBERS AND HOW THEY ARE USED
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	RAISINS				USE DRIED FRUIT FOR COOKING				USE DRIED FRUIT FOR SNACKS				A '000	B % DOWN	C ACROSS %	D INDX
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX				
TOTAL FEMALE HOMEOWNERS	80986	29114	100.0	35.9	100	20979	100.0	25.9	100	28219	100.0	34.8	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	16526	56.8	37.6	105	11806	56.3	26.9	104	16105	57.1	36.7	105				
10:00 AM - 3:00 PM	30659	11697	40.2	38.2	106	8328	39.7	27.2	105	11301	40.0	36.9	106				
3:00 PM - 7:00 PM	31045	11612	39.9	37.4	104	7970	38.0	25.7	99	11505	40.8	37.1	106				
7:00 PM - MIDNIGHT	15767	5737	19.7	36.4	101	3907	18.6	24.8	96	5775	20.5	36.6	105				
MIDNIGHT - 6:00 AM	9120	3557	12.2	39.0	108	2486	11.8	27.3	105	3397	12.0	37.2	107				
6:00 AM - MIDNIGHT	58527	21713	74.6	37.1	103	15269	72.8	26.1	101	21297	75.5	36.4	104				
ENTIRE DAY	59311	21969	75.5	37.0	103	15435	73.6	26.0	100	21567	76.4	36.4	104				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6223	21.4	38.5	107	4704	22.4	29.1	112	5988	21.2	37.0	106				
ALL NEWS	2256	905	3.1	40.1	112	705	3.4	31.3	121	913	3.2	40.5	116				
AOR/PROGRESSIVE	3874	1392	4.8	35.9	100	821	3.9	21.2	82	1514	5.4	39.1	112				
BEAUTIFUL MUSIC	5660	2388	8.2	42.2	117	1880	9.0	33.2	128	2277	8.1	40.2	115				
BLACK	2204	745	2.6	33.8	94	430	2.0	19.5	75	810	2.9	36.8	105				
CLASSICAL	1418	632	2.2	44.6	124	397	1.9	28.0	108	628	2.2	44.3	127				
CHR/ROCK	9538	3209	11.0	33.6	94	1943	9.3	20.4	79	3462	12.3	36.3	104				
COUNTRY	12648	4422	15.2	35.0	97	3273	15.6	25.9	100	4278	15.2	33.8	97				
GOLDEN OLDIES	1191	282	1.0	23.7	66	*240	1.1	20.2	78	229	0.8	19.2	55				
MOR/NOSTALGIA	4757	2071	7.1	43.5	121	1322	6.3	27.8	107	2007	7.1	42.2	121				
NEWS/TALK	3863	1650	5.7	42.7	119	1102	5.3	28.5	110	1642	5.8	42.5	122				
RELIGIOUS	3084	1189	4.1	38.6	107	860	4.1	27.9	108	1037	3.7	33.6	97				
SOFT ROCK	521	*195	0.7	37.4	104	**112	0.5	21.5	83	*227	0.8	43.6	125				
URBAN CONTEMPORARY	1585	414	1.4	26.1	73	308	1.5	19.4	75	488	1.7	30.8	88				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1081	3.7	33.1	92	770	3.7	23.6	91	1074	3.8	32.9	95				
ABC DIRECTION	2316	967	3.3	41.8	116	631	3.0	27.2	105	984	3.5	42.5	122				
ABC ENTERTAINMENT	4834	1633	5.6	33.8	94	1310	6.2	27.1	105	1767	6.3	36.6	105				
ABC FM	2202	656	2.3	29.8	83	463	2.2	21.0	81	656	2.3	29.8	85				
ABC INFORMATION	5425	2341	8.0	43.2	120	1649	7.9	30.4	117	2223	7.9	41.0	118				
ABC ROCK	1677	485	1.7	28.9	80	*288	1.4	17.2	66	577	2.0	34.4	99				
CBS	4430	1937	6.7	43.7	122	1478	7.0	33.4	129	1811	6.4	40.9	117				
MUTUAL	4992	1921	6.6	38.5	107	1457	6.9	29.2	113	1837	6.5	36.8	106				
NBC	4679	2042	7.0	43.6	121	1447	6.9	30.9	119	1934	6.9	41.3	119				
RADIORADIO	1994	646	2.2	32.4	90	440	2.1	22.1	85	708	2.5	35.5	102				
RKO ONE	2298	701	2.4	30.5	85	494	2.4	21.5	83	759	2.7	33.0	95				
RKO TWO	3311	1051	3.6	31.7	88	833	4.0	25.2	97	1111	3.9	33.6	96				
THE SOURCE	2114	679	2.3	32.1	89	362	1.7	17.1	66	672	2.4	31.8	91				
NON-WIRED : BLAIR	8654	3192	11.0	36.9	103	2197	10.5	25.4	98	3168	11.2	36.6	105				
INTERNET	12025	4682	16.1	38.9	108	2910	13.9	24.2	93	4861	17.2	40.4	116				
KATZ RADIO GROUP	15359	5905	20.3	38.4	107	4421	21.1	28.8	111	5773	20.5	37.6	108				
SUPERNET	10628	3956	13.6	37.2	104	2625	12.5	24.7	95	3906	13.8	36.8	105				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2966	10.2	34.3	95	2271	10.8	26.2	101	2858	10.1	33.0	95				
MKDAY 9:00 AM - 1:00 PM	12163	4127	14.2	33.9	94	3278	15.6	27.0	104	4021	14.2	33.1	95				
MKDAY 1:00 PM - 4:30 PM	16150	5477	18.8	33.9	94	4334	20.7	26.8	104	5361	19.0	33.2	95				
MKDAY 4:30 PM - 7:30 PM	22463	7760	26.7	34.5	96	6099	29.1	27.2	105	7524	26.7	33.5	96				
MKDAY 7:30 PM - 8:00 PM	31795	11509	39.5	36.2	101	8902	42.4	28.0	108	10813	38.3	34.0	98				
MKDAY 11:00 PM - 11:30 PM	23977	9091	31.2	37.9	105	6722	32.0	28.0	108	8445	29.9	35.2	101				
MKDAY 11:30 PM - 1:00 AM	7703	2901	10.0	37.7	105	2036	9.7	26.4	102	2814	10.0	36.5	105				
M-SAT 8-11 PM-SUN 7-11 PM	33800	12291	42.2	36.4	101	9117	43.5	27.0	104	11926	42.3	35.3	101				
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2238	7.7	34.2	95	1683	8.0	25.7	99	2377	8.4	36.4	104				
ANOTHER WORLD	N 4620	1713	5.9	37.1	103	1551	7.4	33.6	130	1642	5.8	35.5	102				
AS THE WORLD TURNS	C 5614	1824	6.3	32.5	90	1609	7.7	28.7	111	1695	6.0	30.2	87				
CAPITOL	C 3396	1103	3.8	32.5	90	901	4.3	26.5	102	1053	3.7	31.0	89				
CBS MORN. NEWS 1	C 1446	459	1.6	31.7	88	411	2.0	28.4	110	359	1.3	28.8	71				
CBS MORN. NEWS 2	C 1207	367	1.3	30.4	85	323	1.5	26.8	103	299	1.1	24.8	71				
DAYS OF OUR LIVES	N 5877	2185	7.5	37.2	103	1792	8.5	30.5	118	2038	7.2	34.7	100				
FACTS OF LIFE - DAYTIME	N 2290	782	2.7	34.1	95	582	2.8	25.4	98	734	2.6	32.1	92				
FAMILY FEUD	A 3023	986	3.4	32.6	91	759	3.6	25.1	97	922	3.3	30.5	88				
GENERAL HOSPITAL	A 6097	1873	6.4	30.7	85	1295	6.2	21.2	82	1852	6.6	30.4	87				
GOOD MORNING, AMERICA-730 A	A 3515	1163	4.0	33.1	92	931	4.4	26.5	102	1096	3.9	31.2	89				
GOOD MORNING, AMERICA-830 A	A 2818	1066	3.7	37.8	105	833	4.0	29.6	114	975	3.5	34.6	99				
GUIDING LIGHT	C 5339	1784	6.1	33.4	93	1436	6.8	26.9	104	1756	6.2	32.9	94				
ONE LIFE TO LIVE	A 4478	1385	4.8	30.9	86	1024	4.9	22.9	88	1445	5.1	32.3	93				
PRESS YOUR LUCK	C 2244	821	2.8	36.6	102	612	2.9	27.3	105	833	3.0	37.1	107				
PRICE IS RIGHT 1	C 4348	1398	4.8	32.2	89	1203	5.7	27.7	107	1303	4.6	30.0	86				
PRICE IS RIGHT 2	C 5014	1729	5.9	34.5	96	1499	7.1	29.9	115	1590	5.6	31.7	91				
RYAN'S HOPE	A 3150	1056	3.6	33.5	93	862	4.1	27.4	106	1139	4.0	36.2	104				
SALE OF THE CENTURY	N 2695	983	3.4	36.5	101	797	3.8	29.6	114	947	3.4	35.1	101				
SEARCH FOR TOMORROW	N 2319	804	2.8	34.7	96	736	3.5	31.7	123	824	2.9	35.5	102				
TODAY SHOW 1	N 2693	944	3.2	35.1	98	806	3.8	29.9	116	906	3.2	33.6	97				
TODAY SHOW 2	N 2498	860	3.0	34.4	96	779	3.7	31.2	120	783	2.8	31.3	90				
\$25,000 PYRAMID	C 2753	963	3.3	35.0	97	847	4.0	30.8	119	977	3.5	35.5	102				
WHEEL OF FORTUNE	N 4388	1631	5.6	37.2	103	1330	6.3	30.3	117	1546	5.5	35.2	101				
YOUNG AND THE RESTLESS	C 5695	1886	6.5	33.1	92	1457	6.9	25.6	99	1634	5.8	28.7	82				
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	624	2.1	35.5	99	496	2.4	28.2	109	528	1.9	30.0	86				
NBA PLAYOFF GAME -1 C	1136	439	1.5	38.6	107	428	2.0	37.7	145	431	1.5	37.9	109				
NBC MAJOR LEAGUE PRE-GAME N	959	296	1.0	31.1	86	*234	1.1	24.6	95	227	0.8	23.8	68				
SPORTSWORLD - SUN N	1233	366	1.3	29.7	83	253	1.2	20.5	79	378	1.3	30.7	88				
SUNDAY MORNING C	1611	615	2.1	38.2	106	482	2.3	29.9	115	621	2.2	38.5	111				

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	TOTAL U.S. '000	RAISINS				USE DRIED FRUIT FOR COOKING				USE DRIED FRUIT FOR SNACKS							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	29114	100.0	35.9	100	20979	100.0	25.9	100	28219	100.0	34.8	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	9315	32.0	35.7	99	7699	36.7	29.5	114	8457	30.0	32.4	93				
NETWORK AFFILIATES - LATE	20261	7730	26.6	38.2	106	5766	27.5	28.5	110	7246	25.7	35.8	103				
INDEPENDENTS - LATE	2076	864	3.0	41.6	116	609	2.9	29.3	113	857	3.0	41.3	118				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 10453	3757	12.9	35.9	100	2568	12.2	24.6	95	3683	13.1	35.2	101				
ABC MONDAY NIGHT MOVIE	A 6412	2365	8.1	36.9	103	1711	8.2	26.7	103	2252	8.0	35.1	101				
ABC SUNDAY NIGHT MOVIE	A 12407	4631	15.9	37.3	104	3323	15.8	26.8	103	4616	16.4	37.2	107				
ABC WORLD NEWS TONIGHT	A 6176	2262	7.8	36.6	102	1930	9.2	31.3	121	1936	6.9	31.3	90				
AFTERMASH	A 5863	1866	6.4	31.8	89	1487	7.1	25.4	98	1703	6.0	29.0	83				
ALICE	C 9594	3406	11.7	35.5	99	2549	12.2	26.6	103	3204	11.4	33.4	96				
AMERICAN PARADE	C 6622	2354	8.1	35.5	99	1912	9.1	28.9	111	2163	7.7	32.7	94				
BENSON	A 10886	3744	12.9	34.4	96	2944	14.0	27.0	104	3716	13.2	34.1	98				
BLUE THUNDER	A 5036	1844	6.3	36.6	102	1423	6.8	28.3	109	1789	6.3	35.5	102				
CAGNEY & LACEY	C 9965	3819	13.1	38.3	107	2716	12.9	27.3	105	3591	12.7	36.0	103				
CBS EVENING NEWS-DEAN	C 3491	1389	4.8	39.8	111	1194	5.7	34.2	132	1234	4.4	35.3	101				
CBS EVENING NEWS-RATHER	C 7123	2583	8.9	36.3	101	2070	9.9	29.1	112	2391	8.5	33.6	96				
CBS SAT. NEWS-SCHIEFFER	C 3621	1236	4.2	34.1	95	1121	5.3	31.0	120	1093	3.9	30.2	87				
CBS SATURDAY NIGHT MOVIE	C 5436	1934	6.6	35.6	99	1354	6.5	24.9	96	1859	6.6	34.2	98				
CBS WEDNESDAY NIGHT MOVIE	C 6100	2245	7.7	36.8	102	1618	7.7	26.5	102	2290	8.1	37.5	108				
CHEERS	M 8889	3355	11.5	37.7	105	2278	10.9	25.6	99	3354	11.9	37.7	108				
DALLAS	C 22109	8126	27.9	36.8	102	6368	30.4	28.8	111	7697	27.3	34.8	100				
DIFF'RENT STROKES	N 6940	2477	8.5	35.7	99	1842	8.8	26.5	102	2336	8.3	33.7	97				
DOUBLE TROUBLE	N 7223	2617	9.0	36.2	101	1781	8.5	24.7	95	2601	9.2	36.0	103				
DUCK FACTORY	N 5595	2027	7.0	36.2	101	1389	6.6	24.8	96	2002	7.1	35.8	103				
DUKES OF HAZZARD	C 5768	2282	7.8	39.6	110	1743	8.3	30.2	117	1982	7.0	34.4	99				
DYNASTY	A 20053	6957	23.9	34.7	97	5070	24.2	25.3	98	6796	24.1	33.9	97				
FACTS OF LIFE	N 8087	2845	9.8	35.2	98	2042	9.7	25.3	97	2803	9.9	34.6	99				
FALCON CREST	C 20046	7383	25.4	36.8	102	5855	27.9	29.2	113	6820	24.2	34.0	98				
FALL GUY	A 9084	3315	11.4	36.5	102	2425	11.6	26.7	103	3172	11.2	34.9	100				
FAMILY TIES	N 7964	2903	10.0	36.5	101	1999	9.5	25.1	97	2714	9.6	34.1	98				
FANTASY ISLAND	A 7687	2630	9.0	34.2	95	1922	9.2	25.0	97	2715	9.6	35.3	101				
FOULUPS, BLEEPs & BLUNDERS	A 8861	3246	11.1	36.6	102	2390	11.4	27.0	104	3263	11.6	36.8	106				
FOUR SEASONS	C 5095	1677	5.8	32.9	92	1260	6.0	24.7	95	1575	5.6	30.9	89				
GIMME A BREAK	N 8838	3057	10.5	34.6	96	2200	10.5	24.9	96	2812	10.0	31.8	91				
HART TO HART	A 8978	3194	11.0	35.6	99	2515	12.0	28.0	108	3015	10.7	33.6	96				
HILL STREET BLUES	M 8590	3296	11.3	38.4	107	2240	10.7	26.1	101	3279	11.6	38.2	110				
HOTEL	A 14085	5154	17.7	36.6	102	3741	17.8	26.6	103	4793	17.0	34.0	98				
JEFFERSONS	C 9360	3324	11.4	35.5	99	2463	11.7	26.3	102	3185	11.3	34.0	98				
JENNIFER SLEPT HERE	N 5841	2063	7.1	35.3	98	1493	7.1	25.6	99	1993	7.1	34.1	98				
KATE & ALLIE	C 9206	3431	11.8	37.3	104	2625	12.5	28.5	110	3186	11.3	34.6	99				
KNIGHT RIDER	N 7076	2629	9.0	37.2	103	1743	8.3	24.6	95	2487	8.8	35.1	101				
LOVE BOAT	A 12219	4277	14.7	35.0	97	3370	16.1	27.6	106	4208	14.9	34.4	99				
MAGNUM PI	C 11199	4193	14.4	37.4	104	3135	14.9	28.0	108	3851	13.6	34.4	99				
MAMA'S FAMILY	N 6057	2188	7.5	36.1	100	1843	8.8	30.4	117	2120	7.5	35.0	100				
MASTER, THE	N 3598	1169	4.0	32.5	90	799	3.8	22.2	86	1202	4.3	33.4	96				
MATT HOUSTON	A 6344	2374	8.2	37.4	104	1674	8.0	26.4	102	2322	8.2	36.6	105				
NBC MONDAY NIGHT MOVIE	N 11994	4028	13.8	33.6	93	2659	12.7	22.2	86	4219	15.0	35.2	101				
NBC NIGHTLY NEWS	N 5132	1887	6.5	36.8	102	1680	8.0	32.7	126	1807	6.4	35.2	101				
NBC NIGHTLY NEWS-SAT	N 3375	1252	4.3	37.1	103	998	4.8	29.6	114	1018	3.6	30.2	87				
NBC NIGHTLY NEWS-SUN	N 3130	1239	4.3	39.6	110	1097	5.2	35.0	135	1005	3.6	32.1	92				
NBC SUNDAY NIGHT MOVIE	N 8284	2900	10.0	35.0	97	1952	9.3	23.6	91	2975	10.5	35.9	103				
NEMHART	C 9240	3576	12.3	38.7	108	2687	12.8	29.1	112	3230	11.4	35.0	100				
ONE DAY AT A TIME	C 7288	2499	8.6	34.3	95	1831	8.7	25.1	97	2485	8.8	34.1	98				
PEOPLE ARE FUNNY	N 4855	1756	6.0	36.2	101	1534	7.3	31.6	122	1711	6.1	35.2	101				
REAL PEOPLE	N 8869	3126	10.7	35.2	98	2468	11.8	27.8	107	2849	10.1	32.1	92				
REMINGTON STEELE	N 7743	2836	9.7	36.6	102	1939	9.2	25.0	97	2859	10.1	36.9	106				
RIPLEY'S BELIEVE IT - NOT	A 5345	2002	6.9	37.5	104	1500	7.2	28.1	108	2040	7.2	38.2	110				
RIPTIDE	N 6988	2538	8.7	36.3	101	1788	8.5	25.6	99	2478	8.8	35.5	102				
SCARECROW & MRS. KING	C 10002	3616	12.4	36.2	101	2877	13.7	28.8	111	3243	11.6	32.8	94				
SIMON & SIMON	C 10638	3838	13.2	36.1	100	3050	14.5	28.7	111	3657	13.0	34.4	99				
60 MINUTES	C 13293	4871	16.7	36.6	102	4009	19.1	30.2	116	4395	15.6	33.1	95				
ST. ELSEWHERE	N 7017	2728	9.4	38.9	108	1741	8.3	24.8	96	2663	9.4	38.0	109				
THREE'S COMPANY	A 10917	3978	13.7	36.4	101	3083	14.7	28.2	109	3765	13.3	34.5	99				
T.J. HOOKER	A 9204	3176	10.9	34.5	96	2769	13.2	30.1	116	3048	10.8	33.1	95				
TONIGHT SHOW	N 2372	930	3.2	39.2	109	668	3.2	28.2	109	878	3.1	37.0	106				
TRAPPER JOHN, M.D.	C 9846	3645	12.5	37.0	103	2712	12.9	27.5	106	3337	11.8	33.9	97				
TV BLOOPERS & PRAC. JOKES	N 9105	3305	11.4	36.3	101	2360	11.2	25.9	100	3335	11.8	36.6	105				
20/20	A 9387	3561	12.2	37.9	106	2666	12.7	28.4	110	3481	12.3	37.1	106				
WEBSTER	A 11067	3792	13.0	34.3	95	2909	13.9	26.3	101	3738	13.2	33.8	97				
WORLD NEWS - SUN	A 3062	1151	4.0	37.6	105	918											

CANNED OR JARRED PINEAPPLE

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-9

	'000	%	UNWEIGHTED
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3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?

	YES	NO								
	56051	24934	69.2	30.8	6399	3036				
	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED	
	'000	%	'000	%	'000	%	'000	%		

IF YES

3B. WHAT KINDS ARE USED BY YOUR HOUSEHOLD?

PACKED IN SYRUP	19091	23.6	12732	15.7	3841	4.7	2517	3.1	2157
PACKED IN NATURAL JUICE	42870	52.9	36512	45.1	4665	5.8	1693	2.1	4863
DO NOT KNOW	449	.6							71

	'000	%	UNWEIGHTED
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3C. ABOUT HOW MANY CANS OR JARS OF PINEAPPLE WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?

10 OR MORE	H	295	.4	37
7 - 9	H	607	.7	77
4 - 6	H	3762	4.6	421
3	H	6294	7.8	683
2	M	13470	16.6	1502
1	M	17150	21.2	1914
LESS THAN 1	L	6439	8.0	810
NONE	L	8035	9.9	955

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	56051	100.0	69.2	100	10957	100.0	13.5	100	30621	100.0	37.8	100	14474	100.0	17.9	100
18 - 24	9282	4926	8.8	53.1	77	916	8.4	9.9	73	2586	8.4	27.9	74	1423	9.8	15.3	86
25 - 34	19072	12735	22.7	66.8	96	2066	18.9	10.8	80	6445	21.0	33.8	89	4225	29.2	22.2	124
35 - 44	14591	10688	19.1	73.3	106	2076	18.9	14.2	105	5587	18.2	38.3	101	3025	20.9	20.7	116
45 - 54	11345	8640	15.4	76.2	110	1535	14.0	13.5	100	5080	16.6	44.8	118	2026	14.0	17.9	100
55 - 64	11635	8710	15.5	74.9	108	1885	17.2	16.2	120	5160	16.9	44.3	117	1666	11.5	14.3	80
65 OR OLDER	15061	10352	18.5	68.7	99	2479	22.6	16.5	122	5764	18.8	38.3	101	2110	14.6	14.0	77
18 - 34	28354	17661	31.5	62.3	90	2982	27.2	10.5	78	9031	29.5	31.9	84	5648	39.0	19.9	111
18 - 49	48339	32451	57.9	67.1	97	5900	53.8	12.2	90	16973	55.4	35.1	93	9578	66.2	19.8	111
25 - 54	45008	32064	57.2	71.2	103	5677	51.8	12.6	93	17111	55.9	38.0	101	9276	64.1	20.6	115
35 - 49	19985	14791	26.4	74.0	107	2918	26.6	14.6	108	7942	25.9	39.7	105	3930	27.2	19.7	110
50 OR OLDER	32647	23600	42.1	72.3	104	5056	46.1	15.5	114	13648	44.6	41.8	111	4396	33.8	15.0	84
GRADUATED COLLEGE	11155	8406	15.0	75.4	109	1503	13.7	13.5	100	4391	14.3	39.4	104	2512	17.4	22.5	126
ATTENDED COLLEGE	13682	9950	17.8	72.7	105	1619	14.8	11.8	87	5742	18.8	42.0	111	2559	17.9	18.9	106
GRADUATED HIGH SCHOOL	33880	24261	43.3	71.6	103	4908	44.8	14.5	107	13104	42.8	38.7	102	6249	43.2	18.4	103
DID NOT GRADUATE HIGH SCHOOL	22270	13434	24.0	60.3	87	2927	26.7	13.1	97	7383	24.1	33.2	88	3124	21.6	14.0	78
EMPLOYED	40306	28293	50.5	70.2	101	4630	42.3	11.5	85	15465	50.5	38.4	101	8197	56.6	20.3	114
EMPLOYED FULL-TIME	32850	23004	41.0	70.0	101	3752	34.2	11.4	84	12442	40.6	37.9	100	6811	47.1	20.7	116
EMPLOYED PART-TIME	7456	5289	9.4	70.9	102	879	8.0	11.8	87	3023	9.9	40.5	107	1387	9.6	18.6	104
NOT EMPLOYED	40680	27759	49.5	68.2	99	6326	57.7	15.6	115	15156	49.5	37.3	99	6277	43.4	15.4	86
PROFESSIONAL/MANAGER	10392	7579	13.5	72.9	105	1221	11.1	11.7	87	4141	13.5	39.8	105	2217	15.3	21.3	119
TECH/CLERICAL/SALES	17574	12654	22.6	72.0	104	1873	17.1	10.7	79	6936	22.7	39.5	104	3845	26.6	21.9	122
PRECISION/CRAFT	985	674	1.2	68.4	99	**114	1.0	11.6	86	**380	1.2	38.6	102	**180	1.2	18.3	102
OTHER EMPLOYED	11354	7385	13.2	65.0	94	1422	13.0	12.5	93	**000	13.1	35.3	93	1955	13.5	17.2	96
SINGLE	9863	5603	10.0	56.8	82	935	8.5	9.5	70	2710	8.9	27.5	73	1958	13.5	19.9	111
MARRIED	51375	37575	67.0	73.1	106	7666	70.0	14.9	110	20812	68.0	40.5	107	9095	62.9	17.7	99
DIVORCED/SEPARATED/WIDOWED	19748	12873	23.0	65.2	94	2355	21.5	11.9	88	7099	23.2	35.9	95	3419	23.6	17.3	97
PARENTS	32590	22717	40.5	69.7	101	4649	42.4	14.3	105	12078	39.4	37.1	98	5990	41.4	18.4	103
WHITE	70416	50318	89.8	71.5	103	9830	89.7	14.0	103	27697	90.5	39.3	104	12791	88.4	18.2	102
BLACK	8778	4532	8.1	51.6	75	909	8.3	10.4	77	2275	7.4	25.9	69	1349	9.3	15.4	86
OTHER	1791	1201	2.1	67.1	97	**218	2.0	12.2	90	**649	2.1	36.2	96	**335	2.3	18.7	105
NORTHEAST-CENSUS	17786	11760	21.0	66.1	96	2303	21.0	12.9	96	6242	20.4	35.1	93	3214	22.2	18.1	101
NORTH CENTRAL	20741	15731	28.1	75.8	110	3504	32.0	16.9	125	8792	27.1	40.0	106	3935	27.2	19.0	106
SOUTH	27775	18246	32.6	65.7	95	3615	33.0	13.0	96	10242	33.4	36.9	98	4390	30.3	15.8	88
WEST	14683	10315	18.4	70.3	102	1535	14.0	10.5	77	5845	19.1	39.8	105	2935	20.3	20.0	112
NORTHEAST-MKTG.	17961	11495	20.5	64.0	92	2074	18.9	11.5	85	6303	20.6	35.1	93	3118	21.5	17.4	97
EAST CENTRAL	11885	8815	15.7	74.2	107	2139	19.5	18.0	133	4506	14.7	37.9	100	2170	15.0	18.3	102
WEST CENTRAL	14090	10664	19.0	75.7	109	2136	19.5	15.2	112	5713	18.7	40.5	107	2815	19.4	20.0	112
SOUTH	24081	16087	28.7	66.8	97	3241	29.6	13.5	99	8975	29.3	37.3	99	3873	26.8	16.1	90
PACIFIC	12969	8991	16.0	69.3	100	1367	12.5	10.5	78	5125	16.7	39.5	105	2499	17.3	19.3	108
COUNTY SIZE A	32439	21695	38.7	66.9	97	3849	35.1	11.9	88	11850	38.7	36.5	97	5996	41.4	18.5	103
COUNTY SIZE B	24915	17633	31.5	70.8	102	3519	32.1	14.1	104	9760	31.9	39.2	104	4353	30.1	17.5	98
COUNTY SIZE C	12930	9441	16.8	73.0	105	1938	17.7	15.0	111	5090	16.6	39.4	104	2414	16.7	18.7	104
COUNTY SIZE D	10703	7283	13.0	68.0	98	1650	15.1	15.4	114	3921	12.8	36.6	97	1712	11.8	16.0	89
METRO CENTRAL CITY	24518	15597	27.8	63.6	92	3204	29.2	13.1	97	8367	27.3	34.1	90	4025	27.8	16.4	92
METRO SUBURBAN	35919	26145	46.6	72.8	105	4627	42.2	12.9	95	14701	48.0	40.9	108	6817	47.1	19.0	106
NON METRO	20549	14310	25.5	69.6	101	3126	28.5	15.2	112	7552	24.7	36.8	97	3632	25.1	17.7	99
TOP 5 ADI'S	18341	11951	21.3	65.2	94	2206	20.1	12.0	89	5435	21.0	35.1	93	3308	22.9	18.0	101
TOP 10 ADI'S	25378	16729	29.8	65.9	95	2854	26.0	11.2	83	9294	30.4	36.6	97	4581	31.6	18.1	101
TOP 20 ADI'S	36488	24629	43.9	67.5	98	4247	38.8	11.6	86	13761	44.9	37.7	100	5622	45.8	18.1	102
HSULD INC. \$50,000 OR MORE	6612	5323	9.5	80.5	116	1028	9.4	15.5	115	2742	9.0	41.5	110	1553	10.7	23.5	131
\$40,000 OR MORE	12659	9808	17.5	77.5	112	1680	15.3	13.3	98	5322	17.4	42.0	111	2805	19.4	22.2	124
\$30,000 OR MORE	24698	18695	33.4	75.7	109	3445	31.4	13.9	103	10212	33.3	41.3	109	5038	34.8	20.4	114
\$25,000 OR MORE	32077	24298	43.3	75.7	109	4573	41.7	14.3	105	13254	43.3	41.3	109	6471	44.7	20.2	113
\$20,000 - \$24,999	9144	6455	11.5	70.6	102	1129	10.3	12.3	91	3599	11.8	39.4	104	1727	11.9	18.9	106
\$15,000 - \$19,999	8728	5885	10.5	67.4	97	1079	9.8	12.4	91	3316	10.8	38.0	100	1490	10.3	17.1	96
\$10,000 - \$14,999	12562	8575	15.3	68.3	99	1762	16.1	14.0	104	4751	15.5	37.8	100	2062	14.2	16.4	92
UNDER \$10,000	18475	10839	19.3	58.7	85	2413	22.0	13.1	97	5701	18.6	30.9	82	2725	18.8	14.7	83
HOUSEHOLD OF 1 PERSON	11987	7745	13.8	64.6	93	1332	12.2	11.1	82	3907	12.8	32.6	86	2506	17.3	20.9	117
2 PEOPLE	26577	18510	33.0	69.6	101	3368	30.7	12.7	94	10394	33.9	39.1	103	4748	32.8	17.9	100
3 OR 4 PEOPLE	30617	21215	37.8	69.3	100	4241	38.7	13.9	102	11558	37.7	37.8	100	5416	37.4	17.7	99
5 OR MORE PEOPLE	11804	8582	15.3	72.7	105	2016	18.4	17.1	126	4761	15.5	40.3	107	1805	12.5	15.3	86
NO CHILD IN HSHLD	46165	31911	56.9	69.1	100	6017	54.9	13.0	96	17635	57.6	38.2	101	8259	57.1	17.9	100
CHILD(REN) UNDER 2 YRS	5325	3478	6.2	65.3	94	*704	6.4	13.2	98	1672	5.5	31.4	83	1102	7.6	20.7	116
2 - 5 YEARS	14221	9353	16.7	65.8	95	2202	20.1	15.5	114	4566	14.9	32.1	85	2585	17.9	18.2	102
6 - 11 YEARS	15117	10427	18.6	69.0	100	2194	20.0	14.5	107	5374	17.6	35.5	94	2859	19.8	18.9	106
12 - 17 YEARS	16611	12057	21.5	72.6	105	2637	24.1	15.9	117	6768	22.1	40.7	108	2652	18.3	15.0	85
RESIDENCE OWNED	55884	41810	74.6	74.8	108	8517	77.7	15.2	113	23107	75.5	41.3	109	10186	70.4	18.2	102
VALUE: \$50,000 OR MORE	31744	24339	43.4	76.7	111	4649	42.4	14.6	108	13727	44.8	43.2	114	5963	41.2	18.8	105
VALUE: UNDER \$50,000	24140	17471	31.2	72.4	105	3868	35.3	16.0	118	9380	30.6	38.9	103	4223	29.2	17.5	98

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS LESS THAN ONE			
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS		80986	56051	100.0	69.2	100	10957	100.0	13.5	100	30621	100.0	37.8	100	14474	100.0	17.9	100
MAGAZINES	QUINTILE 1	15799	11860	21.2	75.1	108	2445	22.3	15.5	114	6441	21.0	40.8	108	2974	20.5	18.8	105
	QUINTILE 2	17259	12553	22.4	72.7	105	2792	25.5	16.2	120	6791	22.2	39.3	104	2970	20.5	17.2	96
	QUINTILE 3	13545	9614	17.2	71.0	103	1943	17.7	14.3	106	5080	16.6	37.5	99	2592	17.9	19.1	107
	QUINTILE 4	15133	10124	18.1	66.9	97	1759	16.1	11.6	86	5622	18.4	37.2	98	2743	19.0	18.1	101
	QUINTILE 5	19250	11901	21.2	61.8	89	2018	18.4	10.5	77	6688	21.8	34.7	92	3195	22.1	16.6	93
NEWSPAPERS	QUINTILE 1	12413	9134	16.3	73.6	106	1798	16.4	14.5	107	5108	16.7	41.2	109	2228	15.4	17.9	100
	QUINTILE 2	24116	17949	32.0	74.4	108	3614	33.0	15.0	111	10238	33.4	42.5	112	4097	28.3	17.0	95
	QUINTILE 3	11261	7801	13.9	69.3	100	1647	15.0	14.6	108	4143	13.5	36.8	97	2011	13.9	17.9	100
	QUINTILE 4	20255	13523	24.1	66.8	96	2378	21.7	11.7	87	7207	23.5	35.6	94	3938	27.2	19.4	109
	QUINTILE 5	12940	7645	13.6	59.1	85	1519	13.9	11.7	87	3924	12.8	30.3	80	2201	15.2	17.0	95
OUTDOOR	QUINTILE 1	14852	10370	18.5	69.8	101	1900	17.3	12.8	95	5308	17.3	35.7	95	3163	21.9	21.3	119
	QUINTILE 2	15725	11066	19.7	70.4	102	2004	18.3	12.7	94	6456	21.1	41.1	109	2607	18.0	16.6	93
	QUINTILE 3	16330	11454	20.4	70.1	101	2022	18.5	12.4	92	6664	21.8	40.8	108	2768	19.1	17.0	95
	QUINTILE 4	16744	11448	20.4	68.4	99	2538	23.2	15.2	112	5804	19.0	34.7	92	3107	21.5	18.6	104
	QUINTILE 5	17334	11713	20.9	67.6	98	2493	22.8	14.4	106	6389	20.9	36.9	97	2830	19.6	16.3	91
RADIO-DRIVE TIME	QUINTILE 1	15911	11576	20.7	72.8	105	2366	21.6	14.9	110	6644	21.7	41.8	110	2565	17.7	16.1	90
	QUINTILE 2	14837	10485	18.7	70.7	102	2197	20.1	14.8	109	5404	17.6	36.4	96	2884	19.9	19.4	109
	QUINTILE 3	15339	10327	18.4	67.3	97	1854	16.9	12.1	89	5594	18.3	36.5	96	2879	19.9	18.8	105
	QUINTILE 4	16723	11554	20.6	69.1	100	2144	19.6	12.8	95	6117	20.0	36.6	97	3293	22.8	19.7	110
	QUINTILE 5	18176	12110	21.6	66.6	96	2395	21.9	13.2	97	6862	22.4	37.8	100	2854	19.7	15.7	88
RADIO-MID- DAY	TERCILE 1	21020	14814	26.4	70.5	102	3127	28.5	14.9	110	8064	26.3	38.4	101	3623	25.0	17.2	96
	TERCILE 2	21610	15182	27.1	70.3	102	3254	29.7	15.1	111	8092	26.4	37.4	99	3836	26.5	17.8	99
	TERCILE 3	38355	26055	46.5	67.9	98	4575	41.8	11.9	88	14464	47.2	37.7	100	7016	48.5	18.3	102
RADIO-TOTAL	QUINTILE 1	15988	11418	20.4	71.4	103	2476	22.6	15.5	114	6375	20.8	39.9	105	2567	17.7	16.1	90
	QUINTILE 2	15626	10929	19.5	69.9	101	2112	19.3	13.5	100	5798	18.9	37.1	98	3020	20.9	19.3	108
	QUINTILE 3	16723	11762	21.0	70.3	102	2608	23.8	15.6	115	6024	19.7	36.0	95	3130	21.6	18.7	105
	QUINTILE 4	16342	11246	20.1	68.8	99	1606	14.7	9.8	73	6362	20.8	38.9	103	3278	22.6	20.1	112
	QUINTILE 5	16306	10697	19.1	65.6	95	2155	19.7	13.2	98	6062	19.8	37.2	98	2480	17.1	15.2	85
TV-PRIME TIME	QUINTILE 1	15953	11047	19.7	69.2	100	2264	20.7	14.2	105	5922	19.3	37.1	98	2861	19.8	17.9	100
	QUINTILE 2	16137	11527	20.6	71.4	103	2474	22.6	15.3	113	6241	20.4	38.7	102	2812	19.4	17.4	98
	QUINTILE 3	16420	11498	20.5	70.0	101	2039	18.6	12.4	92	6441	21.0	39.2	104	3019	20.9	18.4	103
	QUINTILE 4	16687	11376	20.3	68.2	99	2132	19.5	12.8	94	6301	20.6	37.8	100	2943	20.3	17.6	99
	QUINTILE 5	15789	10603	18.9	67.2	97	2048	18.7	13.0	96	5715	18.7	36.2	96	2839	19.6	18.0	101
TV-DAYTIME	TERCILE 1	27736	18608	33.2	67.1	97	4206	38.4	15.2	112	9758	31.9	35.2	93	4645	32.1	16.7	94
	TERCILE 2	26489	18353	32.7	69.3	100	3638	33.2	13.7	102	10334	33.7	39.0	103	4381	30.3	16.5	93
	TERCILE 3	26761	19091	34.1	71.3	103	3113	28.4	11.6	86	10529	34.4	39.3	104	5449	37.6	20.4	114
TV-TOTAL	QUINTILE 1	16345	10989	19.6	67.2	97	2600	23.7	15.9	118	5703	18.6	34.9	92	2687	18.6	16.4	92
	QUINTILE 2	16447	11847	21.1	72.0	104	2383	21.7	14.5	107	6543	21.4	39.8	105	2921	20.2	17.8	99
	QUINTILE 3	15980	10792	19.3	67.5	98	2183	19.9	13.7	101	5935	19.4	37.1	98	2674	18.5	16.7	94
	QUINTILE 4	15887	11139	19.9	70.1	101	1873	17.1	11.8	87	6298	20.6	39.6	105	2968	20.5	18.7	105
	QUINTILE 5	16326	11285	20.1	69.1	100	1919	17.5	11.8	87	6141	20.1	37.6	99	3226	22.3	19.8	111
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	15715	28.0	75.8	110	3289	30.0	15.9	117	9096	29.7	43.9	116	3329	23.0	16.1	90
		19186	13482	24.1	70.3	102	2796	25.5	14.6	108	6660	21.7	34.7	92	4026	27.8	21.0	117
		21899	15429	27.5	70.5	102	2946	26.9	13.5	99	8521	27.8	38.9	103	3962	27.4	18.1	101
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	11397	20.3	73.8	107	2214	20.2	14.3	106	6194	20.2	40.1	106	2989	20.7	19.3	108
		25953	18936	33.8	73.0	105	4317	39.4	16.6	123	10136	33.1	39.1	103	4482	31.0	17.3	97
		24400	16204	28.9	66.4	96	2566	23.4	10.5	78	9261	30.2	38.0	100	4377	30.2	17.9	100
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	13313	23.8	73.8	107	2827	25.8	15.7	116	7144	23.3	39.6	105	3342	23.1	18.5	104
		23571	17165	30.6	72.8	105	3501	32.0	14.9	110	9457	30.9	40.1	106	4207	29.1	17.8	100
		23278	15639	27.9	67.2	97	3023	27.6	13.0	96	8552	27.9	36.7	97	4064	28.1	17.5	98
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	11400	20.3	73.7	107	2595	23.7	16.8	124	6070	19.8	39.3	104	2735	18.9	17.7	99
		25829	18630	33.2	72.1	104	3636	33.2	14.1	104	10128	33.1	39.2	104	4866	33.6	18.8	105
		26039	17003	30.3	65.3	94	3298	30.1	12.7	94	9186	30.0	35.3	93	4519	31.2	17.4	97
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	12241	21.8	73.7	107	2331	21.3	14.0	104	6889	22.5	41.5	110	3021	20.9	18.2	102
		26834	19571	34.9	72.9	105	4139	37.8	15.4	114	10980	35.9	40.9	108	4453	30.8	16.6	93
		23346	15296	27.3	65.5	95	2664	24.3	11.4	84	8347	27.3	35.8	95	4286	29.6	18.4	103
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	12794	22.8	74.7	108	2779	25.4	16.2	120	7074	23.1	41.3	109	2941	20.3	17.2	96
		25892	18791	33.5	72.6	105	3582	32.7	13.8	102	10646	34.8	41.1	109	4563	31.5	17.6	99
		23167	15374	27.4	66.4	96	3079	28.1	13.3	98	8025	26.2	34.6	92	4270	29.5	18.4	103
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	12780	22.8	74.5	108	2840	25.9	16.6	122	7012	22.9	40.9	108	2928	20.2	17.1	95
		26214	18914	33.7	72.2	104	3414	31.2	13.0	96	10816	35.3	41.3	109	4684	32.4	17.9	100
		23412	14980	26.7	64.0	92	3031	27.7	12.9	96	7941	25.9	33.9	90	4009	27.7	17.1	96
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		15303	10984	19.														

CANNED OR JARRED PINEAPPLE: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	56051	100.0	69.2	100	10957	100.0	13.5	100	30621	100.0	37.8	100	14474	100.0	17.9	100
ATLANTIC MONTHLY	415	335	0.6	80.7	117	**64	0.6	15.4	114	*193	0.6	46.5	123	**78	0.5	18.8	105
BARRON'S	453	368	0.7	81.2	117	**47	0.4	10.4	77	*235	0.8	51.9	137	**86	0.6	19.0	106
BETTER HOMES & GARDENS	16256	12581	22.4	77.4	112	2833	25.9	17.4	129	7050	23.0	43.4	115	2699	18.6	16.6	93
BON APPETIT	2535	2041	3.6	80.5	116	298	2.7	11.8	87	1101	3.6	43.4	115	642	4.4	25.3	142
BUSINESS WEEK	1278	840	1.5	65.7	95	**95	0.9	7.4	55	465	1.5	36.4	96	*281	1.9	22.0	123
CAR AND DRIVER	378	*245	0.4	64.8	94	**29	0.3	7.7	57	**108	0.4	28.6	96	**109	0.8	28.8	161
CBS MAGAZINE NETWORK (GROSS)	1498	981	1.8	65.5	95	*176	1.6	11.7	87	538	1.8	35.9	95	266	1.8	17.8	99
CHANGING TIMES	1505	1029	1.8	68.4	99	*232	2.1	15.4	114	537	1.8	35.7	94	260	1.8	17.3	97
COLONIAL HOMES	1231	920	1.6	74.7	108	*188	1.7	15.3	113	488	1.6	39.6	105	*245	1.7	19.9	111
CONDE NAST MAG. PKG. (GROSS)	14146	9942	17.7	70.3	102	1764	16.1	12.5	92	5147	16.8	36.4	96	3032	20.9	21.4	120
CONSUMERS DIGEST	1323	983	1.8	74.3	107	*238	2.2	18.0	133	577	1.9	43.6	115	*168	1.2	12.7	71
COSMOPOLITAN	7102	4646	8.3	65.4	95	827	7.5	11.6	86	2415	7.9	34.0	90	1405	9.7	19.8	111
COUNTRY LIVING	2481	2008	3.6	80.9	117	468	4.3	18.9	139	1152	3.8	46.4	123	389	2.7	15.7	88
CUISINE	1472	1092	1.9	74.2	107	*181	1.7	12.3	91	583	1.9	39.6	105	328	2.3	22.3	125
CYCLE WORLD	425	344	0.6	80.9	117	**79	0.7	18.6	137	*195	0.6	45.9	121	**70	0.5	16.5	92
DCI:CREATIVE IDEAS FOR LIV	2510	1978	3.5	78.8	114	482	4.4	19.2	142	1063	3.5	42.4	112	433	3.0	17.3	97
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5292	9.4	79.1	114	1347	12.3	20.1	149	2839	9.3	42.4	112	1106	7.6	16.5	92
DISCOVER	894	611	1.1	68.3	99	*179	1.6	20.0	148	247	0.8	27.6	73	*185	1.3	20.7	116
EBONY	3507	1980	3.5	56.5	82	493	4.5	14.1	104	966	3.2	27.5	73	521	3.6	14.9	83
ESQUIRE	1083	745	1.3	68.8	99	*175	1.6	16.2	119	371	1.2	34.3	91	*199	1.4	18.4	103
ESSENCE	1830	1095	2.0	59.8	86	258	2.4	14.1	104	504	1.6	27.5	73	334	2.3	18.3	102
FAMILY CIRCLE	15930	11940	21.3	75.0	108	2624	23.9	16.5	122	6598	21.5	41.4	110	2718	18.8	17.1	95
THE FAMILY HANDYMAN	1126	908	1.6	80.6	117	*205	1.9	18.2	135	493	1.6	43.8	116	*211	1.5	18.7	105
FAMILY WEEKLY	11468	8387	15.0	73.1	106	1621	14.8	14.1	104	4624	15.1	40.3	107	2142	14.8	18.7	105
FIELD & STREAM	2234	1698	3.0	76.0	110	407	3.7	18.2	135	941	3.1	42.1	111	351	2.4	15.7	88
FOOD & WINE	579	444	0.8	76.7	111	**99	0.9	17.1	126	*191	0.6	33.0	87	*155	1.1	26.8	150
FORBES	728	557	1.0	76.5	111	**61	0.6	8.4	62	325	1.1	44.6	118	*172	1.2	23.6	132
FORTUNE	906	623	1.1	68.8	99	**45	0.4	5.0	37	289	0.9	31.9	84	*290	2.0	32.0	179
GENTLEMEN'S QUARTERLY	791	524	0.9	66.2	96	**105	1.0	13.3	98	221	0.7	27.9	74	*198	1.4	25.0	140
GLAMOUR	5265	3892	6.9	73.9	107	716	6.5	13.6	101	2025	6.6	38.5	102	1151	8.0	21.9	122
GOLF DIGEST	636	445	0.8	70.0	101	**94	0.9	14.8	109	*198	0.6	31.1	82	*153	1.1	24.1	135
GOLF DIGEST/TENNIS (GROSS)	1186	849	1.5	71.6	103	*159	1.5	13.4	99	452	1.5	38.1	101	*238	1.6	20.1	112
GOLF MAGAZINE	441	341	0.6	77.3	112	**67	0.6	15.2	112	*162	0.5	36.7	97	**112	0.8	25.4	142
GOLF MAGAZINE/SKI (GROSS)	922	706	1.3	76.6	111	**97	0.9	10.5	78	399	1.3	43.3	114	*210	1.5	22.8	127
GOOD HOUSEKEEPING	16487	12502	22.3	75.8	110	2760	25.2	16.7	124	6823	22.3	41.4	109	2919	20.2	17.7	99
HARPER'S BAZAAR	2423	1719	3.1	70.9	103	330	3.0	13.6	101	847	2.8	35.0	92	542	3.7	22.4	125
HEALTH	1994	1553	2.8	77.9	113	256	2.3	12.8	95	1035	3.4	51.9	137	*261	1.8	13.1	73
HEARST MAG CORP. BUY (GROSS)	44101	32591	58.1	73.9	107	6803	62.1	15.4	114	17537	57.3	39.8	105	8251	57.0	18.7	105
HEARST MAN POWER (GROSS)	1993	1594	2.8	80.0	116	327	3.0	16.4	121	968	3.2	48.6	128	299	2.1	15.0	84
HEARST WOMAN POWER (GROSS)	31274	22895	40.8	73.2	106	4824	44.0	15.4	114	12288	40.1	39.3	104	5783	40.0	18.5	103
HOUSE BEAUTIFUL	3623	2683	4.8	74.1	107	562	5.1	15.5	115	1426	4.7	39.4	104	695	4.8	19.2	107
INC.	283	*173	0.3	61.1	88	**12	0.1	4.2	31	**100	0.3	35.3	93	**61	0.4	21.6	121
JET	2928	1587	2.8	54.2	78	430	3.9	14.7	109	726	2.4	24.8	66	431	3.0	14.7	82
LADIES' HOME JOURNAL	11918	9265	16.5	77.7	112	1897	17.3	15.9	118	5214	17.0	43.7	116	2154	14.9	18.1	101
LHJ FAMILY GRP COMBO(GROSS)	16764	13031	23.2	77.7	112	2752	25.1	16.4	121	7316	23.9	43.6	115	2963	20.5	17.7	99
LIFE	4254	2889	5.2	67.9	98	593	5.4	13.9	103	1501	4.9	35.3	93	795	5.5	18.7	105
L.A. TIMES HOME MAGAZINE	1145	816	1.5	71.3	103	**84	0.8	7.3	54	424	1.4	37.0	98	308	2.1	26.9	151
MADMOISELLE	2884	2063	3.7	71.5	103	300	2.7	10.4	77	1114	3.6	38.6	102	649	4.5	22.5	126
MC CALL'S	13460	10379	18.5	77.1	111	2187	20.0	16.2	120	5841	19.1	43.4	115	2351	16.2	17.5	98
MC CALL'S/WRK MOTHER (GROSS)	14606	11318	20.2	77.5	112	2368	21.6	16.2	120	6300	20.6	43.1	114	2650	18.3	18.1	102
MECHANIX ILLUSTRATED	772	581	1.0	75.3	109	**109	1.0	14.1	104	329	1.1	42.6	113	*143	1.0	18.5	104
METROPOLITAN HOME	967	758	1.4	78.4	113	*143	1.3	14.8	109	371	1.2	38.4	101	245	1.7	25.3	142
MONEY	1588	1023	1.8	64.4	93	*235	2.1	14.8	109	484	1.6	30.5	81	305	2.1	19.2	107
MOTHER EARTH NEWS	1002	797	1.4	79.5	115	*148	1.4	14.8	109	431	1.4	43.0	114	*218	1.5	21.8	122
MS.	825	632	1.1	76.6	111	*173	1.6	21.0	155	282	0.9	34.2	90	*177	1.2	21.5	120
NATIONAL ENQUIRER	10336	7043	12.6	68.1	98	1401	12.8	13.6	100	4003	13.1	38.7	102	1639	11.3	15.9	89
NATIONAL GEOGRAPHIC	9597	7270	13.0	75.8	109	1589	14.5	16.6	122	4050	13.2	42.2	112	1631	11.3	17.0	95
NATIONAL SUNDAY MAGAZINE PKG	49558	35774	63.8	72.2	104	7047	64.3	14.2	105	19859	64.9	40.1	106	8868	61.3	17.9	100
NATURAL HISTORY	573	377	0.7	65.8	95	**112	1.0	19.5	144	*177	0.6	30.9	82	**89	0.6	15.5	87
NEW WOMAN	1699	1113	2.0	65.5	95	*124	1.1	7.3	54	566	1.8	33.3	88	423	2.9	24.9	139
NEW YORK INCLUDING CUE	443	297	0.5	67.0	97	**43	0.4	9.7	72	*134	0.4	30.2	80	*120	0.8	27.1	152
THE NEW YORKER	1270	951	1.7	74.9	108	*124	1.1	9.8	72	447	1.5	35.2	93	380	2.6	29.9	167
NEWSWEEK	6277	4506	8.0	71.8	104	838	7.6	13.4	99	2438	8.0	38.8	103	1230	8.5	19.6	110
THE N.Y. TIMES DAILY EDITION	1205	865	1.5	71.8	104	*117	1.1	9.7	72	393	1.3	32.6	86	356	2.5	29.5	165
THE N.Y. TIMES MAGAZINE	2081	1446	2.6	69.5	100	*172	1.6	8.3	61	672	2.2	32.3	85	602	4.2	28.9	162
OMNI	788	569	1.0	72.2	104	**89	0.8	11.3	83	286	0.9	36.3	96	*195	1.3	24.7	138
ON CABLE	1158	810	1.4	69.9	101	**62	0.6	5.4	40	497	1.6	42.9	114	*251	1.7	21.7	121
1001 HOME IDEAS	2852	2213	3.9	77.6	112	598	5.5	21.0	155	1067	3.5	37.4	99	547	3.8	19.2	107
ORGANIC GARDENING	1658	1230	2.4	79.6	115	335	3.1	20.2	149	676	2.2	40.8	108	310	2.1	18.7	105
OUTDOOR LIFE	896	705	1.3	78.7	114	*129	1.2	14.4	106	406	1.3	45.3	120	*170	1.2	19.0	106
PARADE MAGAZINE	24275	17544	31.3	72.3	104	3294	30.1	13.6	100	9820	32.1	40.5	107	4430	30.6	18.2	102

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	56051	100.0	69.2	100	10957	100.0	13.5	100	30621	100.0	37.8	100	14474	100.0	17.9	100
PARENTS	3845	2776	5.0	72.2	104	585	5.3	15.2	112	1441	4.7	37.5	99	750	5.2	19.5	109
PENTHOUSE	831	570	1.0	68.6	99	**118	1.1	14.2	105	306	1.0	36.8	97	**146	1.0	17.6	98
PEOPLE	11645	8188	14.6	70.3	102	1436	13.1	12.3	91	4539	14.8	39.0	103	2212	15.3	19.0	106
PLAYBOY	2006	1283	2.3	64.0	92	*208	1.9	10.4	77	627	2.0	31.3	83	448	3.1	22.3	125
POPULAR HOT RODDING	297	*170	0.3	57.2	83	*119	0.2	6.4	47	**86	0.3	29.0	77	**65	0.4	21.9	122
POPULAR MECHANICS	1018	845	1.5	83.0	120	*189	1.7	18.6	137	516	1.7	50.7	134	**141	1.0	13.9	77
POPULAR SCIENCE	878	657	1.2	74.8	108	**154	1.4	17.5	130	349	1.1	39.7	105	**155	1.1	17.7	99
PREVENTION	3913	3084	5.5	78.8	114	780	7.1	19.9	147	1501	4.9	38.4	101	803	5.5	20.5	115
PSYCHOLOGY TODAY	1710	1305	2.3	76.3	110	*205	1.9	12.0	89	707	2.3	41.3	109	394	2.7	23.0	129
READER'S DIGEST	22204	16867	30.1	76.0	110	3557	32.5	16.0	118	9535	31.1	42.9	114	3776	26.1	17.0	95
REDBOOK	7684	5746	10.3	74.8	108	1237	11.3	16.1	119	3050	10.0	39.7	105	1459	10.1	19.0	106
ROAD & TRACK	410	*271	0.5	66.1	96	**31	0.3	7.6	56	**134	0.4	32.7	86	**105	0.7	25.6	143
ROLLING STONE	969	722	1.3	74.5	108	**65	0.6	6.7	50	370	1.2	38.2	101	286	2.0	29.5	165
RUNNER'S WORLD	298	*239	0.4	80.2	116	*330	0.3	10.1	74	*167	0.5	56.0	148	**42	0.3	14.1	79
SATURDAY EVENING POST	1169	864	1.5	73.9	107	*202	1.8	17.3	128	454	1.5	38.8	103	*208	1.4	17.8	100
SCIENCE 84	587	499	0.9	85.0	123	**128	1.2	21.8	161	*202	0.7	34.4	91	*169	1.2	28.8	161
SCIENCE DIGEST	482	371	0.7	77.0	111	**52	0.5	10.8	80	*228	0.7	47.3	125	**91	0.6	18.9	106
SCIENTIFIC AMERICAN	594	414	0.7	69.7	101	**89	0.8	15.0	111	*166	0.5	27.9	74	*159	1.1	26.8	150
SELF	2089	1414	2.5	67.7	98	*235	2.1	11.2	83	704	2.3	33.7	89	475	3.3	22.7	127
SEVENTEEN	2411	1681	3.0	69.7	101	415	3.8	17.2	127	916	3.0	38.0	100	359	2.4	14.5	81
SKI	480	365	0.7	76.0	110	**30	0.3	6.3	46	*237	0.8	49.4	131	**97	0.7	20.2	113
SMITHSONIAN	2760	2089	3.7	75.7	109	393	3.6	14.2	105	1094	3.6	39.6	105	802	4.2	21.8	122
SOAP OPERA DIGEST	3013	2040	3.6	67.7	98	511	4.7	17.0	125	988	3.2	32.7	87	542	3.7	18.0	101
SOUTHERN LIVING	4184	3314	5.9	79.2	114	865	7.9	20.7	153	1777	5.8	42.5	112	673	4.6	16.1	90
SPORT	559	370	0.7	66.2	96	**63	0.6	11.3	83	*199	0.6	35.6	94	**108	0.7	19.3	108
THE SPORTING NEWS	436	*351	0.6	80.5	116	**37	0.3	8.5	63	*214	0.7	49.1	130	**99	0.7	22.7	127
SPORTS AFIELD	493	378	0.7	76.7	111	**86	0.8	17.4	129	*225	0.7	45.6	121	**67	0.5	13.6	76
SPORTS ILLUSTRATED	2758	1910	3.4	69.3	100	343	3.1	12.4	92	1032	3.4	37.4	99	536	3.7	19.4	109
STAR	7456	4981	8.9	66.8	97	1069	9.8	14.3	106	2675	8.7	35.9	95	1237	8.5	16.6	93
SUNDAY	24936	17845	31.8	71.6	103	3529	32.2	14.2	105	9990	32.6	40.1	106	4325	29.9	17.3	97
SUNSET	2124	1735	3.1	81.7	118	*204	1.9	9.6	71	1019	3.3	48.0	127	511	3.5	24.1	135
TV GUIDE	21661	15105	26.9	69.7	101	2935	26.8	13.5	100	8452	27.6	40.9	103	3719	25.7	17.2	96
TENNIS	550	403	0.7	73.3	106	**65	0.6	11.8	87	*254	0.8	46.2	122	**85	0.6	15.5	86
TIME	8880	6301	11.2	71.0	103	1167	10.7	13.1	97	3366	11.0	37.9	100	1769	12.2	19.9	111
TOWN & COUNTRY	917	644	1.1	70.2	101	**77	0.7	8.4	62	321	1.0	35.0	93	246	1.7	26.8	150
TRAVEL & LEISURE	972	741	1.3	76.2	110	*184	1.7	18.9	140	343	1.1	35.3	93	*214	1.5	22.0	123
TRUE STORY	3356	2414	4.3	71.9	104	614	5.6	18.3	135	1086	3.5	32.4	86	715	4.9	21.3	119
U.S. NEWS & WORLD REPORT	3410	2547	4.5	74.7	108	505	4.6	14.8	109	1430	4.7	41.9	111	612	4.2	17.9	100
USA TODAY	1759	1364	2.4	77.5	112	*221	2.0	12.6	93	801	2.6	45.5	120	342	2.4	19.4	109
US	1873	1377	2.5	73.5	106	*265	2.4	14.1	105	754	2.5	40.3	106	357	2.5	19.1	107
VOGUE	3909	2574	4.6	65.8	95	513	4.7	13.1	97	1304	4.3	33.4	88	757	5.2	19.4	108
HALL STREET JOURNAL	1886	1455	2.6	77.1	111	*201	1.8	10.7	79	822	2.7	43.6	115	432	3.0	22.9	128
WEIGHT MATCHERS	2120	1702	3.0	80.3	116	423	3.9	20.0	147	967	3.2	45.6	121	312	2.2	14.7	82
WOMAN'S DAY	14172	10511	18.8	74.2	107	2515	23.0	17.7	131	5546	18.1	39.1	103	2450	16.9	17.3	97
WORKING MOTHER	1146	940	1.7	82.0	119	*182	1.7	15.9	117	459	1.5	40.1	106	*299	2.1	26.1	146
WORKING WOMAN	1322	963	1.7	72.8	105	*146	1.3	11.0	82	565	1.8	42.7	113	253	1.7	19.1	107
WORLD TENNIS	*163	*118	0.2	72.4	105	**26	0.2	16.0	118	**66	0.2	40.5	107	**25	0.2	15.3	86
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1789	3.2	70.7	102	325	3.0	12.8	95	908	3.0	35.9	95	555	3.8	21.9	123
BLAIR INSERTS	43657	31318	55.9	71.7	104	6079	55.5	13.9	103	17329	56.6	39.7	105	7910	54.6	18.1	101
DAILY NEWSPAPERS																	
READ ANY	51633	37434	66.8	72.5	105	7464	68.1	14.5	107	20833	68.0	40.3	107	9136	63.1	17.7	99
READ ONE	43463	31148	55.6	71.7	104	6094	55.6	14.0	104	17375	56.7	40.0	106	7679	53.1	17.7	99
READ TWO OR MORE	8170	6286	11.2	76.9	111	1370	12.5	16.8	124	3458	11.3	42.3	112	1457	10.1	17.8	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	38030	67.8	72.2	104	7395	67.5	14.0	104	21170	69.1	40.2	106	9465	65.4	18.0	101
READ ONE	46126	33187	59.2	71.9	104	6583	60.1	14.3	105	18463	60.3	40.0	106	8141	56.2	17.6	99
READ TWO OR MORE	6552	4842	8.6	73.9	107	812	7.4	12.4	92	2707	8.8	41.3	109	1323	9.1	20.2	113
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.67				27.06				27.11				29.27			
30 DAY REACH	71455	49644	88.6	69.5	100	9461	86.3	13.2	98	27068	88.4	37.9	100	13115	90.6	18.4	103
50 SHWG - 30 DAY AV FREQ	14.56	14.58				14.22				14.26				15.52			
30 DAY REACH	67742	47219	84.2	69.7	101	9011	82.2	13.3	98	25810	84.3	38.1	101	12399	85.7	18.3	102
25 SHWG - 30 DAY AV FREQ	7.94	7.96				7.75				7.78				8.51			
30 DAY REACH	62117	43291	77.2	69.7	101	8270	75.5	13.3	98	23713	77.4	38.2	101	11309	78.1	18.2	102
CABLE TV: HOME WIRED	32077	22992	41.0	71.7	104	3948	36.0	12.3	91	12811	41.8	39.9	106	6233	43.1	19.4	109
HOME NOT WIRED	18909	33060	59.0	67.6	98	7008	64.0	14.3	106	17810	58.2	36.4	96	8242	56.9	16.9	94
HAVE PAY CABLE	15935	11488	20.5	72.1	104	1908	17.4	12.0	89	6461	21.1	40.5	107	3119	21.5	19.6	110

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS LESS THAN ONE				
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL FEMALE HOMEOWNERS	80986	56051	100.0	69.2	100	10957	100.0	13.5	100	30621	100.0	37.8	100	14474	100.0	17.9	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	31449	56.1	71.6	103	5952	54.3	13.6	100	17123	55.9	39.0	103	8374	57.9	19.1	107	
10:00 AM - 3:00 PM	30659	21633	38.6	70.6	102	4585	41.8	15.0	111	11731	38.3	38.3	101	5316	36.7	17.3	97	
3:00 PM - 7:00 PM	31045	21858	39.0	70.4	102	4172	38.1	13.4	99	11708	38.2	37.7	100	5978	41.3	19.3	108	
7:00 PM - MIDNIGHT	15767	10934	19.5	69.3	100	2074	18.9	13.2	97	5989	19.6	38.0	100	2871	19.8	18.2	102	
MIDNIGHT - 6:00 AM	9120	6704	12.0	73.5	106	1283	11.7	14.1	104	3716	12.1	40.7	108	1704	11.8	18.7	105	
6:00 AM - MIDNIGHT	58527	41283	73.7	70.5	102	8057	73.5	13.8	102	22216	72.6	38.0	100	11010	76.1	18.8	105	
ENTIRE DAY	59311	41834	74.6	70.5	102	8169	74.6	13.8	102	22521	73.5	38.0	100	11145	77.0	18.8	105	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	11946	21.3	73.9	107	2459	22.4	15.2	112	6431	21.0	39.8	105	3056	21.1	18.9	106	
ALL NEWS	2256	1575	2.8	69.8	101	283	2.6	12.5	93	888	2.9	39.4	104	404	2.8	17.9	100	
AOR/PROGRESSIVE	3874	2675	4.8	69.1	100	453	4.1	11.7	86	1311	4.3	33.8	90	910	6.3	23.5	131	
BEAUTIFUL MUSIC	5660	4288	7.7	75.8	109	913	8.3	16.1	119	2391	7.8	42.2	112	984	6.8	17.4	97	
BLACK	2204	1294	2.3	58.7	85	278	2.5	12.6	93	717	2.3	32.5	86	298	2.1	13.5	76	
CLASSICAL	1418	1021	1.8	72.0	104	*170	1.6	12.0	89	501	1.6	35.3	93	350	2.4	24.7	138	
CHR/ROCK	9538	6187	11.0	64.9	94	1017	9.3	10.7	79	3263	10.7	34.2	90	1907	13.2	20.0	112	
COUNTRY	12648	9078	16.2	71.8	104	1706	15.6	13.5	100	4992	16.3	39.5	104	2380	16.4	18.8	105	
GOLDEN OLDIES	1191	763	1.4	64.1	93	*154	1.4	12.9	96	388	1.3	32.6	86	*221	1.5	18.6	104	
MOR/NOSTALGIA	4757	3505	6.3	73.7	106	585	5.3	12.3	91	1978	6.5	41.6	110	942	6.5	19.8	111	
NEWS/TALK	3863	2879	5.1	74.5	108	464	4.2	12.0	89	1646	5.4	42.6	113	769	5.3	19.9	111	
RELIGIOUS	3084	2232	4.0	72.4	105	442	4.0	14.3	106	1269	4.1	41.1	109	521	3.6	16.9	95	
SOFT ROCK	521	373	0.7	71.6	103	**87	0.8	16.7	123	*181	0.6	34.7	92	*106	0.7	20.3	114	
URBAN CONTEMPORARY	1585	853	1.5	53.8	78	261	2.4	16.5	122	430	1.4	27.1	72	*162	1.1	10.2	57	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2048	3.7	62.8	91	419	3.8	12.8	95	1161	3.8	35.6	94	467	3.2	14.3	80	
ABC DIRECTION	2316	1671	3.0	72.2	104	417	3.8	18.0	133	774	2.5	33.4	88	480	3.3	20.7	116	
ABC ENTERTAINMENT	4834	3509	6.3	72.6	105	591	5.4	12.2	90	1862	6.1	38.5	102	1055	7.3	21.8	122	
ABC FM	2202	1440	2.6	65.4	94	295	2.7	13.4	99	855	2.8	38.8	103	289	2.0	13.1	73	
ABC INFORMATION	5425	4032	7.2	74.3	107	782	7.1	14.4	107	2078	6.8	38.3	101	1172	8.1	21.6	121	
ABC ROCK	1677	1159	2.1	69.1	100	*218	2.0	13.0	96	613	2.0	36.6	97	328	2.3	19.6	109	
CBS	4430	3382	6.0	76.3	110	621	5.7	14.0	104	1936	6.3	43.7	116	825	5.7	18.6	104	
MUTUAL	4992	3520	6.3	70.5	102	820	7.5	16.4	121	1888	6.2	37.8	100	812	5.6	16.3	91	
NBC	4679	3616	6.5	77.3	112	728	6.6	15.6	115	2003	6.5	42.8	113	886	6.1	18.9	106	
RADIORADIO	1994	1350	2.4	67.7	98	*246	2.2	12.3	91	690	2.3	34.6	92	414	2.9	20.8	116	
RKO ONE	2298	1464	2.6	63.7	92	*227	2.1	9.9	73	750	2.4	32.6	86	487	3.4	21.2	119	
RKO TWO	3311	2338	4.2	70.6	102	461	4.2	13.9	103	1329	4.3	40.1	106	548	3.8	16.6	93	
THE SOURCE	2114	1338	2.4	63.3	91	*219	2.0	10.4	77	713	2.3	33.7	89	406	2.8	19.2	107	
NON-WIRED : BLAIR	8654	6232	11.1	72.0	104	1116	10.2	12.9	95	3307	10.8	38.2	101	1808	12.5	20.9	117	
INTERNET	12025	8266	14.7	68.7	99	1711	15.6	14.2	105	4255	13.9	35.4	94	2300	15.9	19.1	107	
KATZ RADIO GROUP	15359	11171	19.9	72.7	105	2104	19.2	13.7	101	5831	19.0	38.0	100	3236	22.4	21.1	118	
SUPERNET	10628	7357	13.1	69.2	100	1317	12.0	12.4	92	4185	13.7	39.4	104	1855	12.8	17.5	98	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	5909	10.5	68.2	99	1293	11.8	14.9	110	3172	10.4	36.6	97	1445	10.0	16.7	93	
WKDAY 9:00 AM - 1:00 PM	12163	8107	14.5	66.7	96	1834	16.7	15.1	111	4264	13.9	35.1	93	2008	13.9	16.5	92	
WKDAY 1:00 PM - 4:30 PM	16150	10792	19.3	66.8	97	2413	22.0	14.9	110	5707	18.6	35.3	93	2672	18.5	16.5	93	
WKDAY 4:30 PM - 7:30 PM	22463	15327	27.3	68.2	99	3209	29.3	14.3	106	8396	27.4	37.4	99	3721	25.7	16.6	93	
WKDAY 7:30 PM - 8:00 PM	31795	21944	39.2	69.0	100	4450	40.6	14.0	103	12076	39.4	38.0	100	5419	37.4	17.0	95	
WKDAY 11:00 PM - 11:30 PM	23977	17095	30.5	71.3	103	3697	33.7	15.4	114	9108	29.7	38.0	100	4290	29.6	17.9	100	
WKDAY 11:30 PM - 1:00 AM	7703	5455	9.7	70.8	102	1221	11.1	15.9	117	2833	9.3	36.8	97	1402	9.7	18.2	102	
M-SAT 8-11 PM-SUN 7-11 PM	33800	23614	42.1	69.9	101	4721	43.1	14.0	103	12847	42.0	38.0	101	6045	41.8	17.9	100	
MKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	4268	7.6	65.3	94	1035	9.4	15.8	117	2254	7.4	34.5	91	979	6.8	15.0	84
ANOTHER WORLD	N	4620	3163	5.6	68.5	99	700	6.4	15.2	112	1538	5.0	33.3	88	924	6.4	20.0	112
AS THE WORLD TURNS	C	5614	3751	6.7	66.8	97	832	7.6	14.8	110	2033	6.6	36.2	96	886	6.1	15.8	88
CAPITOL	C	3396	2196	3.9	64.7	93	458	4.2	13.5	100	1203	3.9	35.4	94	534	3.7	15.7	88
CBS MORN. NEWS 1	C	1446	956	1.7	66.1	96	243	2.2	16.8	124	497	1.6	34.4	91	216	1.5	14.9	84
CBS MORN. NEWS 2	C	1207	830	1.5	68.8	99	167	1.5	13.8	102	486	1.6	40.3	106	177	1.2	14.7	82
DAYS OF OUR LIVES	N	5877	4056	7.2	69.0	100	772	7.0	13.1	97	2243	7.3	38.2	101	1040	7.2	17.7	99
FACTS OF LIFE - DAYTIME	N	2290	1413	2.5	61.7	89	326	3.0	14.2	105	666	2.2	29.1	77	421	2.9	18.4	103
FAMILY FEUD	A	3023	1904	3.4	63.0	91	405	3.7	13.4	99	989	3.2	32.7	87	510	3.5	16.9	94
GENERAL HOSPITAL	A	6097	3957	7.1	64.9	94	991	9.0	16.3	120	1988	6.5	32.6	86	978	6.8	16.0	90
GOOD MORNING, AMERICA-730A	A	3515	2424	4.3	69.0	100	613	5.6	17.4	129	1155	3.8	32.9	87	656	4.5	18.7	104
GOOD MORNING, AMERICA-830A	A	2818	2078	3.7	73.7	107	549	5.0	19.5	144	964	3.1	34.2	90	565	3.9	20.0	112
GUIDING LIGHT	C	5339	3490	6.2	65.4	94	726	6.6	13.6	101	2026	6.6	37.9	100	738	5.1	13.8	77
ONE LIFE TO LIVE	A	4478	2937	5.2	65.6	95	725	6.6	16.2	120	1465	4.8	32.7	87	747	5.2	16.7	93
PRESS YOUR LUCK	C	2244	1520	2.7	67.7	98	309	2.8	13.8	102	807	2.6	36.0	95	4			

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	TOTAL U.S. '000	PACKED IN SYRUP				PACKED IN NATURAL JUICE				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX								
TOTAL FEMALE HOMEOWNERS	80986	19091	100.0	23.6	100	42870	100.0	52.9	100								
18 - 24	9282	1763	9.2	19.0	81	3777	8.8	40.7	77								
25 - 34	19072	4122	21.6	21.6	92	10184	23.8	53.4	101								
35 - 44	14591	3844	20.1	26.3	112	8122	18.9	55.7	105								
45 - 54	11345	3009	15.8	26.5	113	6611	15.4	58.3	110								
55 - 64	11635	2676	14.0	23.0	98	6740	15.7	57.9	109								
65 OR OLDER	15061	3676	19.3	24.4	104	7435	17.3	49.4	93								
18 - 34	28354	5885	30.8	20.8	88	13962	32.6	49.2	93								
18 - 49	48339	11261	59.0	23.3	99	25162	58.7	52.1	98								
25 - 54	45008	10975	57.5	24.4	103	24918	58.1	55.4	105								
35 - 49	19985	5375	28.2	26.9	114	11200	26.1	56.0	106								
50 OR OLDER	32647	7830	41.0	24.0	102	17708	41.3	54.2	102								
GRADUATED COLLEGE	11155	2573	13.5	23.1	98	6934	16.2	62.2	117								
ATTENDED COLLEGE	13682	3083	16.1	22.5	96	8100	18.9	59.2	112								
GRADUATED HIGH SCHOOL	33860	8421	44.1	24.9	105	18314	42.7	54.1	102								
DID NOT GRADUATE HIGH SCHOOL	22270	5014	26.3	22.5	96	9522	22.2	42.8	81								
EMPLOYED	40306	9180	48.1	22.8	97	22093	51.5	54.8	104								
EMPLOYED FULL-TIME	32850	7563	39.6	23.0	98	17841	41.6	54.3	103								
EMPLOYED PART-TIME	7456	1617	8.5	21.7	92	4252	9.9	57.0	108								
NOT EMPLOYED	40680	9910	51.9	24.4	103	20777	48.5	51.1	96								
PROFESSIONAL/MANAGER	10392	2366	12.4	22.8	97	6145	14.3	59.1	112								
TECH/CLERICAL/SALES	17574	3855	20.2	21.9	93	10022	23.4	57.0	108								
PRECISION/CRAFT	985	**263	1.4	26.7	113	534	1.2	54.2	102								
OTHER EMPLOYED	11354	2697	14.1	23.8	101	5392	12.6	47.5	90								
SINGLE	9863	1912	10.0	19.4	82	4297	10.0	43.6	82								
MARRIED	51375	12991	68.0	25.3	107	29080	67.8	56.6	107								
DIVORCED/SEPARATED/WIDOWED	19748	4187	21.9	21.2	90	9493	22.1	48.1	91								
PARENTS	32590	8062	42.2	24.7	105	17606	41.1	54.0	102								
WHITE	70416	16655	87.2	23.7	100	39008	91.0	55.4	105								
BLACK	8778	1942	10.2	22.1	94	2987	7.0	34.0	64								
OTHER	1791	**493	2.6	27.5	117	*876	2.0	48.9	92								
NORTHEAST-CENSUS	17786	3633	19.0	20.4	87	9353	21.8	52.6	99								
NORTH CENTRAL	20741	5407	28.3	26.1	111	12198	28.5	58.8	111								
SOUTH	27775	7375	38.6	26.6	113	12707	29.6	45.7	86								
WEST	14683	2676	14.0	18.2	77	8613	20.1	58.7	111								
NORTHEAST-MKTG.	17961	3749	19.6	20.9	89	8951	20.8	49.8	94								
EAST CENTRAL	11885	2762	14.5	23.2	99	6842	16.0	57.7	109								
WEST CENTRAL	14090	3797	19.9	26.9	114	8264	19.3	58.7	111								
SOUTH	24081	6543	34.3	27.2	115	11256	26.3	46.7	88								
PACIFIC	12969	2240	11.7	17.3	73	7537	17.6	58.1	110								
COUNTY SIZE A	32439	7584	39.7	23.4	99	16512	38.5	50.9	96								
COUNTY SIZE B	24915	5526	28.9	22.2	94	13786	32.2	55.3	105								
COUNTY SIZE C	12930	3028	15.9	23.4	99	7442	17.4	57.6	109								
COUNTY SIZE D	10703	2953	15.5	27.6	117	5130	12.0	47.9	91								
METRO CENTRAL CITY	24518	5739	30.1	23.4	99	11682	27.2	47.6	90								
METRO SUBURBAN	35919	8124	42.6	22.6	96	20694	48.3	57.6	109								
NON METRO	20549	5227	27.4	25.4	108	10495	24.5	51.1	96								
TOP 5 ADI'S	18341	3942	20.6	21.5	91	9361	21.8	51.0	96								
TOP 10 ADI'S	25378	5866	30.7	23.1	98	12597	29.4	49.6	94								
TOP 20 ADI'S	36488	8753	45.8	24.0	102	18654	43.5	51.1	97								
HSOHD INC. \$50,000 OR MORE	6612	1627	8.5	24.6	104	4237	9.9	64.1	121								
\$40,000 OR MORE	12659	3257	17.1	25.7	109	7698	18.0	60.8	115								
\$30,000 OR MORE	24698	6151	32.2	24.9	106	14779	34.5	59.8	113								
\$25,000 OR MORE	32077	8006	41.9	25.0	106	19086	44.5	59.5	112								
\$20,000 - \$24,999	9144	2177	11.4	23.8	101	5221	12.2	57.1	108								
\$15,000 - \$19,999	8728	2059	10.8	23.6	100	4499	10.5	51.5	97								
\$10,000 - \$14,999	12562	2964	15.5	23.6	100	6266	14.6	49.9	94								
UNDER \$10,000	18475	3884	20.3	21.0	89	7798	18.2	42.2	80								
HOUSEHOLD OF 1 PERSON	11987	2310	12.1	19.3	82	5943	13.9	49.6	94								
2 PEOPLE	26577	6379	33.4	24.0	102	13968	32.6	52.6	99								
3 OR 4 PEOPLE	30617	7128	37.3	23.3	99	16410	38.3	53.6	101								
5 OR MORE PEOPLE	11804	3274	17.1	27.7	118	6549	15.3	55.5	105								
NO CHILD IN HSHLD	46165	10498	55.0	22.7	96	24238	56.5	52.5	99								
CHILD(REN) UNDER 2 YRS	5325	1050	5.5	19.7	84	2853	6.7	53.6	101								
2 - 5 YEARS	14221	3214	16.8	22.6	96	7379	17.2	51.9	98								
6 - 11 YEARS	15117	3830	20.1	25.3	107	8076	18.8	53.4	101								
12 - 17 YEARS	16611	4467	23.4	26.9	114	9079	21.2	54.7	103								
RESIDENCE OWNED	55884	13990	73.3	25.0	106	32304	75.4	57.8	109								
VALUE: \$50,000 OR MORE	31744	7774	40.7	24.5	104	19357	45.2	61.0	115								
VALUE: UNDER \$50,000	24140	6216	32.6	25.7	109	12946	30.2	53.6	101								

CANNED OR JARRED PINEAPPLE - KINDS
(FEMALE HOME MAKERS)

			TOTAL U.S. '000	PACKED IN SYRUP				PACKED IN NATURAL JUICE											
				A	B	C	D	A	B	C	D								
				'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX				
TOTAL FEMALE HOMEMAKERS			80986	19091	100.0	23.6	100	42870	100.0	52.9	100								
MAGAZINES	QUINTILE 1	15799	3627	19.0	23.0	97	9542	22.3	60.4	114									
	QUINTILE 2	17259	4180	21.9	24.2	103	9904	23.1	57.4	108									
	QUINTILE 3	13545	3024	15.8	22.3	95	7594	17.7	56.1	106									
	QUINTILE 4	15133	3643	19.1	24.1	102	7506	17.5	49.6	94									
	QUINTILE 5	19250	4617	24.2	24.0	102	8325	19.4	43.2	82									
NEWSPAPERS	QUINTILE 1	12413	2922	15.3	23.5	100	7220	16.8	58.2	110									
	QUINTILE 2	24116	6595	34.5	27.3	116	13409	31.3	55.6	105									
	QUINTILE 3	11261	2339	12.3	20.8	88	6306	14.7	56.0	106									
	QUINTILE 4	20255	4485	23.5	22.1	94	10341	24.1	51.1	96									
	QUINTILE 5	12940	2751	14.4	21.3	90	5594	13.0	43.2	82									
OUTDOOR	QUINTILE 1	14852	3436	18.0	23.1	98	8013	18.7	54.0	102									
	QUINTILE 2	15725	3881	20.3	24.7	105	8455	19.7	53.8	102									
	QUINTILE 3	16330	3756	19.7	23.0	98	8834	20.6	54.1	102									
	QUINTILE 4	16744	3597	18.8	21.5	91	8851	20.6	52.9	100									
	QUINTILE 5	17334	4422	23.2	25.5	108	8717	20.3	50.3	95									
RADIO-DRIVE TIME	QUINTILE 1	15911	4038	21.2	25.4	108	8899	20.8	55.9	106									
	QUINTILE 2	14837	3487	18.3	23.5	100	7946	18.5	53.6	101									
	QUINTILE 3	15339	3525	18.5	23.0	97	7823	18.2	51.0	96									
	QUINTILE 4	16723	4160	21.8	24.9	106	8818	20.6	52.7	100									
	QUINTILE 5	18176	3881	20.3	21.4	91	9385	21.9	51.6	98									
RADIO-MID- DAY	TERCILE 1	21020	5173	27.1	24.6	104	11398	26.6	54.2	102									
	TERCILE 2	21610	5179	27.1	24.0	102	11849	27.6	54.8	104									
	TERCILE 3	38355	8739	45.8	22.8	97	19624	45.8	51.2	97									
RADIO-TOTAL	QUINTILE 1	15988	3672	19.2	23.0	97	8964	20.9	56.1	106									
	QUINTILE 2	15626	3994	20.9	25.6	108	8189	19.1	52.4	99									
	QUINTILE 3	16723	4030	21.1	24.1	102	9045	21.1	54.1	102									
	QUINTILE 4	16342	3836	20.1	23.5	100	8533	19.9	52.2	99									
	QUINTILE 5	16306	3559	18.6	21.8	93	8139	19.0	49.9	94									
TV-PRIME TIME	QUINTILE 1	15953	3772	19.8	23.6	100	8376	19.5	52.5	99									
	QUINTILE 2	16137	3731	19.5	23.1	98	9032	21.1	56.0	106									
	QUINTILE 3	16420	3884	20.3	23.7	100	8776	20.5	53.4	101									
	QUINTILE 4	16687	3936	20.6	23.6	100	8761	20.4	52.5	99									
	QUINTILE 5	15789	3767	19.7	23.9	101	7925	18.5	50.2	95									
TV-DAYTIME	TERCILE 1	27736	6610	34.6	23.8	101	14090	32.9	50.8	96									
	TERCILE 2	26489	6206	32.5	23.4	99	14117	32.9	53.3	101									
	TERCILE 3	26761	6275	32.9	23.4	99	14663	34.2	54.8	104									
TV-TOTAL	QUINTILE 1	16345	3930	20.6	24.0	102	8073	18.8	49.4	93									
	QUINTILE 2	16447	4065	21.3	24.7	105	9159	21.4	55.7	105									
	QUINTILE 3	15980	3491	18.3	21.8	93	8389	19.6	52.5	99									
	QUINTILE 4	15887	3685	19.3	23.2	98	8663	20.2	54.5	103									
	QUINTILE 5	16326	3919	20.5	24.0	102	8586	20.0	52.6	99									
MAGAZINES-NEWSPAPERS: DUAL			20721	5100	26.7	24.6	104	12535	29.2	60.5	114								
MAGAZINE IMPERATIVE			19186	4164	21.8	21.7	92	10734	25.0	55.9	106								
NEWSPAPER IMPERATIVE			21899	5709	29.9	26.1	111	11301	26.4	51.6	97								
MAGAZINES-OUTDOOR: DUAL			15451	3539	18.5	22.9	97	9137	21.3	59.1	112								
MAGAZINE IMPERATIVE			25953	6164	32.3	23.8	101	14978	34.9	57.7	109								
OUTDOOR IMPERATIVE			24400	5946	31.1	24.4	103	11834	27.6	48.5	92								
MAGAZINES-RADIO: DUAL			18049	4366	22.9	24.2	103	10508	24.5	58.2	110								
MAGAZINE IMPERATIVE			23571	5397	28.3	22.9	97	13697	32.0	58.1	110								
RADIO IMPERATIVE			23278	5661	29.7	24.3	103	11581	27.0	49.8	94								
MAGAZINES-TELEVISION: DUAL			15459	3933	20.6	25.4	108	8915	20.8	57.7	109								
MAGAZINE IMPERATIVE			25829	5791	30.3	22.4	95	14912	34.8	57.7	109								
TELEVISION IMPERATIVE			26039	6011	31.5	23.1	98	12454	29.1	47.8	90								
NEWSPAPERS-OUTDOOR: DUAL			16605	4112	21.5	24.8	105	9458	22.1	57.0	108								
NEWSPAPER IMPERATIVE			26834	6819	35.7	25.4	108	14963	34.9	55.8	105								
OUTDOOR IMPERATIVE			23346	5124	26.8	21.9	93	11684	27.3	50.0	95								
NEWSPAPERS-RADIO: DUAL			17133	4563	23.9	26.6	113	9621	22.4	56.2	106								
NEWSPAPER IMPERATIVE			25892	6320	33.1	24.4	104	14574	34.0	56.3	106								
RADIO IMPERATIVE			23167	5001	26.2	21.6	92	12000	28.0	51.8	98								
NEWSPAPERS-TELEVISION: DUAL			17159	4607	24.1	26.8	114	9525	22.2	55.5	105								
NEWSPAPER IMPERATIVE			26214	6378	33.4	24.3	103	14739	34.4	56.2	106								
TELEVISION IMPERATIVE			23412	5005	26.2	21.4	91	11455	26.7	48.9	92								
OUTDOOR-RADIO: DUAL			15303	3738	19.6	24.4	104	8469	19.8	55.3	105								
OUTDOOR IMPERATIVE			24901	5716	29.9	23.0	97	13216	30.8	53.1	100								
RADIO IMPERATIVE			26492	6437	33.7	24.3	103	14319	33.4	54.1	102								
OUTDOOR-TELEVISION: DUAL			14794	3453	18.1	23.3	99	7922	18.5	53.5	101								
OUTDOOR IMPERATIVE			25437	6141	32.2	24.1	102	13870	32.4	54.5	103								
TELEVISION IMPERATIVE			27877	6709	35.1	24.1	102	14493	33.8	52.0	98								
RADIO-TELEVISION: DUAL			15996	3773	19.8	23.6	100	8308	19.4	51.9	98								
RADIO IMPERATIVE			25478	6068	31.8	23.8	101	14079	32.8	55.3	104								
TELEVISION IMPERATIVE			26573	6292	33.0	23.7	100	13968	32.6	52.6	99								

	TOTAL U.S. '000	PACKED IN SYRUP				PACKED IN NATURAL JUICE											
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOME MAKERS	50986	19091	100.0	23.6	100	42870	100.0	52.9	100								
ATLANTIC MONTHLY	415	**125	0.7	30.1	128	255	0.6	61.4	116								
BARRON'S	453	**80	0.4	17.7	75	*322	0.8	71.1	134								
BETTER HOMES & GARDENS	16256	3901	20.4	24.0	102	10081	23.5	62.0	117								
BON APPETIT	2535	642	3.4	25.3	107	1623	3.8	64.0	121								
BUSINESS WEEK	1278	*256	1.3	20.0	85	671	1.6	52.5	99								
CAR AND DRIVER	378	**76	0.4	20.1	85	*193	0.5	51.1	96								
CBS MAGAZINE NETWORK (GROSS)	1498	285	1.5	19.0	81	774	1.8	51.7	98								
CHANGING TIMES	1505	286	1.5	19.0	81	846	2.0	56.2	106								
COLONIAL HOMES	1231	274	1.4	22.3	94	767	1.8	62.3	118								
CONDE NAST MAG. PKG. (GROSS)	14146	2981	15.6	21.1	89	7956	18.6	56.2	106								
CONSUMERS DIGEST	1323	386	2.0	29.2	124	732	1.7	55.3	105								
COSMOPOLITAN	7102	1456	7.6	20.5	87	3611	8.4	50.8	96								
COUNTRY LIVING	2481	608	3.2	24.5	104	1610	3.8	64.9	123								
CUISINE	1472	372	1.9	25.3	107	866	2.0	58.8	111								
CYCLE WORLD	425	**104	0.5	24.5	104	*257	0.6	60.5	114								
DCI:CREATIVE IDEAS FOR LIV	2510	723	3.8	28.8	122	1448	3.4	57.7	109								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1939	10.2	29.0	123	3939	9.2	58.8	111								
DISCOVER	894	*236	1.2	26.4	112	489	1.1	54.7	103								
EBONY	3507	826	4.3	23.6	100	1362	3.2	38.8	73								
ESQUIRE	1083	241	1.3	22.3	94	558	1.3	51.5	97								
ESSENCE	1830	485	2.5	26.5	112	771	1.8	42.1	80								
FAMILY CIRCLE	15930	3881	20.3	24.4	103	9485	22.1	59.5	112								
THE FAMILY HANDYMAN	1126	322	1.7	28.6	121	721	1.7	64.0	121								
FAMILY WEEKLY	11468	2727	14.3	23.8	101	6528	15.2	56.9	108								
FIELD & STREAM	2234	494	2.6	22.1	94	1418	3.3	63.5	120								
FOOD & WINE	579	*176	0.9	30.4	129	340	0.8	58.7	111								
FORBES	728	*129	0.7	17.7	75	481	1.1	66.1	125								
FORTUNE	906	*170	0.9	18.8	80	523	1.2	57.7	109								
GENTLEMAN'S QUARTERLY	791	*185	1.0	23.4	99	433	1.0	54.7	103								
GLAMOUR	5265	1067	5.6	20.3	86	3220	7.5	61.2	116								
GOLF DIGEST	636	*135	0.7	21.2	90	393	0.9	61.8	117								
GOLF DIGEST/TENNIS (GROSS)	1186	322	1.7	27.2	115	657	1.5	55.4	105								
GOLF MAGAZINE	441	**108	0.6	24.5	104	293	0.7	66.4	126								
GOLF MAGAZINE/SKI (GROSS)	922	*274	1.4	29.7	126	552	1.3	59.9	113								
GOOD HOUSEKEEPING	16487	3971	20.8	24.1	102	9935	23.2	60.3	114								
HARPER'S BAZAAR	2423	588	3.1	24.3	103	1343	3.1	55.4	105								
HEALTH	1994	558	2.9	28.0	119	1216	2.8	61.0	115								
HEARST MAG CORP. BUY (GROSS)	44101	10434	54.7	23.7	100	25779	60.1	58.5	110								
HEARST MAN POWER (GROSS)	1993	548	2.9	27.5	117	1244	2.9	62.4	118								
HEARST WOMAN POWER (GROSS)	31274	7288	38.2	23.3	99	18103	42.2	57.9	109								
HOUSE BEAUTIFUL	3623	894	4.7	24.7	105	2062	4.8	56.9	108								
INC.	283	**51	0.3	18.0	76	*144	0.3	50.9	96								
JET	2928	635	3.3	21.7	92	1153	2.7	39.4	74								
LADIES' HOME JOURNAL	11918	2843	14.9	23.9	101	7403	17.3	62.1	117								
LHMJ FAMILY GRP COMBO(GROSS)	16764	4095	21.4	24.4	104	10365	24.2	61.8	117								
LIFE	4254	1051	5.5	24.7	105	2250	5.2	52.9	100								
L.A. TIMES HOME MAGAZINE	1145	*174	0.9	15.2	64	726	1.7	63.4	120								
MADMOISELLE	2884	712	3.7	24.7	105	1604	3.7	55.6	105								
MC CALL'S	13460	3299	17.3	24.5	104	8125	19.0	60.4	114								
MC CALL'S/WRK MOTHER (GROSS)	14606	3659	19.2	25.1	106	8888	20.7	60.9	115								
MECHANIX ILLUSTRATED	772	**140	0.7	18.1	77	543	1.3	70.3	133								
METROPOLITAN HOME	967	*213	1.1	22.0	93	638	1.5	66.0	125								
MONEY	1588	342	1.8	21.5	91	871	2.0	54.8	104								
MOTHER EARTH NEWS	1002	*254	1.3	25.3	108	625	1.5	62.4	118								
MS.	825	228	1.2	27.6	117	478	1.1	57.9	109								
NATIONAL ENQUIRER	10336	2416	12.7	23.4	99	5370	12.5	52.0	98								
NATIONAL GEOGRAPHIC	9597	2500	13.1	26.0	111	5867	13.7	61.1	115								
NATIONAL SUNDAY MAGAZINE PKG	*9555	12006	62.9	24.2	103	27756	64.7	56.0	106								
NATURAL HISTORY	573	*113	0.6	19.7	84	320	0.7	55.8	105								
NEW WOMAN	1699	340	1.8	20.0	85	904	2.1	53.2	101								
NEW YORK INCLUDING CUE	443	**73	0.4	16.5	70	272	0.6	61.4	116								
THE NEW YORKER	1270	352	1.8	27.7	118	722	1.7	56.9	107								
NEWSWEEK	6277	1376	7.2	21.9	93	3584	8.4	57.1	108								
THE N.Y. TIMES DAILY EDITION	1205	265	1.4	22.0	93	742	1.7	61.6	116								
THE N.Y. TIMES MAGAZINE	2081	516	2.7	24.8	105	1176	2.7	56.5	107								
OWNI	758	*199	1.0	25.3	107	471	1.1	59.8	113								
ON CABLE	1158	*327	1.7	28.2	120	554	1.3	47.8	90								
1001 HOME IDEAS	2852	693	3.6	24.3	103	1746	4.1	61.2	116								
ORGANIC GARDENING	1658	379	2.0	22.9	97	1117	2.6	67.4	127								
OUTDOOR LIFE	896	*234	1.2	26.1	111	549	1.3	61.3	116								
PARADE MAGAZINE	24275	5734	30.0	23.6	100	13589	31.7	56.0	106								

CANNED OR JARRED PINEAPPLE - KINDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PACKED IN SYRUP				PACKED IN NATURAL JUICE				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX								
TOTAL FEMALE HOMEMAKERS	80986	19091	100.0	23.6	100	42870	100.0	52.9	100								
PARENTS	3845	940	4.9	24.4	104	2283	5.3	59.4	112								
PENTHOUSE	831	*150	0.8	18.1	77	469	1.1	56.4	107								
PEOPLE	11645	2733	14.3	23.5	100	6288	14.7	54.0	102								
PLAYBOY	2006	319	1.7	15.9	67	1067	2.5	53.2	100								
POPULAR HOT RODDING	297	**31	0.2	10.4	44	*147	0.3	49.5	94								
POPULAR MECHANICS	1018	*303	1.6	29.8	126	640	1.5	62.9	119								
POPULAR SCIENCE	878	*188	1.0	21.4	91	560	1.3	63.8	120								
PREVENTION	3913	932	4.9	23.8	101	2459	5.7	62.8	119								
PSYCHOLOGY TODAY	1710	412	2.2	24.1	102	1046	2.4	61.2	116								
READER'S DIGEST	22204	5624	29.5	25.3	107	13030	30.4	58.7	111								
REDBOOK	7684	1861	9.7	24.2	103	4557	10.6	59.3	112								
ROAD & TRACK	410	**57	0.3	13.9	59	*235	0.5	57.3	108								
ROLLING STONE	969	222	1.2	22.9	97	603	1.4	62.2	118								
RUNNER'S WORLD	298	**110	0.6	36.9	157	*167	0.4	56.0	106								
SATURDAY EVENING POST	1169	331	1.7	28.3	120	676	1.6	57.8	109								
SCIENCE 84	587	**104	0.5	17.7	75	453	1.1	77.2	146								
SCIENCE DIGEST	482	**131	0.7	27.2	115	295	0.7	61.2	116								
SCIENTIFIC AMERICAN	594	**77	0.4	13.0	55	394	0.9	66.3	125								
SELF	2089	395	2.1	18.9	80	1133	2.6	54.2	102								
SEVENTEEN	2411	644	3.4	26.7	113	1263	2.9	52.4	99								
SKI	480	*165	0.9	34.4	146	259	0.6	54.0	102								
SMITHSONIAN	2760	717	3.8	26.0	110	1674	3.9	60.7	115								
SOAP OPERA DIGEST	3013	717	3.8	23.8	101	1617	3.8	53.7	101								
SOUTHERN LIVING	4184	1216	6.4	29.1	123	2491	5.8	59.5	112								
SPORT	559	*133	0.7	23.8	101	306	0.7	54.7	103								
THE SPORTING NEWS	436	**112	0.6	25.7	109	*279	0.7	64.0	121								
SPORTS AFIELD	493	**115	0.6	23.3	99	309	0.7	62.7	118								
SPORTS ILLUSTRATED	2758	593	3.1	21.5	91	1544	3.6	56.0	106								
STAR	7456	1656	8.7	22.2	94	3790	8.8	50.8	96								
SUNDAY	24936	6304	33.0	25.3	107	13503	31.5	54.2	102								
SUNSET	2124	616	3.2	29.0	123	1384	3.2	65.2	123								
TV GUIDE	21661	5033	26.4	23.2	99	11709	27.3	54.1	102								
TENNIS	550	*188	1.0	34.2	145	264	0.6	48.0	91								
TIME	8880	1909	10.0	21.5	91	5149	12.0	58.0	110								
TOHN & COUNTRY	917	230	1.2	25.1	106	525	1.2	57.3	108								
TRAVEL & LEISURE	972	*167	0.9	17.2	73	614	1.4	63.2	119								
TRUE STORY	3356	1040	5.4	31.0	131	1592	3.7	47.4	90								
U.S. NEWS & WORLD REPORT	3410	917	4.8	26.9	114	2046	4.8	60.0	113								
USA TODAY	1759	489	2.6	27.8	118	1046	2.4	59.5	112								
US	1873	382	2.0	20.4	87	1141	2.7	60.9	115								
VOGUE	3909	807	4.2	20.6	88	2000	4.7	51.2	97								
WALL STREET JOURNAL	1886	422	2.2	22.4	95	1160	2.7	61.5	116								
WEIGHT WATCHERS	2120	542	2.8	25.6	108	1375	3.2	64.9	123								
WOMAN'S DAY	14172	3263	17.1	23.0	98	8588	20.0	60.6	114								
WORKING MOTHER	1146	361	1.9	31.5	134	763	1.8	66.6	126								
WORKING WOMAN	1322	372	1.9	28.1	119	724	1.7	54.8	103								
WORLD TENNIS	*163	**34	0.2	20.9	88	**102	0.2	62.6	118								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	703	3.7	27.8	118	1319	3.1	52.1	98								
BLAIR INSERTS	43657	10621	55.6	24.3	103	24218	56.5	55.5	105								
DAILY NEWSPAPERS																	
READ ANY	51633	12703	66.5	24.6	104	28798	67.2	55.8	105								
READ ONE	43463	10696	56.0	24.6	104	23817	55.6	54.8	104								
READ TWO OR MORE	8170	2007	10.5	24.6	104	4981	11.6	61.0	115								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12886	67.5	24.5	104	29370	68.5	55.8	105								
READ ONE	46126	11411	59.8	24.7	105	25530	59.6	55.3	105								
READ TWO OR MORE	6552	1475	7.7	22.5	95	3840	9.0	58.6	111								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.31				27.73											
30 DAY REACH	71455	16555	86.7	23.2	98	38134	89.0	53.4	101								
50 SHWG - 30 DAY AV FREQ	14.56	15.07				14.56											
30 DAY REACH	67742	15575	81.6	23.0	98	36414	84.9	53.8	102								
25 SHWG - 30 DAY AV FREQ	7.94	8.18				7.97											
30 DAY REACH	62117	14380	75.3	23.1	98	33292	77.7	53.6	101								
CABLE TV: HOME WIRED	32077	7408	38.8	23.1	98	18070	42.2	56.3	106								
HOME NOT WIRED	48909	11683	61.2	23.9	101	24800	57.8	50.7	96								
HAVE PAY CABLE	15935	3575	18.7	22.4	95	9197	21.5	57.7	109								

	TOTAL U.S. '000	PACKED IN SYRUP				PACKED IN NATURAL JUICE				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	19091	100.0	23.6	100	42870	100.0	52.9	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	10678	55.9	24.3	103	24112	56.2	54.9	104								
10:00 AM - 3:00 PM	30659	7382	38.7	24.1	102	16788	39.2	54.8	103								
3:00 PM - 7:00 PM	31045	7451	39.0	24.0	102	16931	39.5	54.5	103								
7:00 PM - MIDNIGHT	15767	3548	18.6	22.5	95	8557	20.0	54.3	103								
MIDNIGHT - 6:00 AM	9120	2238	11.7	24.5	104	5202	12.1	57.0	108								
6:00 AM - MIDNIGHT	58527	14071	73.7	24.0	102	31826	74.2	54.4	103								
ENTIRE DAY	59311	14229	74.5	24.0	102	32254	75.2	54.4	103								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3957	20.7	24.5	104	9243	21.6	57.2	108								
ALL NEWS	2256	452	2.4	20.0	85	1232	2.9	54.6	103								
AOR/PROGRESSIVE	3874	906	4.7	23.4	99	2121	4.9	54.7	103								
BEAUTIFUL MUSIC	5660	1536	8.0	27.1	115	3230	7.5	57.1	108								
BLACK	2204	514	2.7	23.3	99	965	2.3	43.8	83								
CLASSICAL	1418	327	1.7	23.1	98	840	2.0	59.2	112								
CHR/ROCK	9538	2140	11.2	22.4	95	4802	11.2	50.3	95								
COUNTRY	12648	3297	17.3	26.1	111	6788	15.8	53.7	101								
GOLDEN OLDIES	1191	271	1.4	22.8	97	521	1.2	43.7	83								
MOR/NOSTALGIA	4757	1168	6.1	24.6	104	2784	6.5	58.5	111								
NEWS/TALK	3863	782	4.1	20.2	86	2374	5.5	61.5	116								
RELIGIOUS	3084	743	3.9	24.1	102	1684	3.9	54.6	103								
SOFT ROCK	521	**105	0.5	20.2	85	*312	0.7	59.9	113								
URBAN CONTEMPORARY	1585	396	2.1	25.0	106	564	1.3	35.6	67								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	765	4.0	23.5	100	1522	3.6	46.7	88								
ABC DIRECTION	2316	669	3.5	28.9	123	1195	2.8	51.6	97								
ABC ENTERTAINMENT	4834	1035	5.4	21.4	91	2789	6.5	57.7	109								
ABC FM	2202	485	2.5	22.0	93	1117	2.6	50.7	96								
ABC INFORMATION	5425	1365	7.1	25.2	107	3116	7.3	57.4	109								
ABC ROCK	1677	374	2.0	22.3	95	963	2.2	57.4	108								
CBS	4430	1055	5.5	23.8	101	2694	6.3	60.8	115								
MUTUAL	4992	1403	7.3	28.1	119	2668	6.2	53.4	101								
NBC	4679	1051	5.5	22.5	95	2942	6.9	62.9	119								
RADIORADIO	1994	460	2.4	23.1	98	1030	2.4	51.7	98								
RKO ONE	2298	548	2.9	23.8	101	1046	2.4	45.5	86								
RKO TWO	3311	785	4.1	23.7	101	1870	4.4	56.5	107								
THE SOURCE	2114	629	3.3	29.8	126	927	2.2	43.9	83								
NON-WIRED : BLAIR	8654	2061	10.8	23.8	101	4860	11.3	56.2	106								
INTERNET	12025	2754	14.4	22.9	97	6349	14.8	52.8	100								
KATZ RADIO GROUP	15359	3495	18.3	22.8	97	8894	20.7	57.9	109								
SUPERNET	10628	2513	13.2	23.6	100	5628	13.1	53.0	100								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2109	11.0	24.4	103	4409	10.3	50.9	96								
WKDAY 9:00 AM - 1:00 PM	12163	2812	14.7	23.1	98	6130	14.3	50.4	95								
WKDAY 1:00 PM - 4:30 PM	16150	3761	19.7	23.3	99	8228	19.2	50.9	96								
WKDAY 4:30 PM - 7:30 PM	22463	5248	27.5	23.4	99	11588	27.0	51.6	97								
WKDAY 7:30 PM - 8:00 PM	31795	7663	40.1	24.1	102	16511	38.5	51.9	98								
WKDAY 11:00 PM - 11:30 PM	23977	5954	31.2	24.8	105	13024	30.4	54.3	103								
WKDAY 11:30 PM - 1:00 AM	7703	1963	10.3	25.5	108	4196	9.8	54.5	103								
M-SAT 8-11 PM-SUN 7-11 PM	33800	7963	41.7	23.6	100	18129	42.3	53.6	101								
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1353	7.1	20.7	88	3294	7.7	50.4	95								
ANOTHER WORLD	N 4620	1041	5.5	22.5	96	2468	5.8	53.4	101								
AS THE WORLD TURNS	C 5614	1445	7.6	25.7	109	2811	6.6	50.1	95								
CAPITOL	C 3396	833	4.4	24.5	104	1605	3.7	47.3	89								
CBS MORN. NEWS 1	C 1446	264	1.4	18.3	77	766	1.8	53.0	100								
CBS MORN. NEWS 2	C 1207	259	1.4	21.5	91	649	1.5	53.8	102								
DAYS OF OUR LIVES	N 5877	1225	6.4	20.8	88	3232	7.5	55.0	104								
FACTS OF LIFE - DAYTIME	N 2290	511	2.7	22.3	95	1053	2.5	46.0	87								
FAMILY FEUD	A 3023	642	3.4	21.2	90	1447	3.4	47.9	90								
GENERAL HOSPITAL	A 6097	1351	7.1	22.2	94	3121	7.3	51.2	97								
GOOD MORNING, AMERICA-730	A 3515	839	4.4	23.9	101	1835	4.3	52.2	99								
GOOD MORNING, AMERICA-830	A 2818	663	3.5	23.5	100	1612	3.8	57.2	108								
GUIDING LIGHT	C 5339	1293	6.8	24.2	103	2661	6.2	49.8	94								
ONE LIFE TO LIVE	A 4478	986	5.2	22.0	93	2264	5.3	50.6	96								
PRESS YOUR LUCK	C 2244	511	2.7	22.8	97	1151	2.7	51.3	97								
PRICE IS RIGHT 1	C 4348	1106	5.8	25.4	108	2049	4.8	47.1	89								
PRICE IS RIGHT 2	C 5014	1170	6.1	23.3	99	2474	5.8	49.3	93								
RYAN'S HOPE	A 3150	671	3.5	21.3	90	1491	3.5	47.3	89								
SALE OF THE CENTURY	N 2695	615	3.2	22.8	97	1347	3.1	50.0	94								
SEARCH FOR TOMORROW	N 2319	555	2.9	23.9	102	1186	2.8	51.1	97								
TODAY SHOW 1	N 2693	661	3.5	24.5	104	1333	3.1	49.5	94								
TODAY SHOW 2	N 2498	677	3.5	27.1	115	1225	2.9	49.0	93								
\$25,000 PYRAMID	C 2753	568	3.0	20.6	88	1416	3.3	51.4	97								
WHEEL OF FORTUNE	N 4388	1032	5.4	23.5	100	2266	5.3	51.6	98								
YOUNG AND THE RESTLESS	C 5695	1486	7.8	26.1	111	2795	6.5	49.1	93								
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	405	2.1	23.0	98	875	2.0	49.7	94								
NBA PLAYOFF GAME -1	C 1136	323	1.7	28.4	121	565	1.3	49.7	94								
NBC MAJOR LEAGUE PRE-GAME	N 953	*204	1.1	21.4	91	455	1.1	47.7	90								
SPORTSWORLD - SUN	N 1233	304	1.6	24.7	105	591	1.4	47.9	91								
SUNDAY MORNING	C 1611	299	1.6	18.6	79	918	2.1	57.0	108								

CANNED OR JARRED PINEAPPLE - KINDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PACKED IN SYRUP				PACKED IN NATURAL JUICE											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	19091	100.0	23.6	100	42870	100.0	52.9	100								
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	6055	31.7	23.2	99	13593	31.7	52.2	99								
NETWORK AFFILIATES - LATE	20261	4949	25.9	24.4	104	11031	25.7	54.4	103								
INDEPENDENTS - LATE	2076	534	2.8	25.7	109	1205	2.8	58.0	110								
TV EVENING NTKW 6 PM - 2 AM																	
A TEAM	N 10453	2502	13.1	23.9	102	5387	12.6	51.5	97								
ABC MONDAY NIGHT MOVIE	A 6412	1527	8.0	23.8	101	3551	8.3	55.4	105								
ABC SUNDAY NIGHT MOVIE	A 12407	2864	15.0	23.1	98	6703	15.6	54.0	102								
ABC WORLD NEWS TONIGHT	A 6176	1356	7.1	22.0	93	3215	7.5	52.1	98								
AFTERMASH	C 5863	1328	7.0	22.7	96	3163	7.4	53.9	102								
ALICE	C 9594	2160	11.3	22.5	96	5319	12.4	55.4	105								
AMERICAN PARADE	C 6622	1565	8.2	23.6	100	3686	8.6	55.7	105								
BENSON	A 10886	2474	13.0	22.7	96	5833	13.6	53.6	101								
BLUE THUNDER	A 5036	1154	6.0	22.9	97	2757	6.4	54.7	103								
CAGNEY & LACEY	C 9965	2419	12.7	24.3	103	5486	12.8	55.1	104								
CBS EVENING NEWS-DEAN	C 3491	645	3.4	18.5	78	2077	4.8	59.5	112								
CBS EVENING NEWS-RATHER	C 7123	1646	8.6	23.1	98	3906	9.1	54.8	104								
CBS SAT. NEWS-SCHIEFFER	C 3621	808	4.2	22.3	95	2013	4.7	55.6	105								
CBS SATURDAY NIGHT MOVIE	C 5436	1118	5.9	20.6	87	3100	7.2	57.0	108								
CBS WEDNESDAY NIGHT MOVIE	C 6100	1491	7.8	24.4	104	3294	7.7	54.0	102								
CHEERS	N 8888	2075	10.9	23.3	99	4782	11.2	53.8	102								
DALLAS	C 22109	4782	25.0	21.6	92	11856	27.7	53.6	101								
DIFF'RENT STROKES	N 6940	1526	8.0	22.0	93	3467	8.1	50.0	94								
DOUBLE TROUBLE	N 7223	1947	10.2	27.0	114	3855	9.0	53.4	101								
DUCK FACTORY	N 5595	1383	7.2	24.7	105	2960	6.9	52.9	100								
DUKES OF HAZZARD	C 5768	1409	7.4	24.4	104	2902	6.8	50.3	95								
DYNASTY	A 20053	4491	23.5	22.4	95	10425	24.3	52.0	98								
FACTS OF LIFE	N 8087	1946	10.2	24.1	102	4408	10.3	54.5	103								
FALCON CREST	C 20046	4403	23.1	22.0	93	10862	25.3	54.2	102								
FALL GUY	A 9084	2039	10.7	22.4	95	4834	11.3	53.2	101								
FAMILY TIES	N 7964	2024	10.6	25.4	108	4223	9.9	53.0	100								
FANTASY ISLAND	A 7687	1863	9.8	24.2	103	3812	8.9	49.6	94								
FOULUPS, BLEEPs & BLUNDERS	A 8861	1912	10.0	21.6	92	4753	11.1	53.6	101								
FOUR SEASONS	C 5045	1124	5.9	22.1	94	2764	6.4	54.2	102								
GIMME A BREAK	N 8838	2298	12.0	26.0	110	4256	9.9	48.2	91								
HART TO HART	A 8978	2039	10.7	22.7	96	4879	11.4	54.3	103								
HILL STREET BLUES	N 8590	2064	10.8	24.0	102	4576	10.7	53.3	101								
HOTEL	A 14085	3107	16.3	22.1	94	7551	17.6	53.6	101								
JEFFERSONS	C 9360	2189	11.5	23.4	99	4973	11.6	53.1	100								
JENNIFER SLEPT HERE	N 5841	1224	6.4	21.0	89	3196	7.5	54.7	103								
KATE & ALLIE	C 9206	2018	10.6	21.9	93	5222	12.2	56.7	107								
KNIGHT RIDER	N 7076	1692	8.9	23.9	101	3780	8.8	53.4	101								
LOVE BOAT	A 12219	2637	13.8	21.6	92	6343	14.8	51.9	98								
MAGNUM PI	C 11199	2551	13.4	22.8	97	6086	14.2	54.3	103								
MAMA'S FAMILY	N 6057	1341	7.0	22.1	94	3060	7.1	50.5	95								
MASTER, THE	N 3598	840	4.4	23.3	99	1878	4.4	52.2	99								
MATT HOUSTON	A 6344	1313	6.9	20.7	88	3569	8.3	56.3	106								
NBC MONDAY NIGHT MOVIE	N 11994	2874	15.1	24.0	102	6326	14.8	52.7	100								
NBC NIGHTLY NEWS	N 5132	1292	6.8	25.2	107	2643	6.2	51.5	97								
NBC NIGHTLY NEWS-SAT	N 3375	777	4.1	23.0	98	1792	4.2	53.1	100								
NBC NIGHTLY NEWS-SUN	N 3130	730	3.8	23.3	99	1637	3.8	52.3	99								
NBC SUNDAY NIGHT MOVIE	N 8284	2144	11.2	25.9	110	4102	9.6	49.5	94								
NEWHART	C 9240	2064	10.8	22.3	95	5222	12.2	56.5	107								
ONE DAY AT A TIME	C 7288	1690	8.9	23.2	98	3780	8.8	51.9	98								
PEOPLE ARE FUNNY	N 4855	1051	5.5	21.6	92	2607	6.1	53.7	101								
REAL PEOPLE	N 8869	2057	10.8	23.2	98	4586	10.7	51.7	98								
REMINGTON STEELE	N 7743	1710	9.0	22.1	94	4357	10.2	56.3	106								
RIPLEY'S BELIEVE IT - NOT	A 5345	1324	6.9	24.8	105	2888	6.7	54.0	102								
RIPTIDE	N 6988	1562	8.2	22.4	95	3728	8.7	53.3	101								
SCARECROW & MRS. KING	C 10002	2359	12.4	23.6	100	5322	12.4	53.2	101								
SIMON & SIMON	C 10638	2371	12.4	22.3	95	5866	13.7	55.1	104								
60 MINUTES	C 13293	3039	15.9	22.9	97	7337	17.1	55.2	104								
ST. ELSEWHERE	N 7017	1738	9.1	24.8	105	3931	9.2	56.0	106								
THREE'S COMPANY	A 10917	2502	13.1	22.9	97	6143	14.3	56.3	106								
T.J. HOOKER	A 9204	2077	10.9	22.6	96	4690	10.9	51.0	96								
TONIGHT SHOW	N 2372	572	3.0	24.1	102	1336	3.1	56.3	106								
TRAPPER JOHN, M.D.	C 8846	2246	11.8	22.8	97	5290	12.3	53.7	101								
TV BLOOPERS & PRAC. JOKES	N 9105	1912	10.0	21.0	89	4913	11.5	54.0	102								
20/20	A 9387	2268	11.9	24.2	102	5347	12.5	57.0	108								
WEBSTER	A 11067	2481	13.0	22.4	95	5936	13.8	53.6	101								
WORLD NEWS - SUN	A 3062	732	3.8	23.9	101	1636	3.8	53.4	101								
YELLOW ROSE	N 4978	1254	6.6	25.2	107	2627	6.1	52.8	100								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	2279	11.9	25.7	109	5603	13.1	63.1	119								
BASKETBALL - COLLEGE GAMES	4080	1242	6.5	30.4	129	2427	5.7	59.5	112								
BASKETBALL - PRO GAMES	3607	996	5.2	27.6	117	2064	4.8	57.2	108								
BOWLING	3853	1112	5.8	28.6	121	2275	5.3	58.6	111								
BOXING	3928	1052	5.5	26.8	114	2034	4.7	51.8	98								
FOOTBALL - COLLEGE GAMES	6366	1911	10.0	30.0	127	3819	8.9	60.0	113								
FOOTBALL - PRO GAMES	11300	3027	15.9	26.8	114	6566	15.3	58.1	110								
GOLF	3378	736	3.9	21.8	92	2331	5.4	69.0	130								
POST-SEASON COLL. FOOTBALL	4906	1142	6.0	23.3	99	3121	7.3	63.6	120								
POST-SEASON PRO FOOTBALL	6120	1499	7.9	24.5	104	3962	9.2	64.7	122								
TENNIS	3033	687	3.6	22.7	96	1910	4.5	63.0	119								
WRESTLING - PROFESSIONAL	3344	958	5.0	28.6	122	1669	3.9	49.9	94								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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OTHER CANNED OR JARRED FRUIT (EXCLUDING PINEAPPLE)BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-9

		'000	%	UNWEIGHTED							
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?											
YES		62620	77.3	7185							
NO		18366	22.7	2250							
		ALL		SOLE		PRIMARY		SECONDARY			
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED	
IF YES											
4B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?											
APPLE SAUCE		39395	48.6	2911	3.6	31323	38.7	5162	6.4	4509	
CHERRIES		9674	11.9	221	.3	6099	7.5	3354	4.1	1060	
CRANBERRIES		10806	13.3	368	.5	6985	8.6	3453	4.3	1245	
FRUIT COCKTAIL		39210	48.4	2700	3.3	28915	35.7	7595	9.4	4434	
GRAPEFRUIT		6037	7.5	229	.3	4218	5.2	1590	2.0	786	
PEACHES		45655	56.4	2931	3.6	34286	42.3	8438	10.4	5175	
PEARS		30648	37.8	537	.7	21442	26.5	8670	10.7	3488	
PLUMS		4931	6.1	56	.1	2792	3.4	2083	2.6	606	
OTHER		7426	9.2	437	.5	4518	5.6	2471	3.1	869	
DO NOT KNOW		77	.1							14	
4C. WHICH KINDS ARE USED BY YOUR HOUSEHOLD?											
PACKED IN SYRUP		31395	38.8	19506	24.1	7606	9.4	4284	5.3	3526	
PACKED IN NATURAL JUICE		39515	48.8	26954	33.3	8837	10.9	3724	4.6	4481	
OTHER		2694	3.3	1062	1.3	767	.9	865	1.1	318	
DO NOT KNOW		2278	2.8							294	
		'000	%	UNWEIGHTED							
4D. ABOUT HOW MANY CANS OR JARS OF OTHER, NOT PINEAPPLE, FRUIT WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?											
10 OR MORE		H	2166	2.7	234						
7 - 9		H	2588	3.2	291						
5 - 6		H	7302	9.0	770						
4		M	9901	12.2	1098						
3		M	10929	13.5	1209						
2		L	13823	17.1	1647						
1		L	9406	11.6	1102						
LESS THAN 1		L	2695	3.3	368						
NONE		L	3811	4.7	466						

OTHER CANNED OR JARRED FRUIT: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS THREE - FOUR				LIGHT USERS TWO OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	62620	100.0	77.3	100	12056	100.0	14.9	100	20830	100.0	25.7	100	29734	100.0	36.7	100
18 - 24	9282	6264	10.0	67.5	87	1041	8.6	11.2	75	1786	8.6	19.2	75	3438	11.6	37.0	101
25 - 34	19072	14531	23.2	76.2	99	3028	25.1	15.9	107	4671	22.4	24.5	95	6832	23.0	35.8	98
35 - 44	14591	11695	18.7	80.2	104	2556	21.2	17.5	118	3706	17.8	25.4	99	5433	18.3	37.2	101
45 - 54	11345	9239	14.8	81.4	105	1603	13.3	14.1	95	3427	16.5	30.2	117	4209	14.2	37.1	101
55 - 64	11635	9434	15.1	81.1	105	1908	15.8	16.4	110	3417	16.4	29.4	114	4110	13.8	35.3	96
65 OR OLDER	15061	11456	18.3	76.1	98	1921	15.9	12.8	86	3823	18.4	25.4	99	5713	19.2	37.9	103
18 - 34	28354	20795	33.2	73.3	95	4070	33.8	14.4	96	6457	31.0	22.8	89	10269	34.5	36.2	99
18 - 49	48339	36840	58.8	76.2	99	7515	62.3	15.5	104	11596	55.7	24.0	93	17729	59.6	36.7	100
25 - 54	45008	35465	56.6	78.8	102	7187	59.6	16.0	107	11805	56.7	26.2	102	16474	55.4	36.6	100
35 - 49	19985	16045	25.6	80.3	104	3446	28.6	17.2	116	5139	24.7	25.7	100	7460	25.1	37.3	102
50 OR OLDER	32647	25780	41.2	79.0	102	4541	37.7	13.9	93	9234	44.3	28.3	110	12005	40.4	36.8	100
GRADUATED COLLEGE	11155	8684	13.9	77.8	101	1752	14.5	15.7	106	2545	12.2	22.8	89	4387	14.8	39.3	107
ATTENDED COLLEGE	13682	10776	17.2	78.8	102	2085	17.3	15.2	102	3369	16.2	24.6	96	5322	17.9	38.9	106
GRADUATED HIGH SCHOOL	33880	26853	42.9	79.3	103	5101	42.3	15.1	101	9350	44.9	27.6	107	12402	41.7	36.6	100
DID NOT GRADUATE HIGH SCHOOL	22270	16307	26.0	73.2	95	3119	25.9	14.0	94	5566	26.7	25.0	97	7623	25.6	34.2	93
EMPLOYED	40306	31289	50.0	77.6	100	5994	49.7	14.9	100	9708	46.6	24.1	94	15588	52.4	38.7	105
EMPLOYED FULL-TIME	32850	25402	40.6	77.3	100	4722	39.2	14.4	97	8000	38.4	24.4	95	12679	42.6	38.6	105
EMPLOYED PART-TIME	7456	5887	9.4	79.0	102	1271	10.5	17.0	115	1708	8.2	22.9	89	2908	9.8	39.0	106
NOT EMPLOYED	40680	31331	50.0	77.0	100	6063	50.3	14.9	100	11122	53.4	27.3	106	14147	47.6	34.8	95
PROFESSIONAL/MANAGER	10392	8049	12.9	77.5	100	1720	14.3	16.6	111	2225	10.7	21.4	83	4103	13.8	39.5	108
TECH/CLERICAL/SALES	17574	13879	22.2	79.0	102	2425	20.1	13.8	93	4498	21.6	25.6	100	6956	23.4	39.6	108
PRECISION/CRAFT	985	766	1.2	77.8	101	**74	0.6	7.5	50	**289	1.4	29.3	114	*403	1.4	40.9	111
OTHER EMPLOYED	11354	8595	13.7	75.7	98	1774	14.7	15.6	105	2696	12.9	23.7	92	4125	13.9	36.3	99
SINGLE	9863	6643	10.6	67.4	87	1039	8.6	10.5	71	1865	9.0	18.9	74	3740	12.6	37.9	103
MARRIED	51375	41081	65.6	80.0	103	8799	73.0	17.1	115	14134	67.9	27.5	107	18149	61.0	35.3	96
DIVORCED/SEPARATED/MIDWOMED	19748	14895	23.8	75.4	98	2219	18.4	11.2	75	4831	23.2	24.5	95	7846	26.4	39.7	108
PARENTS	32590	25926	41.4	79.6	103	5868	48.7	18.0	121	8988	43.1	27.6	107	11070	37.2	34.0	93
WHITE	70416	55305	88.3	78.5	102	10997	91.2	15.6	105	18327	88.0	26.0	101	25981	87.4	36.9	100
BLACK	8778	5960	9.5	67.9	88	834	6.9	9.5	64	2058	9.9	23.4	91	3068	10.3	35.0	95
OTHER	1791	1356	2.2	75.7	98	**226	1.9	12.6	85	**446	2.1	24.9	97	*685	2.3	38.2	104
NORTHEAST-CENSUS	17786	13297	21.2	74.8	97	2710	22.5	15.2	102	4714	22.6	26.5	103	5872	19.7	33.0	90
NORTH CENTRAL	20741	17365	27.7	83.7	108	3751	31.1	18.1	121	5823	28.0	28.1	109	7791	26.2	37.6	102
SOUTH	27775	21043	33.6	75.8	98	3330	27.6	12.0	81	7422	35.6	26.7	104	10291	34.6	37.1	101
WEST	14683	10916	17.4	74.3	96	2265	18.8	15.4	104	2870	13.8	19.5	76	5780	19.4	39.4	107
NORTHEAST-MKTG.	17961	12983	20.7	72.3	93	2554	21.2	14.2	96	4479	21.5	24.9	97	5950	20.0	33.1	90
EAST CENTRAL	11885	9855	15.7	82.9	107	2124	17.6	17.9	120	3508	16.8	29.5	115	4223	14.2	35.5	97
WEST CENTRAL	14090	11785	18.8	83.6	108	2468	20.5	17.5	118	3881	18.6	27.5	107	5437	18.3	38.6	105
SOUTH	24081	18522	29.6	76.9	99	2937	24.4	12.2	82	6509	31.2	27.0	105	9077	30.5	37.7	103
PACIFIC	12969	9475	15.1	73.1	94	1974	16.4	15.2	102	2453	11.8	18.9	74	5047	17.0	38.9	106
COUNTY SIZE A	32439	24295	38.8	74.9	97	4430	36.7	13.7	92	7757	37.2	23.9	93	12107	40.7	37.3	102
COUNTY SIZE B	24915	19405	31.0	77.9	101	3970	32.9	15.9	107	6537	31.4	26.2	102	8898	29.9	35.7	97
COUNTY SIZE C	12930	10550	16.8	81.6	106	1914	15.9	14.8	99	3442	16.5	26.6	103	5194	17.5	40.2	109
COUNTY SIZE D	10703	8371	13.4	78.2	101	1742	14.4	16.3	109	3094	14.9	28.9	112	3535	11.9	33.0	90
METRO CENTRAL CITY	24518	17890	28.6	73.0	94	3417	28.3	13.9	94	5461	26.2	22.3	87	9012	30.3	36.8	100
METRO SUBURBAN	35919	28486	45.5	79.3	103	5437	45.1	15.1	102	9647	46.3	26.9	104	13401	45.1	37.3	102
NON METRO	20549	16245	25.9	79.1	102	3202	26.6	15.6	105	5721	27.5	27.8	108	7321	24.6	35.6	97
TOP 5 ADI'S	18341	13282	21.2	72.4	94	2435	20.2	13.3	89	4366	21.0	23.8	93	6481	21.8	35.3	96
TOP 10 ADI'S	25378	18680	29.8	73.6	95	3333	27.6	13.1	88	5893	28.3	23.2	90	9455	31.8	37.3	101
TOP 20 ADI'S	36488	27620	44.1	75.7	98	5022	41.7	13.8	92	8678	41.7	23.8	92	13921	46.8	38.2	104
HSGLD INC. \$50,000 OR MORE	6612	5338	8.5	80.7	104	1118	9.3	16.9	114	1458	7.0	22.1	86	2762	9.3	41.8	114
\$40,000 OR MORE	12659	10190	16.3	80.5	104	2105	17.5	16.6	112	3093	14.8	24.4	95	4992	16.8	39.4	107
\$30,000 OR MORE	24698	19820	31.7	80.2	104	4325	35.9	17.5	118	6032	29.0	24.4	95	9463	31.8	38.3	104
\$25,000 OR MORE	32077	25848	41.3	80.6	104	5712	47.4	17.8	120	8033	38.6	25.0	97	12103	40.7	37.7	103
\$20,000 - \$24,999	9144	7289	11.6	79.7	103	1213	10.1	13.3	89	2561	12.3	28.0	109	3516	11.8	38.5	105
\$15,000 - \$19,999	8728	6610	10.6	75.7	98	1051	8.7	12.0	81	2343	11.2	26.8	104	3216	10.8	36.8	100
\$10,000 - \$14,999	12562	9781	15.6	77.9	101	1797	14.9	14.3	96	3211	15.4	25.6	99	4772	16.0	38.0	103
UNDER \$10,000	18475	13092	20.9	70.9	92	2284	18.9	12.4	83	4682	22.5	25.3	99	6127	20.6	33.2	90
HOUSEHOLD OF 1 PERSON	11987	8517	13.6	71.1	92	1165	9.7	9.7	65	2417	11.6	20.2	78	4935	16.6	41.2	112
2 PEOPLE	26577	20395	32.6	76.7	99	3521	29.2	13.2	89	6236	29.9	23.5	91	10638	35.8	40.0	109
3 OR 4 PEOPLE	30617	23944	38.2	78.2	101	4834	40.1	15.8	106	8641	41.5	28.2	110	10469	35.2	34.2	93
5 OR MORE PEOPLE	11804	9764	15.6	82.7	107	2537	21.0	21.5	144	3536	17.0	30.0	116	3692	12.4	31.3	85
NO CHILD IN HSHLD	46165	34895	55.7	75.6	98	5791	48.0	12.5	84	11255	54.0	24.4	95	17849	60.0	38.7	105
CHILD(REN) UNDER 2 YRS	5325	4109	6.6	77.2	100	807	6.7	15.2	102	1431	6.9	26.9	104	1871	6.3	35.1	96
2 - 5 YEARS	14221	11154	17.8	78.4	101	3026	25.1	21.3	143	3917	18.8	27.5	107	4211	14.2	29.6	81
6 - 11 YEARS	15117	12039	19.2	79.6	103	2703	22.4	17.9	120	4019	19.3	26.6	103	5318	17.9	35.2	96
12 - 17 YEARS	16611	13600	21.7	81.9	106	3148	26.1	19.0	127	4761	22.9	28.7	111	5691	19.1	34.3	93
RESIDENCE OWNED	55884	45213	72.2	80.9	105	9111	75.6	16.3	110	14866	71.4	26.6	103	21236	71.4	38.0	104
VALUE: \$50,000 OR MORE	31744	25647	41.0	80.8	104	5188	43.0	16.3	110	8114	39.0	25.6	99	12345	41.5	38.9	106
VALUE: UNDER \$50,000	24140	19566	31.2	81.1	105	3923	32.5	16.3	109	6752	32.4	28.0	109	8892	29.9	36.8	100

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS THREE - FOUR				LIGHT USERS TWO OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	62620	100.0	77.3	100	12056	100.0	14.9	100	20830	100.0	25.7	100	29734	100.0	36.7	100
MAGAZINES	QUINTILE 1	15799	12883	20.6	81.5	105	2842	23.6	18.0	121	4407	21.2	27.9	108	5634	18.9	35.7	97
	QUINTILE 2	17259	13947	22.3	80.8	105	2945	24.4	17.1	115	4763	22.9	27.6	107	6239	21.0	36.1	98
	QUINTILE 3	13545	10452	16.7	77.2	100	2077	17.2	15.3	103	3446	16.5	25.4	99	4929	16.6	36.4	99
	QUINTILE 4	15133	11508	18.4	76.0	98	2076	17.2	13.7	92	3717	17.8	24.6	95	5716	19.2	37.8	103
	QUINTILE 5	19250	13831	22.1	71.8	93	2117	17.6	11.0	74	4497	21.6	23.4	91	7217	24.3	37.5	102
NEWSPAPERS	QUINTILE 1	12413	9959	15.9	80.2	104	2270	18.8	18.3	123	3324	16.0	26.8	104	4365	14.7	35.2	96
	QUINTILE 2	24116	19166	30.6	79.5	103	3626	30.1	15.0	101	6487	31.1	26.9	105	9053	30.4	37.5	102
	QUINTILE 3	11261	8668	13.8	77.0	100	1849	15.3	16.4	110	2925	14.0	26.0	101	3894	13.1	34.6	94
	QUINTILE 4	20255	15689	25.1	77.5	100	2716	22.5	13.4	90	5010	24.1	24.7	96	7964	26.8	39.3	107
	QUINTILE 5	12940	9138	14.6	70.6	91	1596	13.2	12.3	83	3084	14.8	23.8	93	4458	15.0	34.5	94
OUTDOOR	QUINTILE 1	14852	11423	18.2	76.9	99	2050	17.0	13.8	93	3656	17.6	24.6	96	5716	19.2	38.5	105
	QUINTILE 2	15725	12426	19.8	79.0	102	2532	21.0	16.1	108	3791	18.2	24.1	94	6102	20.5	38.8	106
	QUINTILE 3	16330	12754	20.4	78.1	101	2116	17.6	13.0	87	4584	22.0	28.1	109	6054	20.4	37.1	101
	QUINTILE 4	16744	12800	20.4	76.4	99	2667	22.1	15.9	107	4302	20.7	25.7	100	5831	19.6	34.8	95
	QUINTILE 5	17334	13218	21.1	76.3	99	2691	22.3	15.5	104	4496	21.6	25.9	101	6030	20.3	34.8	95
RADIO-DRIVE TIME	QUINTILE 1	15911	12517	20.0	78.7	102	2711	22.5	17.0	114	4414	21.2	27.7	108	5392	18.1	33.9	92
	QUINTILE 2	14837	11650	18.6	78.5	102	2431	20.2	16.4	100	3770	18.1	25.4	99	5449	18.3	36.7	100
	QUINTILE 3	15339	11554	18.5	75.3	97	2136	17.7	13.9	94	3788	18.2	24.7	96	5630	18.9	36.7	100
	QUINTILE 4	16723	13167	21.0	78.7	102	2310	19.2	13.8	93	4521	21.7	27.0	105	6335	21.3	37.9	103
	QUINTILE 5	18176	13732	21.9	75.6	98	2469	20.5	13.6	91	4336	20.8	23.9	93	6927	23.3	38.1	104
RADIO-MID- DAY	TERCILE 1	21020	16459	26.3	78.3	101	3587	29.8	17.1	115	5620	27.0	26.7	104	7252	24.4	34.5	94
	TERCILE 2	21610	16912	27.0	78.3	101	3360	27.9	15.5	104	5930	28.5	27.4	107	7621	25.6	35.3	96
	TERCILE 3	38355	29249	46.7	76.3	99	5109	42.4	13.3	89	9279	44.5	24.2	94	14861	50.0	38.7	106
RADIO-TOTAL	QUINTILE 1	15988	12503	20.0	78.2	101	2816	23.4	17.6	118	4268	20.5	26.7	104	5420	18.2	33.9	92
	QUINTILE 2	15626	11999	19.2	76.8	99	2259	18.7	14.5	97	4336	20.8	27.1	108	5404	18.2	34.6	94
	QUINTILE 3	16723	13025	20.8	77.9	101	2935	24.3	17.6	118	3870	18.6	23.1	90	6219	20.9	37.2	101
	QUINTILE 4	16342	12858	20.5	78.7	102	1850	15.3	11.3	76	4491	21.6	27.5	107	6517	21.9	39.9	109
	QUINTILE 5	16306	12235	19.5	75.0	97	2196	18.2	13.5	90	3865	18.6	23.7	92	6174	20.8	37.9	103
TV-PRIME TIME	QUINTILE 1	15953	12413	19.8	77.8	101	2376	19.7	14.9	100	4512	21.7	28.3	110	5525	18.6	34.6	94
	QUINTILE 2	16137	12552	20.0	77.8	101	2729	22.6	16.9	114	4059	19.5	25.2	98	5763	19.4	35.7	97
	QUINTILE 3	16420	12852	20.5	78.3	101	2046	17.0	12.5	84	4609	22.1	28.1	109	6197	20.8	37.7	103
	QUINTILE 4	16687	13157	21.0	78.8	102	2653	22.0	15.9	107	3785	18.2	22.7	88	6720	22.6	40.3	110
	QUINTILE 5	15789	11647	18.6	73.8	95	2253	18.7	14.3	96	3865	18.6	24.5	95	5529	18.6	35.0	95
TV-DAYTIME	TERCILE 1	27736	21503	34.3	77.5	100	4271	35.4	15.4	103	7278	34.9	26.2	102	9954	33.5	35.9	98
	TERCILE 2	26489	20369	32.5	76.9	99	4158	34.5	15.7	105	6785	32.6	25.6	100	9427	31.7	35.6	97
	TERCILE 3	26761	20748	33.1	77.5	100	3627	30.1	13.6	91	6767	32.5	25.3	98	10353	34.8	38.7	105
TV-TOTAL	QUINTILE 1	16345	12465	19.9	76.3	99	2528	21.0	15.5	104	4323	20.8	26.4	103	5614	18.9	34.3	94
	QUINTILE 2	16447	13187	21.1	80.2	104	2700	22.4	16.4	110	4528	21.7	27.5	107	5958	20.0	36.2	99
	QUINTILE 3	15980	12387	19.8	77.5	100	2253	18.7	14.1	95	4262	20.5	26.7	104	5873	19.8	36.8	100
	QUINTILE 4	15887	12288	19.6	77.3	100	2170	18.0	13.7	92	3676	17.6	23.1	90	6442	21.7	40.5	110
	QUINTILE 5	16326	12294	19.6	75.3	97	2405	19.9	14.7	99	4041	19.4	24.8	96	5847	19.7	35.8	98
MAGAZINES-NEWSPAPERS: DUAL		20721	16877	27.0	81.4	105	3626	30.1	17.5	118	5892	28.3	28.4	111	7359	24.7	35.5	97
MAGAZINE IMPERATIVE		19186	15241	24.3	79.4	103	3129	26.0	16.3	110	5109	24.5	26.6	104	7004	23.6	36.5	99
NEWSPAPER IMPERATIVE		21899	16872	26.9	77.0	100	3219	26.7	14.7	99	5387	25.9	24.6	96	8266	27.8	37.7	103
MAGAZINES-OUTDOOR: DUAL		15451	12434	19.9	80.5	104	2522	20.9	16.3	110	4246	20.4	27.5	107	5665	19.1	36.7	100
MAGAZINE IMPERATIVE		25953	20831	33.3	80.3	104	4566	37.9	17.6	118	7214	34.6	27.8	108	9050	30.4	34.9	95
OUTDOOR IMPERATIVE		24400	18373	29.3	75.3	97	2988	24.8	12.2	82	5716	27.4	23.4	91	9670	32.5	39.6	108
MAGAZINES-RADIO: DUAL		18049	14229	22.7	78.8	102	2977	24.7	16.5	111	4859	23.3	26.9	105	6393	21.5	35.4	96
MAGAZINE IMPERATIVE		23571	19190	30.6	81.4	105	3890	32.3	16.5	111	6459	31.0	27.4	107	8841	29.7	37.5	102
RADIO IMPERATIVE		23278	17569	28.1	75.5	98	3438	28.5	14.8	99	5985	28.7	25.7	100	8147	27.4	35.0	95
MAGAZINES-TELEVISION: DUAL		15459	12657	20.2	81.9	106	2834	23.5	18.3	123	4488	21.5	29.0	113	5336	17.9	34.5	94
MAGAZINE IMPERATIVE		25829	20400	32.6	79.0	102	4230	35.1	16.4	110	6651	31.9	25.8	100	9520	32.0	36.9	100
TELEVISION IMPERATIVE		26039	19571	31.3	75.2	97	3503	29.1	13.5	90	6456	31.0	24.8	96	9612	32.3	36.9	101
NEWSPAPERS-OUTDOOR: DUAL		16605	13035	20.8	78.5	102	2508	20.8	15.1	101	4320	20.7	26.0	101	6208	20.9	37.4	102
NEWSPAPER IMPERATIVE		26834	21324	34.1	79.5	103	4469	37.1	16.7	112	7404	35.5	27.6	107	9451	31.8	35.2	96
OUTDOOR IMPERATIVE		23346	17767	28.4	76.1	98	3104	25.7	13.3	89	5726	27.5	24.5	95	8937	30.1	38.3	104
NEWSPAPERS-RADIO: DUAL		17133	13510	21.6	78.9	102	3022	25.1	17.6	118	4494	21.6	26.2	102	5995	20.2	35.0	95
NEWSPAPER IMPERATIVE		25892	20678	33.0	79.9	103	3987	33.1	15.4	103	6811	32.7	26.3	102	9881	33.2	38.2	104
RADIO IMPERATIVE		23167	17556	28.0	75.8	98	3501	29.0	15.1	102	5921	28.4	25.6	99	8134	27.4	35.1	96
NEWSPAPERS-TELEVISION: DUAL		17159	13860	22.1	80.8	104	2918	24.2	17.0	114	4856	23.3	28.3	110	6085	20.5	35.5	97
NEWSPAPER IMPERATIVE		26214	20464	32.7	78.1	101	3963	32.9	15.1	102	6665	32.0	25.4	99	9835	33.1	37.5	102
TELEVISION IMPERATIVE		23412	17646	28.2	75.4	97	3375	28.0	14.4	97	5894	28.3	25.2	98	8376	28.2	35.8	97
OUTDOOR-RADIO: DUAL		15303	12034	19														

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS THREE - FOUR				LIGHT USERS TWO OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	62620	100.0	77.3	100	12056	100.0	14.9	100	20830	100.0	25.7	100	29734	100.0	36.7	100
ATLANTIC MONTHLY	415	346	0.6	83.4	108	**100	0.8	24.1	162	**122	0.6	29.4	114	*124	0.4	29.9	81
BARRON'S	453	358	0.6	79.0	102	**88	0.7	19.4	130	**127	0.6	28.0	109	**143	0.5	31.6	86
BETTER HOMES & GARDENS	16256	13604	21.7	83.7	108	2968	24.6	18.3	123	4904	23.5	30.2	117	5732	19.3	35.3	96
BON APPETIT	2535	2039	3.3	80.4	104	413	3.4	16.3	109	569	2.7	22.4	87	1058	3.6	41.7	114
BUSINESS WEEK	1278	927	1.5	72.5	94	*127	1.1	9.9	67	318	1.5	24.9	97	482	1.6	37.7	103
CAR AND DRIVER	378	316	0.5	83.6	108	**37	0.3	9.8	66	**110	0.5	29.1	113	*169	0.6	44.7	122
CBS MAGAZINE NETWORK (GROSS)	1498	1101	1.8	73.5	95	*189	1.6	12.6	85	360	1.7	24.0	93	552	1.9	36.8	100
CHANGING TIMES	1505	1217	1.9	80.9	105	*206	1.7	13.7	92	377	1.8	25.0	97	633	2.1	42.1	115
COLONIAL HOMES	1231	947	1.5	76.9	99	*166	1.4	13.5	91	309	1.5	25.1	98	472	1.6	38.3	104
CONDE NAST MAG. PKG. (GROSS)	14146	11240	17.9	79.5	103	2163	17.9	15.3	103	3549	17.0	25.1	98	5529	18.6	39.1	106
CONSUMERS DIGEST	1323	1081	1.7	81.7	106	*204	1.7	15.4	104	389	1.9	29.4	114	487	1.6	36.8	100
COSMOPOLITAN	7102	5239	8.4	73.8	95	1065	8.8	15.0	101	1623	7.8	22.9	89	2551	8.6	35.9	98
COUNTRY LIVING	2481	2065	3.3	83.2	108	384	3.2	15.5	104	828	4.0	33.4	130	853	2.9	34.4	94
CUISINE	1472	1201	1.9	81.6	106	*231	1.9	15.7	105	388	1.9	26.4	102	582	2.0	39.5	108
CYCLE WORLD	425	356	0.6	83.8	108	**63	0.5	14.8	100	**145	0.7	34.1	133	**148	0.5	34.8	95
DCI:CREATIVE IDEAS FOR LIV	2510	2165	3.5	86.3	112	385	3.2	15.3	103	974	4.7	38.8	151	806	2.7	32.1	87
DCI:CREAT IDEAS/SO.LIV(GROSS)	6694	5648	9.0	84.4	109	964	8.0	14.4	97	2343	11.2	35.0	136	2341	7.9	35.0	95
DISCOVER	894	705	1.1	78.9	102	*187	1.6	20.9	141	*183	0.9	20.5	80	335	1.1	37.5	102
EBONY	3507	2455	3.9	70.0	91	463	3.8	13.2	89	791	3.8	22.6	88	1201	4.0	34.2	93
ESQUIRE	1083	819	1.3	75.6	98	*214	1.8	19.8	133	301	1.4	27.8	108	303	1.0	28.0	76
ESSENCE	1830	1370	2.2	74.9	97	227	1.9	12.4	83	501	2.4	27.4	106	642	2.2	35.1	96
FAMILY CIRCLE	15930	13104	20.9	82.3	106	2937	24.4	18.4	124	4689	22.5	29.4	114	5478	18.4	34.4	94
THE FAMILY HANDYMAN	1126	969	1.5	86.1	111	*219	1.8	19.4	131	384	1.8	34.1	133	366	1.2	32.5	89
FAMILY WEEKLY	11468	9210	14.7	80.3	104	1720	14.3	15.0	101	3041	14.6	26.5	103	4448	15.0	38.8	106
FIELD & STREAM	2234	1854	3.0	83.0	107	441	3.7	19.7	133	674	3.2	30.2	117	739	2.5	33.1	90
FOOD & WINE	579	493	0.8	85.1	110	**114	0.9	19.7	132	*122	0.6	21.1	82	256	0.9	44.2	120
FORBES	728	603	1.0	82.8	107	**130	1.1	17.9	120	*169	0.8	23.2	90	304	1.0	41.8	114
FORTUNE	906	677	1.1	74.7	97	*123	1.0	13.6	91	*171	0.8	18.9	73	383	1.3	42.3	115
GENTLEMEN'S QUARTERLY	791	544	0.9	68.8	89	**145	1.2	18.3	123	*148	0.7	18.7	73	252	0.8	31.9	87
GLAMOUR	5265	4317	6.9	82.0	106	886	7.3	16.8	113	1304	6.3	24.8	96	2128	7.2	40.4	110
GOLF DIGEST	636	529	0.8	83.2	108	**93	0.8	14.6	98	*189	0.9	29.7	116	*248	0.8	39.0	106
GOLF DIGEST/TENNIS (GROSS)	1186	996	1.6	84.0	109	*170	1.4	14.3	96	317	1.5	26.7	104	508	1.7	42.8	117
GOLF MAGAZINE	441	381	0.6	86.4	112	**91	0.8	20.6	139	**142	0.7	32.2	125	*148	0.5	33.6	91
GOLF MAGAZINE/SKI (GROSS)	922	752	1.2	81.6	105	*143	1.2	15.5	104	*279	1.3	30.3	118	331	1.1	35.9	98
GOOD HOUSEKEEPING	16487	13606	21.7	82.5	107	3018	25.0	18.3	123	4770	22.9	28.9	112	5818	19.6	35.3	96
HARPER'S BAZAAR	2423	1892	3.0	78.1	101	413	3.4	17.0	114	557	2.7	23.0	89	922	3.1	38.1	104
HEALTH	1994	1708	2.7	85.7	111	420	3.5	21.1	141	462	2.2	23.2	90	826	2.8	41.4	113
HEARST MAG CORP. BUY (GROSS)	44101	35339	56.4	80.1	104	7696	63.8	17.5	117	11934	57.3	27.1	105	15708	52.8	35.6	97
HEARST MAN POWER (GROSS)	1993	1705	2.7	85.5	111	478	4.0	24.0	161	560	2.7	28.1	109	668	2.2	33.5	91
HEARST WOMAN POWER (GROSS)	31274	25100	40.1	80.3	104	5462	45.3	17.5	117	8500	40.8	27.2	106	11138	37.5	35.6	97
HOUSE BEAUTIFUL	3623	2810	4.5	77.6	100	629	5.2	17.4	117	994	4.8	27.4	107	1187	4.0	32.8	89
INC.	283	*245	0.4	86.6	112	**71	0.6	25.1	169	**70	0.3	24.7	96	**104	0.3	36.7	100
JET	2928	1970	3.1	67.3	87	306	2.5	10.5	70	703	3.4	24.0	93	961	3.2	32.8	89
LADIES' HOME JOURNAL	1918	9982	15.9	83.8	108	2106	17.5	17.7	119	3582	17.2	30.1	117	4295	14.4	36.0	98
LHJ FAMILY GRP COMBO(GROSS)	16764	13996	22.4	83.5	108	3121	25.9	18.6	125	4806	23.1	28.7	111	6070	20.4	36.2	99
LIFE	4254	3271	5.2	76.9	99	610	5.1	14.3	96	1010	4.8	23.7	92	1651	5.6	38.8	106
L.A. TIMES HOME MAGAZINE	1145	793	1.3	69.3	90	*190	1.6	16.6	111	*142	0.7	12.4	48	461	1.6	40.3	110
MADAMEELLE	2884	2387	3.8	82.8	107	443	3.7	15.4	103	781	3.7	27.1	105	1163	3.9	40.3	110
MC CALL'S	13460	11348	18.1	84.3	109	2322	19.3	17.3	116	4229	20.3	31.4	122	4798	16.1	35.6	97
MC CALL'S/WRK MOTHER (GROSS)	14606	12343	19.7	84.5	109	2528	21.0	17.3	116	4640	22.3	31.8	124	5175	17.4	35.4	97
MECHANIX ILLUSTRATED	772	648	1.0	83.9	109	*118	1.0	15.3	103	*268	1.3	34.7	135	*263	0.9	34.1	93
METROPOLITAN HOME	967	753	1.2	77.9	101	*215	1.8	22.2	149	*158	0.8	16.3	64	380	1.3	39.3	107
MONEY	1588	1319	2.1	83.1	107	326	2.7	20.5	138	340	1.6	21.4	83	654	2.2	41.2	112
MOTHER EARTH NEWS	1002	838	1.3	83.6	108	*242	2.0	24.2	162	248	1.2	24.8	96	347	1.2	34.6	94
MS.	825	613	1.0	74.3	96	*170	1.4	20.6	138	*194	0.9	23.5	91	248	0.8	30.1	82
NATIONAL ENQUIRER	10336	8084	12.9	78.2	101	1659	13.8	16.1	108	3063	14.7	29.6	115	3362	11.3	32.5	89
NATIONAL GEOGRAPHIC	9597	7727	12.3	80.5	104	1823	15.1	19.0	128	2546	12.2	26.5	103	3359	11.3	35.0	95
NATIONAL SUNDAY MAGAZINE PKG	49558	39248	62.7	79.2	102	7710	64.0	15.6	105	13108	62.9	26.4	103	18430	62.0	37.2	101
NATURAL HISTORY	573	472	0.8	82.4	107	*112	0.9	19.5	131	*85	0.4	14.8	58	*274	0.9	47.8	130
NEW WOMAN	1699	1319	2.1	77.6	100	*103	0.9	6.1	41	549	2.6	32.3	126	667	2.2	39.3	107
NEW YORK INCLUDING CUE	443	302	0.5	68.2	88	**40	0.3	9.0	61	*111	0.5	25.1	97	*151	0.5	34.1	93
THE NEW YORKER	1270	984	1.6	77.5	100	*232	1.9	18.3	123	309	1.5	24.3	95	443	1.5	34.9	95
NEWSWEEK	6277	4813	7.7	76.7	99	1088	9.0	17.3	116	1506	7.2	24.0	93	2220	7.5	35.4	96
THE N.Y. TIMES DAILY EDITION	1205	860	1.4	71.4	92	*201	1.7	16.7	112	278	1.3	23.1	90	381	1.3	31.6	86
THE N.Y. TIMES MAGAZINE	2081	1465	2.3	70.4	91	320	2.7	15.4	103	437	2.1	21.0	82	707	2.4	34.0	93
OMNI	788	586	0.9	74.4	96	**124	1.0	15.7	106	*203	1.0	25.8	100	259	0.9	32.9	90
ON CABLE	1158	907	1.4	78.3	101	*241	2.0	20.8	140	299	1.4	25.8	100	367	1.2	31.7	86
1001 HOME IDEAS	2852	2307	3.7	80.9	105	595	4.9	20.9	140	762	3.7	26.7	104	949	3.2	33.3	91
ORGANIC GARDENING	1658	1382	2.2	83.4	108	315	2.6	19.0	128	470	2.3	28.3	110	597	2.0	36.0	98
OUTDOOR LIFE	896	772	1.2	86.2	111	*172	1.4	19.2	129	243	1.2	27.1	105	357	1.2	39.8	109
PARADE MAGAZINE	24275	19094	30.5	78.7	102	3647	30.3	15.0	101	6473	31.1	26.7	104	8975	30.2	37.0	101

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS THREE - FOUR				LIGHT USERS TWO OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	62620	100.0	77.3	100	12056	100.0	14.9	100	20830	100.0	25.7	100	29734	100.0	36.7	100
PARENTS	3845	3140	5.0	81.7	106	873	7.2	22.7	153	1119	5.4	29.1	113	1148	3.9	29.9	81
PENTHOUSE	831	625	1.0	75.2	97	**104	0.9	12.5	84	*200	1.0	24.1	94	321	1.1	38.6	105
PEOPLE	11645	9170	14.6	78.7	102	2042	16.9	17.5	118	2863	13.7	24.6	96	4265	14.3	36.6	100
PLAYBOY	2006	1450	2.3	72.3	93	294	2.4	14.7	98	462	2.2	23.0	90	693	2.3	34.5	94
POPULAR HOT RODDING	297	*243	0.4	81.8	106	**30	0.2	10.1	68	**74	0.4	24.9	97	*139	0.5	46.8	127
POPULAR MECHANICS	1018	883	1.4	86.7	112	*251	2.1	24.7	166	*286	1.4	28.1	109	*347	1.2	34.1	93
POPULAR SCIENCE	878	791	1.3	90.1	117	*174	1.4	19.8	133	*232	1.1	26.4	103	385	1.3	43.8	119
PREVENTION	3913	3313	5.3	84.7	109	711	5.9	18.2	122	991	4.8	25.3	98	1611	5.4	41.2	112
PSYCHOLOGY TODAY	1710	1353	2.2	79.1	102	352	2.9	20.6	138	371	1.8	21.7	84	630	2.1	36.8	100
READER'S DIGEST	22204	18318	29.3	82.5	107	3852	32.0	17.3	117	6326	30.4	28.5	111	8140	27.4	36.7	100
REDBOOK	7684	6255	10.0	81.4	105	1379	11.4	17.9	121	2106	10.1	27.4	107	2769	9.3	36.0	98
ROAD & TRACK	410	338	0.5	82.4	107	**57	0.5	13.9	93	**84	0.4	20.5	80	*197	0.7	48.0	131
ROLLING STONE	969	767	1.2	79.2	102	*155	1.3	16.0	107	214	1.0	22.1	86	398	1.3	41.1	112
RUNNER'S WORLD	298	*241	0.4	80.9	105	**29	0.2	9.7	65	**38	0.2	12.8	50	*174	0.6	58.4	159
SATURDAY EVENING POST	1169	954	1.5	81.6	106	*194	1.6	16.6	111	287	1.4	24.6	95	473	1.6	40.5	110
SCIENCE 84	587	526	0.8	89.6	116	*180	1.5	30.7	206	*141	0.7	24.0	93	*205	0.7	34.9	95
SCIENCE DIGEST	482	415	0.7	86.1	111	**125	1.0	25.9	174	*110	0.5	22.8	89	*179	0.6	37.1	101
SCIENTIFIC AMERICAN	594	432	0.7	72.7	94	**84	0.7	14.1	95	*137	0.7	23.1	90	*211	0.7	35.5	97
SELF	2089	1620	2.6	77.5	100	*272	2.3	13.0	87	575	2.8	27.5	107	774	2.6	37.1	101
SEVENTEEN	2411	1916	3.1	79.5	103	399	3.3	16.5	111	670	3.2	27.8	108	846	2.8	35.1	96
SKI	480	372	0.6	77.5	100	**52	0.4	10.8	73	**137	0.7	28.5	111	*183	0.6	38.1	104
SMITHSONIAN	2760	2231	3.6	80.8	105	517	4.3	18.7	126	594	2.9	21.5	84	1120	3.8	40.6	111
SOAP OPERA DIGEST	3013	2347	3.7	77.9	101	514	4.3	17.1	115	957	4.6	31.8	123	876	2.9	29.1	79
SOUTHERN LIVING	4184	3484	5.6	83.3	108	579	4.8	13.8	93	1369	6.6	32.7	127	1535	5.2	36.7	100
SPORT	559	423	0.7	75.7	98	**71	0.6	12.7	85	**138	0.7	24.7	96	*215	0.7	38.5	105
THE SPORTING NEWS	436	*382	0.6	87.6	113	**66	0.5	15.1	102	**182	0.9	41.7	162	**135	0.5	31.0	84
SPORTS AFIELD	493	407	0.6	82.6	107	**102	0.8	20.7	139	*164	0.8	33.3	129	*142	0.5	28.8	78
SPORTS ILLUSTRATED	2758	2142	3.4	77.7	100	393	3.3	14.2	96	692	3.3	25.1	98	1057	3.6	38.3	104
STAR	7456	5703	9.1	76.5	99	1241	10.3	16.6	112	2124	10.2	28.5	111	2339	7.9	31.4	85
SUNDAY	24936	19573	31.3	78.5	102	3957	32.8	15.9	107	6514	31.3	26.1	102	9102	30.6	36.5	99
SUNSET	2124	1670	2.7	78.6	102	508	4.2	23.9	161	343	1.6	16.1	63	819	2.8	38.6	105
TV GUIDE	21661	16956	27.1	78.3	101	3303	27.4	15.2	102	5651	27.1	26.1	101	8002	26.9	36.9	101
TENNIS	550	467	0.7	84.9	110	**78	0.6	14.2	95	*129	0.6	23.5	91	*260	0.9	47.3	129
TIME	8880	6891	11.0	77.6	100	1485	12.3	16.7	112	2077	10.0	23.4	91	3330	11.2	37.5	102
TOWN & COUNTRY	917	717	1.1	78.2	101	*143	1.2	15.6	105	*152	0.7	16.6	64	422	1.4	46.0	125
TRAVEL & LEISURE	972	807	1.3	83.0	107	*158	1.3	16.3	109	*213	1.0	21.9	85	436	1.5	44.9	122
TRUE STORY	3356	2645	4.2	78.8	102	477	4.0	14.2	95	999	4.8	29.8	116	1169	3.9	34.8	95
U.S. NEWS & WORLD REPORT	3410	2758	4.4	80.9	105	588	4.9	17.2	116	833	4.0	24.4	95	1337	4.5	39.2	107
USA TODAY	1759	1425	2.3	81.0	105	350	2.9	19.9	134	470	2.3	26.7	104	604	2.0	34.3	94
US	1873	1500	2.4	80.1	104	*224	1.9	12.0	80	628	3.0	33.5	130	649	2.2	34.7	94
VOGUE	3909	2915	4.7	74.6	96	562	4.7	14.4	97	889	4.3	22.7	88	1464	4.9	37.5	102
WALL STREET JOURNAL	1886	1544	2.5	81.9	106	305	2.5	16.2	109	375	1.8	19.9	77	864	2.9	45.8	125
WEIGHT WATCHERS	2120	1811	2.9	85.4	110	439	3.6	20.7	139	618	3.0	29.2	113	753	2.5	35.5	97
WOMAN'S DAY	14172	11690	18.7	82.5	107	2797	23.2	19.7	133	4161	20.0	29.4	114	4732	15.9	33.4	91
WORKING MOTHER	1146	995	1.6	86.8	112	*206	1.7	18.0	121	411	2.0	35.9	139	378	1.3	33.0	90
WORKING WOMAN	1322	1049	1.7	79.3	103	267	2.2	20.2	136	276	1.3	20.9	81	506	1.7	38.3	104
WORLD TENNIS	*163	*121	0.2	74.2	96	**16	0.1	9.8	66	**44	0.2	27.0	105	**61	0.2	37.4	102
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2046	3.3	80.8	105	294	2.4	11.6	78	602	2.9	23.8	92	1151	3.9	45.5	124
BLAIR INSERTS	43657	34362	54.9	78.7	102	6710	55.7	15.4	103	11535	55.4	26.4	103	16117	54.2	36.9	101
DAILY NEWSPAPERS																	
READ ANY	51633	40884	65.3	79.2	102	8269	68.6	16.0	108	13584	65.2	26.3	102	19031	64.0	36.9	100
READ ONE	43463	34238	54.7	78.8	102	6802	56.4	15.7	105	11384	54.7	26.2	102	16052	54.0	36.9	101
READ TWO OR MORE	8170	6646	10.6	81.3	105	1467	12.2	18.0	121	2200	10.6	26.9	105	2979	10.0	36.5	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	41652	66.5	79.1	102	8237	68.3	15.6	105	13938	66.9	26.5	103	19477	65.5	37.0	101
READ ONE	46126	36367	58.1	78.8	102	7063	58.6	15.3	103	12182	58.5	26.4	103	17121	57.6	37.1	101
READ TWO OR MORE	6552	5286	8.4	80.7	104	1174	9.7	17.9	120	1756	8.4	26.8	104	2356	7.9	36.0	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.42				26.15				27.19				28.09			
30 DAY REACH	71455	55344	88.4	77.5	100	10554	87.5	14.8	99	18402	88.3	25.8	100	26387	88.7	36.9	101
50 SHWG - 30 DAY AV FREQ	14.56	14.47			13.83					14.42				14.77			
30 DAY REACH	67742	52551	83.9	77.6	100	9985	82.8	14.7	99	17403	83.5	25.7	100	25162	84.6	37.1	101
25 SHWG - 30 DAY AV FREQ	7.94	7.88			7.51					7.87				8.03			
30 DAY REACH	62117	48271	77.1	77.7	101	9190	76.2	14.8	99	15949	76.6	25.7	100	23132	77.8	37.2	101
CABLE TV: HOME WIRED	32077	25308	40.4	78.9	102	5200	43.1	16.2	109	8488	40.7	26.5	103	11620	39.1	36.2	99
HOME NOT WIRED	48909	37312	59.6	76.3	99	6856	56.9	14.0	94	12342	59.3	25.2	98	18114	60.9	37.0	101
HAVE PAY CABLE	15935	12688	20.3	79.6	103	2745	22.8	17.2	116	4240	20.4	26.6	103	5704	19.2	35.8	97

OTHER CANNED OR JARRED FRUIT: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE				MEDIUM USERS THREE - FOUR				LIGHT USERS TWO OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	62620	100.0	77.3	100	12056	100.0	14.9	100	20830	100.0	25.7	100	29734	100.0	36.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	34429	55.0	78.4	101	6876	57.0	15.7	105	11577	55.6	26.4	102	15976	53.7	36.4	99
10:00 AM - 3:00 PM	30659	24053	38.4	78.5	101	5051	41.9	16.5	111	8293	39.8	27.0	105	10709	36.0	34.9	95
3:00 PM - 7:00 PM	31045	24220	38.7	78.0	101	4966	41.2	16.0	107	7764	37.3	25.0	97	11490	38.6	37.0	101
7:00 PM - MIDNIGHT	15767	11843	18.9	75.1	97	2513	20.8	15.9	107	3638	17.5	23.1	90	5692	19.1	36.1	98
MIDNIGHT - 6:00 AM	9120	7137	11.4	78.3	101	1266	10.5	13.9	93	2281	11.0	25.0	97	3590	12.1	39.4	107
6:00 AM - MIDNIGHT	58527	45746	73.1	78.2	101	9146	75.9	15.6	105	15363	73.8	26.2	102	21237	71.4	36.3	99
ENTIRE DAY	59311	46325	74.0	78.1	101	9321	77.3	15.7	106	15564	74.7	26.2	102	21440	72.1	36.1	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	12941	20.7	80.0	103	2580	21.4	16.0	107	4292	20.6	26.5	103	6068	20.4	37.5	102
ALL NEWS	2256	1653	2.6	73.3	95	338	2.8	15.0	101	551	2.6	24.4	95	764	2.6	33.9	92
AOR/PROGRESSIVE	3874	2934	4.7	75.7	98	557	4.6	14.4	97	853	4.1	22.0	86	1524	5.1	39.3	107
BEAUTIFUL MUSIC	5660	4583	7.3	81.0	105	895	7.4	15.8	106	1594	7.7	28.2	109	2094	7.0	37.0	101
BLACK	2204	1628	2.6	73.9	96	308	2.6	14.0	94	558	2.7	25.3	98	761	2.6	34.5	94
CLASSICAL	1418	1095	1.7	77.2	100	*212	1.8	15.0	100	295	1.4	20.8	81	588	2.0	41.5	113
CHR/ROCK	9538	7170	11.5	75.2	97	1437	11.9	15.1	101	2173	10.4	22.8	89	3559	12.0	37.3	102
COUNTRY	12648	10059	16.1	79.5	103	1880	15.6	14.9	100	3618	17.4	28.6	111	4561	15.3	36.1	98
GOLDEN OLDIES	1191	806	1.3	67.7	88	*204	1.7	17.1	115	*226	1.1	19.0	74	376	1.3	31.6	86
MOR/NOSTALGIA	4757	3904	6.2	82.1	106	804	6.7	16.9	114	1358	6.5	28.5	111	1742	5.9	36.6	100
NEWS/TALK	3863	2898	4.6	75.0	97	535	4.4	13.8	93	788	3.8	20.4	79	1575	5.3	40.8	111
RELIGIOUS	3084	2258	3.7	74.2	96	441	3.7	14.3	96	777	3.7	25.2	98	1070	3.6	34.7	94
SOFT ROCK	521	410	0.7	78.7	102	**105	0.9	20.2	135	*169	0.8	32.4	126	*136	0.5	26.1	71
URBAN CONTEMPORARY	1585	1018	1.6	64.2	83	271	2.2	17.1	115	327	1.6	20.6	80	419	1.4	26.4	72
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2293	3.7	70.3	91	471	3.9	14.4	97	641	3.1	19.7	76	1182	4.0	36.2	99
ABC DIRECTION	2316	1872	3.0	80.8	105	396	3.3	17.1	115	635	3.0	27.4	107	840	2.8	36.3	99
ABC ENTERTAINMENT	4834	3842	6.1	79.5	103	683	5.7	14.1	95	1221	5.9	25.3	98	1938	6.5	40.1	109
ABC FM	2202	1672	2.7	75.9	98	327	2.7	14.9	100	587	2.8	26.7	104	758	2.5	34.4	94
ABC INFORMATION	5425	4443	7.1	81.9	106	772	6.4	14.2	96	1495	7.2	27.6	107	2176	7.3	40.1	109
ABC ROCK	1677	1303	2.1	77.7	100	*257	2.1	15.3	103	423	2.0	25.2	98	624	2.1	37.2	101
CBS	4430	3473	5.5	78.4	101	616	5.1	13.9	93	1224	5.9	27.6	107	1634	5.5	36.9	100
MUTUAL	4992	3992	6.4	80.0	103	678	5.6	13.6	91	1508	7.2	30.2	117	1806	6.1	36.2	99
NBC	4679	3671	5.9	78.5	101	850	7.1	18.2	122	1399	6.7	29.9	116	1422	4.8	30.4	83
RADIORADIO	1994	1492	2.4	74.8	97	329	2.7	16.5	111	446	2.1	22.4	87	716	2.4	35.9	98
RKO ONE	2298	1795	2.9	78.1	101	405	3.4	17.6	118	504	2.4	21.9	85	887	3.0	38.6	105
RKO TWO	3311	2564	4.1	77.4	100	528	4.4	15.9	107	752	3.6	22.7	88	1284	4.3	38.8	106
THE SOURCE	2114	1582	2.5	74.8	97	*283	2.3	13.4	90	576	2.8	27.2	106	723	2.4	34.2	93
NON-WIRED : BLAIR	8654	6877	11.0	79.5	103	1350	11.2	15.6	105	2189	10.5	25.3	98	3338	11.2	38.6	105
INTERNET	12025	9244	14.8	76.9	99	1800	14.9	15.0	101	2908	14.0	24.2	94	4537	15.3	37.7	103
KATZ RADIO GROUP	15359	12231	19.5	79.6	103	2498	20.7	16.3	109	4019	19.3	26.2	102	5715	19.2	37.2	101
SUPERNET	10628	8140	13.0	76.6	99	1737	14.4	16.3	110	2665	12.8	25.1	97	3738	12.6	35.2	96
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	6665	10.6	77.0	100	1298	10.8	15.0	101	2177	10.5	25.1	98	3190	10.7	36.8	100
WKDAY 9:00 AM - 1:00 PM	12163	9274	14.8	76.2	99	1932	16.0	15.9	107	3099	14.9	25.5	99	4242	14.3	34.9	95
WKDAY 1:00 PM - 4:30 PM	16150	12401	19.8	76.8	99	2539	21.1	15.7	106	4210	20.2	26.1	101	5652	19.0	35.0	95
WKDAY 4:30 PM - 7:30 PM	22463	17336	27.7	77.2	100	3443	28.6	15.3	103	5778	27.7	25.7	100	8115	27.3	36.1	98
WKDAY 7:30 PM - 8:00 PM	31795	24701	39.4	77.7	100	4742	39.3	14.9	100	8471	40.7	26.6	104	11488	38.6	36.1	98
WKDAY 11:00 PM - 11:30 PM	23977	18989	30.3	79.2	102	3830	31.8	16.0	107	6574	31.6	27.4	107	8586	28.9	35.8	98
WKDAY 11:30 PM - 1:00 AM	7703	6123	9.8	79.5	103	1243	10.3	16.1	108	2061	9.9	26.8	104	2819	9.5	36.6	100
M-SAT 8-11 PM+SUN 7-11 PM	33800	26370	42.1	78.0	101	5127	42.5	15.2	102	8975	43.1	26.6	103	12268	41.3	36.3	99
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	4992	8.0	76.4	99	1255	10.4	19.2	129	1697	8.1	26.0	101	2040	6.9	31.2	85
ANOTHER WORLD	N 4620	3563	5.7	77.1	100	825	6.8	17.9	120	1120	5.4	24.2	94	1618	5.4	35.0	95
AS THE WORLD TURNS	C 5614	4329	6.9	77.1	100	698	5.8	12.4	84	1516	7.3	27.0	105	2114	7.1	37.7	103
CAPITOL	C 3396	2564	4.1	75.5	98	454	3.8	13.4	90	821	3.9	24.2	94	1289	4.3	38.0	103
CBS MORN. NEWS 1	C 1446	1045	1.7	72.3	93	147	1.2	10.2	68	428	2.1	29.6	115	470	1.6	32.5	89
CBS MORN. NEWS 2	C 1207	862	1.4	71.4	92	124	1.0	10.3	69	281	1.3	23.3	91	457	1.5	37.9	103
DAYS OF OUR LIVES	N 5877	4610	7.4	78.4	101	995	8.3	16.9	114	1468	7.0	25.0	97	2147	7.2	36.5	100
FACTS OF LIFE - DAYTIME	N 2290	1728	2.8	75.5	98	386	3.2	16.9	113	580	2.8	25.3	98	761	2.6	33.2	91
FAMILY FEUD	A 3023	2266	3.6	75.0	97	399	3.3	13.2	89	830	4.0	27.5	107	1037	3.5	34.3	93
GENERAL HOSPITAL	A 6097	4627	7.4	75.9	98	989	8.2	16.2	109	1724	8.3	28.3	110	1915	6.4	31.4	86
GOOD MORNING, AMERICA-730	A 3515	2760	4.4	78.5	102	566	4.7	16.1	108	863	4.1	24.6	95	1331	4.5	37.9	103
GOOD MORNING, AMERICA-830	A 2818	2340	3.7	83.0	107	493	4.1	17.5	118	767	3.7	27.2	106	1080	3.6	38.3	104
GUIDING LIGHT	C 5339	4134	6.6	77.4	100	671	5.6	12.6	84	1452	7.0	27.2	106	2011	6.8	37.7	103
ONE LIFE TO LIVE	A 4478	3394	5.4	75.8	98	766	6.4	17.1	115	1173	5.6	26.2	102	1455	4.9	32.5	88
PRESS YOUR LUCK	C 2244	1675	2.7	74.6	97	331	2.7	14.8									

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OTHER CANNED OR JARRED FRUIT - TYPES
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	APPLE SAUCE				CHERRIES				CRANBERRIES				FRUIT COCKTAIL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	39395	100.0	48.6	100	9674	100.0	11.9	100	10806	100.0	13.3	100	39210	100.0	48.4	100
18 - 24	9282	3607	9.2	38.9	80	1059	10.9	11.4	96	*551	5.1	5.9	44	3848	9.8	41.5	86
25 - 34	19072	9413	23.9	49.4	101	1898	19.6	10.0	83	1739	16.1	9.1	68	9744	24.9	51.1	106
35 - 44	14591	7746	19.7	53.1	109	1654	17.1	11.3	95	1813	16.8	12.4	93	7734	19.7	53.0	109
45 - 54	11345	6039	15.3	53.2	109	1458	15.1	12.9	108	1640	15.2	14.5	108	5477	14.0	48.3	100
55 - 64	11635	6131	15.6	52.7	108	1661	17.2	14.3	120	2330	21.6	20.0	150	5776	14.7	49.6	103
65 OR OLDER	15061	6459	16.4	42.9	88	1945	20.1	12.9	108	2734	25.3	18.2	136	6633	16.9	44.0	91
18 - 34	28354	13021	33.1	45.9	94	2957	30.6	10.4	87	2289	21.2	8.1	61	13592	34.7	47.9	99
18 - 49	48339	23620	60.0	48.9	100	5400	55.8	11.2	94	4885	45.2	10.1	76	23937	61.0	49.5	102
25 - 54	45008	23198	58.9	51.5	106	5010	51.8	11.1	93	5192	48.0	11.5	86	22954	58.5	51.0	105
35 - 49	19985	10600	26.9	53.0	109	2444	25.3	12.2	102	2596	24.0	13.0	97	10345	26.4	51.8	107
50 OR OLDER	32647	15775	40.0	48.3	99	4274	44.2	13.1	110	5921	54.8	18.1	136	15274	39.0	46.8	97
GRADUATED COLLEGE	11155	5544	14.1	49.7	102	1245	12.9	11.2	93	1502	13.9	13.5	101	4977	12.7	44.6	92
ATTENDED COLLEGE	13682	7119	18.1	52.0	107	1629	16.8	11.9	100	2023	18.7	14.8	111	7057	18.0	51.6	107
GRADUATED HIGH SCHOOL	33880	17443	44.3	51.5	106	4097	42.4	12.1	101	4665	43.2	13.8	103	17079	43.6	50.4	104
DID NOT GRADUATE HIGH SCHOOL	22270	9290	23.6	41.7	86	2704	28.0	12.1	102	2616	24.2	11.7	88	10097	25.8	45.3	94
EMPLOYED	40306	20092	51.0	49.8	102	4543	47.0	11.3	94	4864	45.0	12.1	90	19256	49.1	47.8	99
EMPLOYED FULL-TIME	32850	16250	41.2	49.5	102	3705	38.3	11.3	94	3907	36.2	11.9	89	15715	40.1	47.8	99
EMPLOYED PART-TIME	7456	3842	9.8	51.5	106	839	8.7	11.3	94	957	8.9	12.8	96	3542	9.0	47.5	98
NOT EMPLOYED	40680	19303	49.0	47.5	98	5131	53.0	12.6	106	5942	55.0	14.6	109	19954	50.9	49.1	101
PROFESSIONAL/MANAGER	10392	5315	13.5	51.1	105	1131	11.7	10.9	91	1455	13.5	14.0	105	4559	11.6	43.9	91
TECH/CLERICAL/SALLES	17574	9033	22.9	51.4	106	2068	21.4	11.8	99	2007	18.6	11.4	86	8791	22.4	50.0	103
PRECISION/CRAFT	985	*396	1.0	40.2	83	*119	1.2	12.1	101	*133	1.2	13.5	101	*349	0.9	35.4	73
OTHER EMPLOYED	11354	5349	13.6	47.1	97	1226	12.7	10.8	90	1268	11.7	11.2	84	5557	14.2	48.9	101
SINGLE	9863	3792	9.6	38.4	79	976	10.1	9.9	83	862	8.0	8.7	66	3709	9.5	37.6	78
MARRIED	51375	26476	67.2	51.5	106	6590	68.1	12.8	107	7188	66.5	14.0	105	26831	68.4	52.2	108
DIVORCED/SEPARATED/WIDOWED	19748	9127	23.2	46.2	95	2108	21.8	10.7	89	2756	25.5	14.0	105	8671	22.1	43.9	91
PARENTS	32590	17509	44.4	53.7	110	3454	35.7	10.6	89	3635	33.6	11.2	84	17709	45.2	54.3	112
WHITE	70416	35423	89.9	50.3	103	8560	88.5	12.2	102	9693	89.7	13.8	103	34561	88.1	49.1	101
BLACK	8778	3134	8.0	35.7	73	824	8.5	9.4	79	978	9.1	11.1	84	3695	9.4	42.1	87
OTHER	1791	*838	2.1	46.8	96	*290	3.0	16.2	136	*136	1.3	7.6	57	*954	2.4	53.3	110
NORTHEAST-CENSUS	17786	9792	24.9	55.1	113	1476	15.3	8.3	69	2940	27.2	16.5	124	7829	20.0	44.0	91
NORTH CENTRAL	20741	11154	28.3	53.8	111	2715	28.1	13.1	110	2741	25.4	13.2	99	11492	29.3	55.4	114
SOUTH	27775	11392	28.9	41.0	84	3890	40.2	14.0	117	3040	28.1	10.9	82	13088	33.4	47.1	97
WEST	14683	7058	17.9	48.1	99	1594	16.5	10.9	91	2086	19.3	14.2	106	6801	17.3	46.3	96
NORTHEAST-MKTG.	17961	9462	24.0	52.7	108	1414	14.6	7.9	66	2887	26.7	16.1	120	7557	19.3	42.1	87
EAST CENTRAL	11885	6875	17.5	57.8	119	1473	15.2	12.4	104	1572	14.5	13.2	99	6433	16.4	54.1	112
WEST CENTRAL	14090	7107	18.0	50.4	104	1962	20.3	13.9	117	2133	19.7	15.1	113	7849	20.0	55.7	115
SOUTH	24081	9774	24.8	40.6	83	3469	35.9	14.4	121	2454	22.7	10.2	76	11579	29.5	48.1	99
PACIFIC	12969	6177	15.7	47.6	98	1355	14.0	10.4	87	1760	16.3	13.6	102	5793	14.8	44.7	92
COUNTY SIZE A	32439	15993	40.6	49.3	101	3023	31.2	9.3	78	4774	44.2	14.7	110	14714	37.5	45.4	94
COUNTY SIZE B	24915	12482	31.7	50.1	103	2882	29.8	11.6	97	2929	27.1	11.8	88	12203	31.1	49.0	101
COUNTY SIZE C	12930	6578	16.7	50.9	105	1879	19.4	14.5	122	1839	17.0	14.2	107	6762	17.2	52.3	108
COUNTY SIZE D	10703	4343	11.0	40.6	83	1890	19.5	17.7	148	1264	11.7	11.8	89	5532	14.1	51.7	107
METRO CENTRAL CITY	24518	11326	28.7	46.2	95	2352	24.3	9.6	80	3206	29.7	13.1	98	11026	28.1	45.0	93
METRO SUBURBAN	35919	18964	48.1	52.8	109	4061	42.0	11.3	95	5021	46.5	14.0	105	17424	44.4	48.5	100
NON METRO	20549	9106	23.1	44.3	91	3261	33.7	15.9	133	2579	23.9	12.6	94	10760	27.4	52.4	108
TOP 5 ADI'S	18341	9377	23.8	51.1	105	1400	14.5	7.6	64	2718	25.2	14.8	111	7779	19.8	42.4	88
TOP 10 ADI'S	25378	12281	31.2	48.4	99	2240	23.2	8.8	74	3731	34.5	14.7	110	10766	27.5	42.4	88
TOP 20 ADI'S	36488	17913	45.5	49.1	101	3528	36.5	9.7	81	5238	48.5	14.4	108	16567	42.3	45.4	94
HSOLD INC. \$50,000 OR MORE	6612	3858	9.8	58.3	120	*718	7.4	10.9	91	1301	12.0	19.7	147	3278	8.4	49.6	102
\$40,000 OR MORE	12659	7170	18.2	56.6	116	1449	15.0	11.4	96	2050	19.0	16.2	121	6194	15.8	48.9	101
\$30,000 OR MORE	24698	13556	34.4	54.9	113	3182	32.9	12.9	108	3839	35.5	15.5	116	12477	31.8	50.5	104
\$25,000 OR MORE	32077	17384	44.1	54.2	111	4049	41.9	12.6	106	4882	45.2	15.2	114	16164	41.2	50.4	104
\$20,000 - \$24,999	9144	4303	10.9	47.1	97	1159	12.0	12.7	106	1077	10.0	11.8	88	4653	11.9	50.9	105
\$15,000 - \$19,999	8728	4192	10.6	48.0	99	1043	10.8	12.0	100	1011	9.4	11.6	87	4236	10.8	48.5	100
\$10,000 - \$14,999	12562	6070	15.4	48.3	99	1765	18.2	14.1	118	1788	16.5	14.2	107	5951	15.2	47.4	98
UNDER \$10,000	18475	7448	18.9	40.3	83	1659	17.1	9.0	75	2048	19.0	11.1	83	8207	20.9	44.4	92
HOUSEHOLD OF 1 PERSON	11987	4926	12.5	41.1	84	1280	13.2	10.7	89	1562	14.5	13.0	98	4589	11.7	38.3	79
2 PEOPLE	26577	12293	31.2	46.3	95	3705	38.3	13.9	117	3852	35.6	14.5	109	12240	31.2	46.1	95
3 OR 4 PEOPLE	30617	15311	38.9	50.0	103	3614	37.4	11.8	99	4134	38.3	13.5	101	15737	40.1	51.4	106
5 OR MORE PEOPLE	11804	6865	17.4	58.2	120	1076	11.1	9.1	76	1259	11.7	10.7	80	6645	16.9	56.3	116
NO CHILD IN HSOLD	46165	20740	52.6	44.9	92	6036	62.4	13.1	109	6921	64.0	15.0	112	20310	51.8	44.0	91
CHILD(REN) UNDER 2 YRS	5325	2729	6.9	51.2	105	*428	4.4	8.0	67	*438	4.1	8.2	62	2901	7.4	54.5	113
2 - 5 YEARS	14221	7257	18.4	51.0	105	1286	13.3	9.0	76	1321	12.2	9.3	70	7822	19.9	55.0	114
6 - 11 YEARS	15117	8052	20.4	53.3	109	1558	16.1	10.3	86	1725	16.0	11.4	86	7989	20.4	52.8	109
12 - 17 YEARS	16611	9249	23.5	55.7	114	1997	20.6	12.0	101	1934	17.9	11.6	87	9226	23.5	55.5	115
RESIDENCE OWNED	55884	28764	73.0	51.5	106	7354	76.0	13.2	110	8502	78.7	15.2	114	28513	72.7	51.0	105
VALUE: \$50,000 OR MORE	31744	16944	43.0	53.4	110	3870	40.0	12.2	102	5197	48.1	16.4	123	15959	40.7	50.3	104
VALUE: UNDER \$50,000	24140	11820	30.0	49.0	101	3484	36.0	14.4	121	3305	30.6	13.7	103	12553	32.0	52.0	107

			TOTAL	APPLE SAUCE				CHERRIES				CRANBERRIES				FRUIT COCKTAIL			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
			DOWN	DOWN	ACROSS	ACROSS		DOWN	DOWN	ACROSS	ACROSS	DOWN	DOWN	ACROSS	ACROSS	DOWN	DOWN	ACROSS	ACROSS
TOTAL FEMALE HOMEMAKERS			80986	39395	100.0	48.6	100	9674	100.0	11.9	100	10806	100.0	13.3	100	39210	100.0	48.4	100
MAGAZINES	QUINTILE 1	15799	8645	21.9	54.7	112	2099	21.7	13.3	111	2511	23.2	15.9	119	8300	21.2	52.5	109	
	QUINTILE 2	17259	8939	22.7	51.8	106	2379	24.6	13.8	115	2591	24.0	15.0	113	9069	23.1	52.5	109	
	QUINTILE 3	13545	6463	16.4	47.7	98	1467	15.2	10.8	91	1977	18.3	14.6	109	6372	16.3	47.0	97	
	QUINTILE 4	15133	7190	18.3	47.5	98	1706	17.6	11.3	94	1670	15.5	11.0	83	6951	17.7	45.9	95	
	QUINTILE 5	19250	8159	20.7	42.4	87	2023	20.9	10.5	88	2058	19.0	10.7	80	8519	21.7	44.3	91	
NEWSPAPERS	QUINTILE 1	12413	6719	17.1	54.1	111	1588	16.4	12.8	107	2107	19.5	17.0	127	6210	15.8	50.0	103	
	QUINTILE 2	24116	12157	30.9	50.4	104	2961	30.6	12.3	103	3651	33.8	15.1	113	11765	30.0	48.8	101	
	QUINTILE 3	11261	5660	14.4	50.3	103	1296	13.4	11.5	96	1631	15.1	14.5	109	5771	14.7	51.2	101	
	QUINTILE 4	20255	9753	24.8	48.2	99	2370	24.5	11.7	98	2317	21.4	11.4	86	9703	24.7	47.9	99	
	QUINTILE 5	12940	5106	13.0	39.5	81	1460	15.1	11.3	94	1101	10.2	8.5	64	5761	14.7	44.5	92	
OUTDOOR	QUINTILE 1	14852	7607	19.3	51.2	105	1902	19.7	12.8	107	1920	17.8	12.9	97	7391	18.8	49.8	103	
	QUINTILE 2	15725	7683	19.5	48.9	100	2023	20.9	12.9	108	1775	16.4	11.3	85	7678	19.6	48.8	101	
	QUINTILE 3	16330	8226	20.9	50.4	104	1847	19.1	11.3	95	2191	20.3	13.4	101	8024	20.5	49.1	101	
	QUINTILE 4	16744	7791	19.8	46.5	96	1914	19.8	11.4	96	2607	24.1	15.6	117	8033	20.5	48.0	99	
	QUINTILE 5	17334	8059	20.5	46.7	96	1989	20.6	11.5	96	2313	21.4	13.3	100	8084	20.6	46.6	96	
RADIO-DRIVE TIME	QUINTILE 1	15911	8070	20.5	50.7	104	1947	20.1	12.2	102	2114	19.6	13.3	100	8156	20.8	51.3	106	
	QUINTILE 2	14837	7130	18.1	48.1	99	1913	19.8	12.9	108	2105	19.5	14.2	106	7232	18.4	48.7	101	
	QUINTILE 3	15339	7360	18.7	48.0	99	1665	17.2	10.9	91	1794	16.6	11.7	88	7194	18.3	46.9	97	
	QUINTILE 4	16723	8191	20.8	49.0	101	1890	19.5	11.3	95	2177	20.1	13.0	98	8435	21.5	50.4	104	
	QUINTILE 5	18176	8644	21.9	47.6	98	2259	23.4	12.4	104	2617	24.2	14.4	108	8194	20.9	45.1	93	
RADIO-MID- DAY	TERCILE 1	21020	10532	26.7	50.1	103	2560	26.5	12.2	102	3024	28.0	14.4	108	10578	27.0	50.3	104	
	TERCILE 2	21610	10665	27.1	49.4	101	2941	30.4	13.6	114	2916	27.0	13.5	101	10984	28.0	50.8	105	
	TERCILE 3	38355	18198	46.2	47.4	98	4173	43.1	10.9	91	4866	45.0	12.7	95	17649	45.0	46.0	95	
RADIO-TOTAL	QUINTILE 1	15988	7904	20.1	49.4	102	1878	19.4	11.7	98	2018	18.7	12.6	95	8139	20.8	50.9	105	
	QUINTILE 2	15626	7812	19.8	50.0	103	1874	19.4	12.0	100	2269	21.0	14.5	109	7692	19.6	49.2	102	
	QUINTILE 3	16723	8262	21.0	49.4	102	2003	20.7	12.0	100	2280	21.1	13.6	102	8219	21.0	49.1	102	
	QUINTILE 4	16342	7862	20.0	48.1	99	1984	20.5	12.1	102	2034	18.8	12.4	93	7962	20.3	48.7	101	
	QUINTILE 5	16306	7555	19.2	46.3	95	1936	20.0	11.9	99	2206	20.4	13.5	101	7199	18.4	44.1	91	
TV-PRIME TIME	QUINTILE 1	15953	8008	20.3	50.2	103	1995	20.6	12.5	105	2421	22.4	15.2	114	7575	19.3	47.5	98	
	QUINTILE 2	16137	7961	20.2	49.3	101	1856	19.2	11.5	96	2492	23.1	15.4	116	8213	20.9	50.9	105	
	QUINTILE 3	16420	8120	20.6	49.5	102	1987	20.5	12.1	101	2193	20.3	13.4	100	8109	20.7	49.4	102	
	QUINTILE 4	16687	8259	21.0	49.5	102	1997	20.6	12.0	100	1946	18.0	11.7	87	8212	20.9	49.2	102	
	QUINTILE 5	15789	7048	17.9	44.6	92	1839	19.0	11.6	98	1755	16.2	11.1	83	7101	18.1	45.0	93	
TV-DAYTIME	TERCILE 1	27736	13326	33.8	48.0	99	3244	33.5	11.7	98	3761	34.8	13.6	102	13950	35.6	50.3	104	
	TERCILE 2	26489	12483	31.7	47.1	97	3393	35.1	12.8	107	3399	31.5	12.8	96	13030	33.2	49.2	102	
	TERCILE 3	26761	13587	34.5	50.8	104	3036	31.4	11.3	95	3646	33.7	13.6	102	12230	31.2	45.7	94	
TV-TOTAL	QUINTILE 1	16345	8056	20.4	49.3	101	1865	19.3	11.4	96	2362	21.9	14.5	108	7603	19.4	46.5	96	
	QUINTILE 2	16447	8027	20.4	48.8	100	2211	22.9	13.4	113	2603	24.1	15.8	119	8739	22.3	53.1	110	
	QUINTILE 3	15980	7601	19.3	47.6	98	1749	18.1	10.9	92	2045	18.9	12.8	96	7818	19.9	48.9	101	
	QUINTILE 4	15887	8002	20.3	50.4	104	1988	20.5	12.5	105	1871	17.3	11.8	88	7714	19.7	48.6	100	
	QUINTILE 5	16326	7709	19.6	47.2	97	1861	19.2	11.4	95	1925	17.8	11.8	88	7337	18.7	44.9	93	
MAGAZINES-NEWSPAPERS: DUAL			20721	11243	28.5	54.3	112	2762	28.6	13.3	112	3614	33.4	17.4	131	11030	28.1	53.2	110
MAGAZINE IMPERATIVE			19186	9634	24.5	50.2	103	2532	26.2	13.2	110	2463	22.8	12.8	96	9876	25.2	51.5	106
NEWSPAPER IMPERATIVE			21899	10606	26.9	48.4	100	2374	24.5	10.8	91	3085	28.5	14.1	106	9919	25.3	45.3	94
MAGAZINES-OUTDOOR: DUAL			15451	8395	21.3	54.3	112	2376	24.6	15.4	129	2304	21.3	14.9	112	8188	20.9	53.0	109
MAGAZINE IMPERATIVE			25953	13163	33.4	50.7	104	3019	31.2	11.6	97	4119	38.1	15.9	119	13080	33.4	50.4	104
OUTDOOR IMPERATIVE			24400	11364	28.8	46.6	96	2563	26.5	10.5	88	2505	23.2	10.3	77	11218	28.6	46.0	95
MAGAZINES-RADIO: DUAL			18049	9042	23.0	50.1	103	2243	23.2	12.4	104	2571	23.8	14.2	107	9121	23.3	50.5	104
MAGAZINE IMPERATIVE			23571	12416	31.5	52.7	108	3189	33.0	13.5	113	3756	34.8	15.9	119	12185	31.1	51.7	107
RADIO IMPERATIVE			23278	11004	27.9	47.3	97	2651	27.4	11.4	95	2884	26.7	12.4	93	11227	28.6	48.2	100
MAGAZINES-TELEVISION: DUAL			15459	8355	21.2	54.0	111	2203	22.8	14.3	119	2684	24.8	17.4	130	8296	21.2	53.7	111
MAGAZINE IMPERATIVE			25829	13096	33.2	50.7	104	3199	33.1	12.4	104	3460	32.0	13.4	100	12836	32.7	49.7	103
TELEVISION IMPERATIVE			26039	11685	29.7	44.9	92	2807	29.0	10.8	90	3353	31.0	12.9	97	12007	30.6	46.1	95
NEWSPAPERS-OUTDOOR: DUAL			16605	8592	21.8	51.7	106	2075	21.4	12.5	105	2324	21.5	14.0	105	8187	20.9	49.3	102
NEWSPAPER IMPERATIVE			26834	13626	34.6	50.8	104	3172	32.8	11.8	99	4466	41.3	16.6	125	13185	33.6	49.1	101
OUTDOOR IMPERATIVE			23346	11174	28.4	47.9	98	2856	29.5	12.2	102	2364	21.9	10.1	76	11372	29.0	48.7	101
NEWSPAPERS-RADIO: DUAL			17133	8951	22.7	52.2	107	2217	22.9	12.9	108	2633	24.4	15.4	115	8763	22.3	51.1	106
NEWSPAPER IMPERATIVE			25892	13341	33.9	51.5	106	3041	31.4	11.7	98	3985	36.9	15.4	115	12518	31.9	48.3	100
RADIO IMPERATIVE			23167	10737	27.3	46.3	95	2633	27.2	11.4	95	2637	24.4	11.4	85	11438	29.2	49.4	102
NEWSPAPERS-TELEVISION: DUAL			17159	9235	23.4	53.8	111	2388	24.7	13.9	117	3089	28.6	18.0	135	8804	22.5	51.3	106
NEWSPAPER IMPERATIVE			26214	13119	33.3	50.0	103	3016	31.2	11.5	96	3661	33.9	14.0	105	12594	32.1	48.0	99
TELEVISION IMPERATIVE			23412	10394	26.4	44.4	91	2649	27.4	11.3	95	2704	25.0	11.5	87	11284	28.8	48.2	100
OUTDOOR-RADIO: DUAL			15303	7825	19.9	51.1	105	2242	23.2	14.7	123	2097	19.4	13.7	103	811			

	TOTAL U.S. '000	APPLE SAUCE				CHERRIES				CRANBERRIES				FRUIT COCKTAIL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	39395	100.0	48.6	100	9674	100.0	11.9	100	10806	100.0	13.3	100	39210	100.0	48.4	100
ATLANTIC MONTHLY	415	*227	0.6	54.7	112	**21	0.2	5.1	42	**33	0.3	8.0	60	*168	0.4	40.5	84
BARRON'S	453	*281	0.7	62.0	128	**79	0.8	17.4	146	**115	1.1	25.4	190	*208	0.5	45.9	95
BETTER HOMES & GARDENS	16256	8806	22.4	54.2	111	2394	24.7	14.7	123	2837	26.3	17.5	131	9122	23.3	56.1	116
BON APPETIT	2535	1357	3.4	53.5	110	370	3.8	14.6	122	429	4.0	16.9	127	1030	2.6	40.6	84
BUSINESS WEEK	1278	641	1.6	50.2	103	*219	2.3	17.1	143	*222	2.1	17.4	130	555	1.4	43.4	90
CAR AND DRIVER	378	*181	0.5	47.9	98	**8	0.1	2.1	18	**35	0.3	9.3	69	*147	0.4	38.9	80
CBS MAGAZINE NETWORK (GROSS)	1498	780	2.0	52.1	107	*175	1.8	11.7	98	*109	1.0	7.3	55	704	1.8	47.0	97
CHANGING TIMES	1505	734	1.9	48.8	100	*205	2.1	13.6	114	246	2.3	16.3	123	760	1.9	50.5	104
COLONIAL HOMES	1231	660	1.7	53.6	110	*159	1.6	12.9	108	*198	1.8	16.1	121	549	1.4	44.6	92
CONDE NAST MAG. PKG. (GROSS)	14146	6977	17.7	49.3	101	1784	18.4	12.6	106	1553	14.4	11.0	82	7142	18.2	50.5	104
CONSUMERS DIGEST	1323	714	1.8	54.0	111	*207	2.1	15.6	131	*289	2.7	21.8	164	619	1.6	46.8	97
COSMOPOLITAN	7102	3456	8.8	48.7	100	801	8.3	11.3	94	1003	7.4	11.3	85	3307	8.4	46.6	96
COUNTRY LIVING	2481	1383	3.5	55.7	115	271	2.8	10.9	91	354	3.6	15.5	116	1199	3.1	48.3	100
CUISINE	1472	731	1.9	49.7	102	*112	1.2	7.6	64	*261	2.4	17.7	133	630	1.6	42.8	88
CYCLE WORLD	425	*260	0.7	61.2	126	**61	0.6	14.4	120	**37	0.3	8.7	65	*235	0.6	55.3	114
DCI:CREATIVE IDEAS FOR LIV	2510	1467	3.7	58.4	120	398	4.1	15.9	133	562	5.2	22.4	168	1451	3.7	57.8	119
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3604	9.1	53.8	111	1117	11.5	16.7	140	1280	11.8	19.1	143	3684	9.4	55.0	114
DISCOVER	894	452	1.1	50.6	104	**70	0.7	7.8	66	**95	0.9	10.6	80	424	1.1	47.4	98
EBONY	3507	1359	3.4	38.8	80	336	3.5	9.6	80	357	3.3	10.2	76	1537	3.9	43.8	91
ESQUIRE	1083	486	1.2	44.9	92	**127	1.3	11.7	98	*184	1.7	17.0	127	504	1.3	46.5	96
ESSENCE	1830	853	2.2	46.6	96	*154	1.6	8.4	70	*165	1.5	9.0	68	899	2.3	49.1	101
FAMILY CIRCLE	15930	8783	22.3	55.1	113	2101	21.7	13.2	110	2688	24.7	16.7	126	8526	21.7	53.5	111
THE FAMILY HANDYMAN	1126	723	1.8	64.2	132	*183	1.9	16.3	136	*187	1.7	16.6	124	634	1.6	56.3	116
FAMILY WEEKLY	11468	5685	14.4	49.6	102	1445	14.9	12.6	105	1831	16.9	16.0	120	5956	15.2	51.9	107
FIELD & STREAM	2234	1308	3.3	58.5	120	440	4.5	19.7	165	*269	2.5	12.0	90	1314	3.4	58.8	121
FOOD & WINE	579	302	0.8	52.2	107	**74	0.8	12.8	107	**93	0.9	16.1	120	291	0.7	50.3	104
FORBES	728	471	1.2	64.7	133	**111	1.1	15.2	128	**130	1.2	17.9	134	326	0.8	44.8	92
FORTUNE	1006	538	1.4	59.4	122	**153	1.6	16.9	141	*219	2.0	24.2	181	273	0.7	30.1	62
GENTLEMAN'S QUARTERLY	791	346	0.9	43.7	90	**84	0.9	10.6	89	**62	0.6	7.8	59	307	0.8	38.8	80
GLAMOUR	5265	2703	6.9	51.3	106	784	8.1	14.9	125	674	6.2	12.8	96	2725	6.9	51.8	107
GOLF DIGEST	636	389	1.0	61.2	126	**54	0.6	8.5	71	**146	1.4	23.0	172	344	0.9	54.1	112
GOLF DIGEST/TENNIS (GROSS)	1186	694	1.8	58.5	120	*157	1.6	13.2	111	*252	2.3	21.2	159	627	1.6	52.9	109
GOLF MAGAZINE	441	*252	0.6	57.1	117	*36	0.4	8.2	68	**139	1.3	31.5	236	*235	0.6	53.3	110
GOLF MAGAZINE/SKI (GROSS)	922	448	1.1	48.6	100	**94	1.0	10.2	85	*238	2.2	25.8	193	419	1.1	45.4	94
GOOD HOUSEKEEPING	16487	8970	22.8	54.4	112	2306	23.8	14.0	117	2787	25.8	16.9	127	8739	22.3	53.0	109
HARPER'S BAZAAR	2423	1246	3.2	51.4	106	*271	2.8	11.2	94	324	3.0	13.4	100	1196	3.1	49.4	102
HEALTH	1994	1146	2.9	57.5	118	*259	2.7	13.0	109	1100	3.3	18.1	135	1196	3.1	60.0	124
HEARST MAG CORP. BUY (GROSS)	44101	23513	59.7	53.3	110	5724	59.2	13.0	109	6851	63.4	15.5	116	22447	57.2	50.9	105
HEARST MAN POWER (GROSS)	1993	1223	3.1	61.4	126	342	3.5	17.2	144	337	3.1	16.9	127	1171	3.0	58.8	121
HEARST WOMAN POWER (GROSS)	31274	16640	42.2	53.2	109	4093	42.3	13.1	110	4691	43.4	15.0	112	16160	41.2	51.7	107
HOUSE BEAUTIFUL	3623	1807	4.6	49.9	103	432	4.5	11.9	100	734	6.8	20.3	152	1675	4.3	46.2	95
INC.	283	*215	0.5	76.0	156	**56	0.6	19.8	166	**42	0.4	14.8	111	*178	0.5	62.9	130
JET	2928	1110	2.8	37.9	78	246	2.5	8.4	70	306	2.8	10.5	78	1264	3.2	43.2	89
LADIES' HOME JOURNAL	11918	6577	16.7	55.2	113	1611	16.7	13.5	113	1819	16.8	15.3	114	6291	16.0	52.8	109
LHJ FAMILY GRP COMBO(GROSS)	16764	9299	23.6	55.5	114	2245	23.2	13.4	112	2601	24.1	15.5	116	8971	22.9	53.5	111
LIFE	4254	2019	5.1	47.5	98	348	3.6	8.2	68	583	5.4	13.7	103	2154	5.5	50.6	105
L.A. TIMES HOME MAGAZINE	1145	579	1.5	50.6	104	**111	1.1	9.7	81	*204	1.9	17.8	134	475	1.2	41.5	86
MADMOISELLE	2884	1457	3.7	50.5	104	315	3.3	10.9	91	275	2.5	9.5	71	1574	4.0	54.6	113
MC CALL'S	13460	7277	18.5	54.1	111	1989	20.6	14.8	124	2242	20.7	16.7	125	7425	18.9	55.2	114
MC CALL'S/WRK MOTHER (GROSS)	14606	8005	20.3	54.8	113	2181	22.5	14.9	125	2344	21.7	16.0	120	8137	20.8	55.7	115
MECHANIX ILLUSTRATED	772	444	1.1	57.5	118	**151	1.6	19.6	164	*185	1.7	24.0	180	429	1.1	55.6	115
METROPOLITAN HOME	967	554	1.4	57.3	118	**113	1.2	11.7	98	*198	1.8	20.5	153	457	1.2	47.3	98
MONEY	1588	865	2.2	54.5	112	*167	1.7	10.5	88	301	2.8	19.0	142	835	2.1	52.6	109
MOTHER EARTH NEWS	1002	555	1.4	55.4	114	*208	2.2	20.8	174	*191	1.8	19.1	143	548	1.4	54.7	113
MS.	825	402	1.0	48.7	100	**72	0.7	8.7	73	**91	0.8	11.0	83	395	1.0	47.9	99
NATIONAL ENQUIRER	10336	5015	12.7	48.5	100	1304	13.5	12.6	106	1515	14.0	14.7	110	4984	12.7	48.2	100
NATIONAL GEOGRAPHIC	9597	5156	13.1	53.7	110	1309	13.5	13.6	114	1740	16.1	18.1	136	4815	12.3	50.2	104
NATIONAL SUNDAY MAGAZINE PKG	45558	25430	64.6	51.3	105	5956	61.6	12.0	101	7508	69.5	15.1	114	24380	62.2	49.2	102
NATURAL HISTORY	573	316	0.8	55.1	113	**50	0.5	8.7	73	*87	0.8	15.2	114	*259	0.7	45.2	93
NEW WOMAN	1699	821	2.1	48.3	99	*161	1.7	9.5	79	*121	1.1	7.1	53	808	2.1	47.6	98
NEW YORK INCLUDING CUE	443	188	0.5	42.4	87	**43	0.4	9.7	81	**68	0.6	15.3	115	*184	0.5	41.5	86
THE NEW YORKER	1270	753	1.9	59.3	122	*111	1.1	8.7	73	*205	1.9	16.1	121	591	1.5	46.5	96
NEWSWEEK	6277	3149	8.0	50.2	103	717	7.4	11.4	96	877	8.1	14.0	105	3059	7.8	48.7	101
THE N.Y. TIMES DAILY EDITION	1205	628	1.6	52.1	107	**100	1.0	8.3	69	*235	2.2	19.5	146	463	1.2	38.4	79
THE N.Y. TIMES MAGAZINE	2081	1081	2.7	51.9	107	*188	1.9	9.0	76	411	3.8	19.8	148	737	1.9	35.4	73
OWNI	788	395	1.0	50.1	103	**56	0.6	7.1	59	**107	1.0	13.6	102	373	1.0	47.3	98
ON CABLE	1158	622	1.6	53.7	110	**143	1.5	12.3	103	**96	0.9	8.3	62	775	2.0	66.9	138
1001 HOME IDEAS	2852	1576	4.0	55.3	114	375	3.9	13.1	110	423	3.9	14.8	111	1484	3.8	52.0	107
ORGANIC GARDENING	1658	928	2.4	56.0	115	*216	2.2	13.0	109	*231	2.1	13.9	104	804	2.1	48.5	100
OUTDOOR LIFE	896	457	1.2	51.0	105	**160	1.7	17.9	149	**94	0.9	10.5	79	505	1.3	56.4	116
PARADE MAGAZINE	24275	12525	31.8	51.6	106	3113	32.2	12.8	107	3718	34.4	15.3	115	11783	30.1	48.5	100

OTHER CANNED OR JARRED FRUIT - TYPES
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	APPLE SAUCE				CHERRIES				CRANBERRIES				FRUIT COCKTAIL			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	20986	39395	100.0	48.6	100	9674	100.0	11.9	100	10806	100.0	13.3	100	39210	100.0	48.4	100
PARENTS	3845	2108	5.4	54.8	113	462	4.8	12.0	101	395	3.7	10.3	77	2244	5.7	58.4	121
PENTHOUSE	831	327	0.8	39.4	81	**98	1.0	11.8	99	**88	0.8	10.6	79	375	1.0	45.1	93
PEOPLE	11645	5991	15.2	51.4	106	1323	13.7	11.4	95	1567	14.5	13.5	101	5955	15.2	51.1	106
PLAYBOY	2006	977	2.5	48.7	100	*200	2.1	10.0	83	*282	2.6	14.1	105	843	2.1	42.0	87
POPULAR HOT RODDING	297	*194	0.5	65.3	134	**36	0.4	12.1	101	**28	0.3	9.4	71	*149	0.4	50.2	104
POPULAR MECHANICS	1018	649	1.6	63.8	131	*234	2.4	23.0	192	*215	2.0	21.1	153	589	1.5	57.9	120
POPULAR SCIENCE	878	511	1.3	58.2	120	*178	1.8	20.3	170	*162	1.5	18.5	138	419	1.1	47.7	99
PREVENTION	3913	2159	5.5	55.2	113	491	5.1	12.5	105	798	7.4	20.4	153	2161	5.5	55.2	114
PSYCHOLOGY TODAY	1710	896	2.3	52.4	108	*157	1.6	9.2	77	*193	1.8	11.3	85	928	2.4	54.3	112
READER'S DIGEST	22204	11753	29.8	52.9	109	3249	33.6	14.6	122	3786	35.0	17.1	128	11648	29.7	52.5	108
REDBOOK	7684	4215	10.7	54.9	113	987	10.2	12.8	108	1101	10.2	14.3	107	4114	10.5	53.5	111
ROAD & TRACK	410	*216	0.5	52.7	108	**71	0.7	17.3	145	**25	0.2	6.1	46	*187	0.5	45.6	94
ROLLING STONE	969	545	1.4	56.2	116	**91	0.9	9.4	79	**91	0.8	9.4	70	500	1.3	51.6	107
RUNNER'S WORLD	298	*152	0.4	51.0	105	**12	0.1	4.0	34	**30	0.3	10.1	75	*135	0.3	45.3	94
SATURDAY EVENING POST	1169	580	1.5	49.6	102	*144	1.5	12.3	103	*146	1.4	12.5	94	644	1.6	55.1	114
SCIENCE 84	587	417	1.1	71.0	146	**26	0.3	4.4	37	**59	0.5	10.1	75	299	0.8	50.9	105
SCIENCE DIGEST	482	294	0.7	61.0	125	**22	0.2	4.6	38	**52	0.5	10.8	81	296	0.8	61.4	127
SCIENTIFIC AMERICAN	594	339	0.9	57.1	117	**44	0.5	7.4	62	**84	0.8	14.1	106	*200	0.5	33.7	70
SELF	2089	989	2.5	47.3	97	*269	2.8	12.9	108	*200	1.9	9.6	72	1091	2.8	52.2	108
SEVENTEEN	2411	1209	3.1	50.1	103	342	3.5	14.2	119	*257	2.4	10.7	80	1260	3.2	52.3	108
SKI	480	*196	0.5	40.8	84	**58	0.6	12.1	101	**99	0.9	20.6	155	*184	0.5	38.3	79
SMITHSONIAN	2760	1598	4.1	57.9	119	382	3.9	13.8	116	613	5.7	22.2	166	1350	3.4	48.9	101
SOAP OPERA DIGEST	3013	1556	3.9	51.6	106	336	3.5	11.2	93	**33	3.3	11.7	88	1621	4.1	53.8	111
SOUTHERN LIVING	4184	2138	5.4	51.1	105	719	7.4	17.2	144	718	6.6	17.2	129	2234	5.7	53.4	110
SPORT	559	294	0.7	52.6	108	**114	1.2	20.4	171	**84	0.8	15.0	113	326	0.8	58.3	120
THE SPORTING NEWS	436	*273	0.7	62.6	129	**76	0.8	17.4	146	**61	0.6	14.0	105	*292	0.7	67.0	138
SPORTS AFIELD	493	279	0.7	56.6	116	**86	0.9	17.4	146	**70	0.6	14.2	106	286	0.7	58.0	120
SPORTS ILLUSTRATED	2758	1509	3.8	54.7	112	342	3.5	12.4	104	452	4.2	16.4	123	1409	3.6	51.1	106
STAR	7456	3722	9.4	49.9	103	810	8.4	10.9	91	1041	9.6	14.0	105	3463	8.8	46.4	96
SUNDAY	24936	12933	32.8	51.9	107	2683	27.7	10.8	90	3667	33.9	14.7	110	12092	30.8	48.5	100
SUNSET	2124	1049	2.7	49.4	102	*208	2.2	9.8	82	389	3.6	18.3	137	1034	2.6	48.7	101
TV GUIDE	21661	10811	27.4	49.9	103	2605	26.9	12.0	101	2970	27.5	13.7	103	10999	28.1	50.8	105
TENNIS	550	305	0.8	55.5	114	**103	1.1	18.7	157	**107	1.0	19.5	146	283	0.7	51.5	106
TIME	8880	4623	11.7	52.1	107	1105	11.4	12.4	104	1303	12.1	14.7	110	4200	10.7	47.3	98
TOWN & COUNTRY	917	472	1.2	51.5	106	*157	1.6	17.1	143	*155	1.4	16.9	127	437	1.1	47.7	98
TRAVEL & LEISURE	972	569	1.4	58.5	120	**132	1.4	13.6	114	*173	1.6	17.8	133	471	1.2	48.5	100
TRUE STORY	3356	1690	4.3	50.4	104	303	3.1	9.0	76	282	2.6	8.4	63	1776	4.5	52.9	109
U.S. NEWS & WORLD REPORT	3410	1741	4.4	51.1	105	454	4.7	13.3	111	648	6.0	19.0	142	1721	4.4	50.5	104
USA TODAY	1759	921	2.3	52.4	108	*274	2.8	15.6	130	249	2.3	14.2	106	854	2.2	48.6	100
US	1873	990	2.5	52.9	109	*217	2.2	11.6	97	*182	1.7	9.7	73	1021	2.6	54.5	113
VOGUE	3909	1828	4.6	46.8	96	417	4.3	10.7	89	404	3.7	10.3	77	1752	4.5	44.8	93
MALL STREET JOURNAL	1886	1083	2.7	57.4	118	321	3.3	17.0	142	420	3.9	22.3	167	914	2.3	48.5	100
WEIGHT WATCHERS	2120	1173	3.0	55.3	114	290	3.0	13.7	115	369	3.4	17.4	130	1109	2.8	52.3	108
WOMAN'S DAY	14172	7891	20.0	55.7	114	1862	19.2	13.1	110	2372	22.0	16.7	125	7757	19.8	54.7	113
WORKING MOTHER	1146	728	1.8	63.5	131	*193	2.0	16.8	141	**102	0.9	8.9	67	712	1.8	62.1	128
WORKING WOMAN	1322	747	1.9	56.5	116	*186	1.9	14.1	118	*189	1.7	14.3	107	689	1.8	52.1	108
WORLD TENNIS	*163	**83	0.2	50.9	105	**17	0.2	10.4	87	*17	0.2	10.4	78	**96	0.2	58.9	122
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1295	3.3	51.1	105	283	2.9	11.2	94	346	3.2	13.7	102	1335	3.4	52.7	109
BLAIR INSERTS	43657	22606	57.4	51.8	106	5350	55.3	12.3	103	5598	61.1	15.1	113	20950	53.4	48.0	99
DAILY NEWSPAPERS																	
READ ANY	51633	26384	67.0	51.1	105	6332	65.5	12.3	103	7811	72.3	15.1	113	25727	65.6	49.8	103
READ ONE	43463	22027	55.9	50.7	104	5288	54.7	12.2	102	6466	59.8	14.9	111	21471	54.8	49.4	102
READ TWO OR MORE	8170	4357	11.1	53.3	110	1044	10.8	12.8	107	1345	12.4	16.5	123	4256	10.9	52.1	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	26822	68.2	51.0	105	6455	66.7	12.3	103	7912	73.2	15.0	113	25794	65.8	49.0	101
READ ONE	46126	23140	58.7	50.2	103	5701	58.9	12.4	103	6783	62.8	14.7	110	22683	57.9	49.2	102
READ TWO OR MORE	6552	3742	9.5	57.1	117	754	7.8	11.5	96	1130	10.5	17.2	129	3112	7.9	47.5	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.08				28.95				25.40				28.10			
30 DAY REACH	71455	35008	88.9	49.0	101	8528	88.2	11.9	100	9636	89.2	13.5	101	34552	88.1	48.4	100
50 SHWG - 30 DAY AV FREQ	14.56	14.81				15.28				13.62				14.80			
30 DAY REACH	67742	33274	84.5	49.1	101	8095	83.7	11.9	100	8999	83.3	13.3	100	32893	83.9	48.6	100
25 SHWG - 30 DAY AV FREQ	7.94	8.05				8.18				7.37				8.02			
30 DAY REACH	62117	30547	77.5	49.2	101	7573	78.3	12.2	102	8292	76.7	13.3	100	30341	77.4	48.8	101
CABLE TV: HOME WIRED	32077	16680	42.3	52.0	107	4023	41.6	12.5	105	4197	38.8	13.1	98	16534	42.2	51.5	106
HOME NOT WIRED	48909	22715	57.7	46.4	95	5651	58.4	11.6	97	6609	61.2	13.5	101	22677	57.8	46.4	96
HAVE PAY CABLE	15935	8860	22.5	55.6	114	1948	20.1	12.2	102	1845	17.1	11.6	87	8681	22.1	54.5	113

	TOTAL U.S. '000	APPLE SAUCE				CHERRIES				CRANBERRIES				FRUIT COCKTAIL				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	39395	100.0	48.6	100	9674	100.0	11.9	100	10806	100.0	13.3	100	39210	100.0	48.4	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	21844	55.4	49.7	102	5373	55.5	12.2	102	5709	52.8	13.0	97	21926	55.9	49.9	103	
10:00 AM - 3:00 PM	30659	15331	38.9	50.0	103	3981	41.2	13.0	109	4262	39.4	13.9	104	15545	39.6	50.7	105	
3:00 PM - 7:00 PM	31045	15389	39.1	49.6	102	3673	38.0	11.8	99	3884	35.9	12.5	94	15209	38.8	49.0	101	
7:00 PM - MIDNIGHT	15767	7499	19.0	47.6	98	1775	18.3	11.3	94	2028	18.8	12.9	96	7595	19.4	48.2	99	
MIDNIGHT - 6:00 AM	9120	4625	11.7	50.7	104	988	10.2	10.8	91	1192	11.0	13.1	98	4655	11.9	51.0	105	
6:00 AM - MIDNIGHT	58527	29105	73.9	49.7	102	7018	72.5	12.0	100	7785	72.0	13.3	100	29315	74.8	50.1	103	
ENTIRE DAY	59311	29467	74.8	49.7	102	7101	73.4	12.0	100	7912	73.2	13.3	100	29656	75.6	50.0	103	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	8354	21.2	51.7	106	2096	21.7	13.0	109	2333	21.6	14.4	108	8432	21.5	52.1	108	
ALL NEWS	2256	1054	2.7	46.7	96	*204	2.1	9.0	76	411	3.8	18.2	137	977	2.5	43.3	89	
AOR/PROGRESSIVE	3874	1976	5.0	51.0	105	399	4.1	10.3	86	417	3.9	10.8	81	1880	4.8	48.5	100	
BEAUTIFUL MUSIC	5660	3106	7.9	54.9	113	672	6.9	11.9	99	810	7.5	14.3	107	2737	7.0	48.4	100	
BLACK	2204	879	2.1	38.1	78	*251	2.6	11.4	95	*188	1.7	8.5	64	1067	2.7	48.4	100	
CLASSICAL	1418	755	1.9	53.2	109	*185	1.9	13.0	109	*197	1.8	13.9	104	628	1.6	44.3	91	
CHR/ROCK	9538	4271	10.8	44.8	92	982	10.2	10.3	86	999	9.2	10.5	78	4818	12.3	50.5	104	
COUNTRY	12648	6398	16.2	50.6	104	1726	17.8	13.6	114	1594	14.8	12.6	94	6668	17.0	52.7	109	
GOLDEN OLDIES	1191	524	1.3	44.0	90	**122	1.3	10.2	86	**151	1.4	12.7	95	545	1.4	45.8	95	
MOR/NOSTALGIA	4757	2636	6.7	55.4	114	590	6.1	12.4	104	703	6.5	14.8	111	2235	5.7	47.0	97	
NEWS/TALK	3863	2059	5.2	53.3	110	376	3.9	9.7	81	642	5.9	16.6	125	1647	4.2	42.6	88	
RELIGIOUS	3084	1439	3.7	46.7	96	399	4.1	12.9	108	372	3.4	12.1	90	1270	3.2	41.2	85	
SOFT ROCK	521	297	0.8	57.0	117	**70	0.7	13.4	112	**89	0.8	17.1	128	*294	0.7	56.4	117	
URBAN CONTEMPORARY	1585	581	1.5	36.7	75	*92	1.0	5.8	49	*119	1.1	7.5	56	674	1.7	42.5	88	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	1402	3.6	43.0	88	255	2.6	7.8	65	284	2.6	8.7	65	1528	3.9	46.9	97	
ABC DIRECTION	2316	1183	3.0	51.1	105	326	3.4	14.1	118	366	3.4	15.8	118	1214	3.1	52.4	108	
ABC ENTERTAINMENT	4834	2577	6.5	53.3	110	677	7.0	14.0	117	717	6.6	14.8	111	2429	6.2	50.2	104	
ABC FM	2202	945	2.4	42.9	88	*275	2.8	12.5	105	*261	2.4	11.9	89	1138	2.9	51.7	107	
ABC INFORMATION	5425	2713	6.9	50.0	103	652	6.7	12.0	101	803	7.4	14.8	111	2736	7.0	50.4	104	
ABC ROCK	1677	895	2.3	53.4	110	**131	1.4	7.8	65	**136	1.3	8.1	61	909	2.3	54.2	112	
CBS	4430	2246	5.7	50.7	104	529	5.5	11.9	100	729	6.7	16.5	123	2257	5.8	50.9	105	
MUTUAL	4992	2655	6.7	53.2	109	845	8.7	16.9	142	945	8.7	18.9	142	2420	6.2	48.5	100	
NBC	4679	2723	6.9	58.2	120	601	6.2	12.8	108	809	7.5	17.3	130	2510	6.4	53.6	111	
RADIORADIO	1994	1006	2.6	50.5	104	*297	3.1	14.9	125	*199	1.8	10.0	75	954	2.4	47.8	99	
RKO ONE	2298	1022	2.6	44.5	91	253	2.6	11.0	92	*195	1.8	8.5	64	1146	2.9	49.9	103	
RKO TWO	3311	1746	4.4	52.7	108	419	4.3	12.7	106	494	4.6	14.9	112	1578	4.0	47.7	98	
THE SOURCE	2114	1007	2.6	47.6	98	255	2.6	12.1	101	*250	2.3	11.8	89	1104	2.8	52.2	108	
NON-WIRED : BLAIR	8654	4162	10.6	48.1	99	1142	11.8	13.2	110	905	8.4	10.5	78	4577	11.7	52.9	109	
INTERNET	12025	6085	15.4	50.6	104	1325	13.7	11.0	92	1435	13.3	11.9	89	6003	15.3	49.9	103	
KATZ RADIO GROUP	15359	8272	21.0	53.9	111	1696	17.5	11.0	92	2337	21.6	15.2	114	7453	19.0	48.5	100	
SUPERNET	10628	5157	13.1	48.5	100	1252	12.9	11.8	99	1377	12.7	13.0	97	5297	13.5	49.8	103	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	4085	10.4	47.2	97	1078	11.1	12.4	104	1247	11.5	14.4	108	4114	10.5	47.5	98	
MKDAY 9:00 AM - 1:00 PM	12163	5715	14.5	47.0	97	1382	14.3	11.4	95	1641	15.2	13.5	101	5976	15.2	49.1	101	
MKDAY 1:00 PM - 4:30 PM	16150	7652	19.4	47.4	97	1968	20.3	12.2	102	2129	19.7	13.2	99	8016	20.4	49.6	103	
MKDAY 4:30 PM - 7:30 PM	22463	11089	28.1	49.4	101	2672	27.6	11.9	100	3234	29.9	14.4	108	10855	27.7	48.3	100	
MKDAY 7:30 PM - 8:00 PM	31795	15844	40.2	49.8	102	3966	41.0	12.5	104	4725	43.7	14.9	111	15601	39.8	49.1	101	
MKDAY 11:00 PM - 11:30 PM	23977	12085	30.7	50.4	104	3058	31.6	12.8	107	3804	35.2	15.9	119	11951	30.5	49.8	103	
MKDAY 11:30 PM - 1:00 AM	7703	3996	10.1	51.9	107	977	10.1	12.7	106	1258	11.6	16.3	122	3865	9.9	50.2	104	
M-SAT 8-11 PM+SUN 7-11 PM	33800	16837	42.7	49.8	102	4065	42.0	12.0	101	4879	45.2	14.4	108	16538	42.2	48.9	101	
MKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	3121	7.9	47.7	98	707	7.3	10.8	91	770	7.1	11.8	88	3370	8.6	51.5	106
ANOTHER WORLD	N	4620	2141	5.4	46.3	95	622	6.4	13.5	113	750	6.9	16.2	122	2299	5.9	49.8	103
AS THE WORLD TURNS	C	5614	2494	6.3	44.4	91	734	7.6	13.1	109	716	6.6	12.8	96	2862	7.3	51.0	105
CAPITOL	C	3396	1536	3.9	45.2	93	404	4.2	11.9	100	360	3.3	10.6	79	1632	4.2	48.1	99
CBS MORN. NEWS 1	C	1446	510	1.3	35.3	73	190	2.0	13.1	110	162	1.5	11.2	84	598	1.5	41.4	85
CBS MORN. NEWS 2	C	1207	452	1.1	37.4	77	180	1.9	14.9	125	172	1.6	14.3	107	528	1.3	43.7	90
DAYS OF OUR LIVES	N	5877	2881	7.3	49.0	101	810	8.4	13.8	115	980	9.1	16.7	125	2936	7.5	50.0	103
FACTS OF LIFE - DAYTIME	N	2290	1000	2.5	43.7	90	276	2.9	12.1	101	260	2.4	11.4	85	1033	2.6	45.1	93
FAMILY FEUD	A	3023	1235	3.1	40.9	84	304	3.1	10.1	84	401	3.7	13.3	99	1582	4.0	52.3	108
GENERAL HOSPITAL	A	6097	2930	7.4	48.1	99	787	8.1	12.9	108	809	7.5	13.3	99	2935	7.5	48.1	99
GOOD MORNING, AMERICA-730	A	3515	1686	4.3	48.0	99	499	5.2	14.2	119	554	5.1	15.8	118	1845	4.7	52.5	108
GOOD MORNING, AMERICA-830	A	2818	1415	3.6	50.2	103	397	4.1	14.1	118	530	4.9	18.8	141	1591	4.1	56.5	117
GUIDING LIGHT	C	5339	2387	6.1	44.7	92	630	6.5	11.8	99	666	6.2	12.5	93	2689	6.9	50.4	104
ONE LIFE TO LIVE	A	4478	2122	5.4	47.4	97	550	5.7	12.3	103	546	5.1	12.2	91	2226	5.7	49.7	103
PRESS YOUR LUCK	C	2244	1027	2.6	45.8	94	232	2.4	10.3	87	263	2.4	11.7	88	1079	2.8		

		TOTAL	APPLE SAUCE				CHERRIES				CRANBERRIES				FRUIT COCKTAIL			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	39395	100.0	48.6	100	9674	100.0	11.9	100	10806	100.0	13.3	100	39210	100.0	48.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	12455	31.6	47.8	98	3443	35.6	13.2	111	3879	35.9	14.9	112	12865	32.8	49.4	102
NETWORK AFFILIATES - LATE		20261	10176	25.8	50.2	103	2640	27.3	13.0	109	3159	29.2	15.6	117	10064	25.7	49.7	103
INDEPENDENTS - LATE		2076	1111	2.8	53.5	110	303	3.1	14.6	122	368	3.4	17.7	133	923	2.4	44.5	92
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	5278	13.4	50.5	104	1177	12.2	11.3	94	1409	13.0	13.5	101	5356	13.7	51.2	106
ABC MONDAY NIGHT MOVIE	A	6412	3052	7.7	47.6	98	796	8.2	12.4	104	953	8.8	14.9	111	3220	8.2	50.2	104
ABC SUNDAY NIGHT MOVIE	A	12407	6185	15.7	49.9	102	1443	14.9	11.6	97	1703	15.8	13.7	103	5905	15.1	47.6	98
ABC WORLD NEWS TONIGHT	A	6176	3003	7.6	48.6	100	778	8.0	12.6	105	885	8.2	14.3	107	3015	7.7	48.8	101
AFTERMASH	C	5863	2931	7.4	50.0	103	720	7.4	12.3	103	798	7.4	13.6	102	2870	7.3	49.0	101
ALICE	C	9594	4682	11.9	48.8	100	1297	13.4	13.5	113	1358	12.6	14.2	106	4694	12.0	48.9	101
AMERICAN PARADE	C	6622	3178	8.1	48.0	99	821	8.5	12.4	104	1131	10.5	17.1	128	3249	8.3	49.1	101
BENSON	A	10886	5242	13.3	48.2	99	1386	14.3	12.7	107	1576	14.6	14.5	109	5435	13.9	49.9	103
BLUE THUNDER	A	5036	2549	6.5	50.6	104	697	7.2	13.8	116	652	6.0	12.9	97	2703	6.9	53.7	111
CAGNEY & LACEY	C	9965	5069	12.9	50.9	105	1221	12.6	12.3	103	1295	12.0	13.0	97	4988	12.7	50.1	103
CBS EVENING NEWS-DEAN	C	3491	1793	4.6	51.4	106	360	3.7	10.3	86	563	5.2	16.1	121	1724	4.4	49.4	102
CBS EVENING NEWS-RATHER	C	7123	3569	9.1	50.1	103	988	10.2	13.9	116	1069	9.9	15.0	112	3661	9.3	51.4	106
CBS SAT. NEWS-SCHIEFFER	C	3621	1644	4.2	45.4	93	425	4.4	11.7	98	487	4.5	13.4	101	1745	4.5	48.2	100
CBS SATURDAY NIGHT MOVIE	C	5436	2731	6.9	50.2	103	623	6.4	11.5	96	765	7.1	14.1	105	2762	7.0	50.8	105
CBS WEDNESDAY NIGHT MOVIE	C	6100	3024	7.7	49.6	102	787	8.1	12.9	108	938	8.7	15.4	115	2904	7.4	47.6	98
CHEERS	N	8889	4693	11.9	52.8	109	1043	10.8	11.7	98	1276	11.8	14.4	108	4525	11.5	50.9	105
DALLAS	C	22109	10437	26.5	47.2	97	2816	29.1	12.7	107	3437	31.8	15.5	117	11016	28.1	49.8	103
DIFF'RENT STROKES	N	6940	3254	8.3	46.9	96	947	9.8	13.6	114	940	8.7	13.5	102	3409	8.7	49.1	101
DOUBLE TROUBLE	N	7223	3676	9.3	50.9	105	890	9.2	12.3	103	965	8.9	13.4	100	3669	9.4	50.8	105
DUCK FACTORY	N	5595	2839	7.2	50.7	104	683	7.1	12.2	102	746	6.9	13.3	100	2668	6.8	47.7	98
DUKES OF HAZZARD	C	5768	2800	7.1	48.5	100	718	7.4	12.4	104	830	7.7	14.4	108	2919	7.4	50.6	105
DYNASTY	A	20053	9542	24.2	47.6	98	2252	23.3	11.2	94	2694	24.9	13.4	101	9845	25.1	49.1	101
FACTS OF LIFE	N	8087	4153	10.5	51.4	106	936	9.7	11.6	97	1005	9.3	12.4	93	4235	10.8	52.4	108
FALCON CREST	C	20046	9719	24.7	48.5	100	2458	25.4	12.3	103	3202	29.6	16.0	120	10190	26.0	50.8	105
FALL GUY	A	9084	4525	11.5	49.8	102	1106	11.4	12.2	102	1309	12.1	14.4	108	4736	12.1	52.1	108
FAMILY TIES	N	7964	4023	10.2	50.5	104	1039	10.7	13.0	109	1312	12.1	16.5	123	4003	10.2	50.3	104
FANTASY ISLAND	A	7687	3578	9.1	46.5	96	846	8.7	11.0	92	997	9.2	13.0	97	3552	9.1	46.2	95
FOULUPS, BLEEPERS & BLUNDERS	A	8861	4400	11.2	49.7	102	1104	11.4	12.5	104	1091	10.1	12.3	92	4416	11.3	49.8	103
FOUR SEASONS	C	5095	2672	6.8	52.4	108	646	6.7	12.7	106	746	6.9	14.6	110	2444	6.2	48.0	99
GIMME A BREAK	N	8838	4191	10.6	47.4	97	1118	11.6	12.6	106	1377	12.7	15.6	117	4187	10.7	47.4	98
HART TO HART	A	8978	4490	11.4	50.0	103	1130	11.7	12.6	105	1018	9.4	11.3	85	4560	11.6	50.8	105
HILL STREET BLUES	N	8590	4271	10.8	49.7	102	1068	11.0	12.4	104	1187	11.0	13.8	104	4294	11.0	50.0	103
HOTEL	A	14085	6703	17.0	47.6	98	1604	16.6	11.4	95	2164	20.0	15.4	115	6906	17.6	49.0	101
JEFFERSONS	C	9360	4532	11.5	48.4	100	1165	12.0	12.4	104	1344	12.4	14.4	108	4475	11.4	47.8	99
JENNIFER SLEPT HERE	N	5841	2865	7.3	49.0	101	766	7.9	13.1	110	727	6.7	12.4	93	2939	7.5	50.3	104
KATE & ALLIE	C	9206	4685	11.9	50.9	105	1136	11.7	12.3	103	1304	12.1	14.2	106	4431	11.3	48.1	99
KNIGHT RIDER	N	7076	3498	8.9	49.4	102	968	10.0	13.7	115	865	8.0	12.2	92	3413	8.7	48.2	100
LOVE BOAT	A	12219	5759	14.6	47.1	97	1344	13.9	11.0	92	1536	14.2	12.6	94	5873	15.0	48.1	99
MAGNUM PI	C	11199	5563	14.1	49.7	102	1311	13.6	11.7	98	1607	14.9	14.3	108	5730	14.6	51.2	106
MAMA'S FAMILY	N	6057	3018	7.7	49.8	102	767	7.9	12.7	106	968	9.0	16.0	120	2806	7.2	46.3	96
MASTER, THE	N	3598	1819	4.6	50.6	104	419	4.3	11.6	97	459	4.2	12.8	96	1662	4.2	46.2	95
MATT HOUSTON	A	6344	3289	8.3	51.8	107	807	8.3	12.7	106	822	7.6	13.0	97	3340	8.5	52.6	109
NBC MONDAY NIGHT MOVIE	N	11994	5923	15.0	49.4	102	1407	14.5	11.7	98	1538	14.2	12.8	96	6119	15.6	51.0	105
NBC NIGHTLY NEWS	N	5132	2479	6.3	48.3	99	757	7.8	14.8	123	913	8.4	17.8	133	2558	6.5	49.8	103
NBC NIGHTLY NEWS-SAT	N	3375	1600	4.1	47.4	97	403	4.2	11.9	100	419	3.9	12.4	93	1642	4.2	48.7	100
NBC NIGHTLY NEWS-SUN	N	3130	1466	3.7	46.8	96	518	5.4	16.5	139	528	4.9	16.9	126	1357	3.5	43.4	90
NBC SUNDAY NIGHT MOVIE	N	8284	4215	10.7	50.9	105	979	10.1	11.8	99	1173	10.9	14.2	106	3849	9.8	46.5	96
NEWMART	C	9240	4745	12.0	51.4	106	1121	11.6	12.1	102	1256	11.6	13.6	102	4483	11.4	48.5	100
ONE DAY AT A TIME	C	7288	3475	8.8	47.7	98	862	8.9	11.8	99	977	9.0	13.4	100	3559	9.1	48.8	101
PEOPLE ARE FUNNY	N	4855	2364	6.0	48.7	100	710	7.3	14.6	122	777	7.2	16.0	120	2391	6.1	49.2	102
REAL PEOPLE	N	8869	4235	10.8	47.8	98	1104	11.4	12.4	104	1137	10.5	12.8	96	4389	11.2	49.5	102
REMINGTON STEELE	N	7743	3666	9.3	47.3	97	898	9.3	11.6	97	993	9.2	12.8	96	3731	9.5	48.2	100
RIPLY'S BELIEVE IT - NOT	A	5345	2809	7.1	52.6	108	661	6.8	12.4	104	657	6.1	12.3	92	2681	6.8	50.2	104
RIP TIDE	N	6988	3491	8.9	50.0	103	913	9.4	13.1	109	934	8.6	13.4	100	3596	9.2	51.5	106
SCARECROW & MRS. KING	C	10002	4819	12.2	48.2	99	1224	12.7	12.2	102	1263	11.7	12.6	95	5044	12.9	50.4	104
SIMON & SIMON	C	10638	5328	13.5	50.1	103	1159	12.0	10.9	91	1393	12.9	13.1	98	5509	14.0	51.8	107
60 MINUTES	C	13293	6149	15.6	46.3	95	1590	16.4	12.0	100	195							

OTHER CANNED OR JARRED FRUIT - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	GRAPEFRUIT				PEACHES				PEARS				PLUMS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	6037	100.0	7.5	100	45655	100.0	56.4	100	30648	100.0	37.8	100	4931	100.0	6.1	100
18 - 24	9282	*440	7.3	4.7	64	4310	9.4	46.4	82	2903	9.5	31.3	83	*301	6.1	3.2	53
25 - 34	19072	1046	17.3	5.5	74	10683	23.4	56.0	99	7352	24.0	38.5	102	796	16.1	4.2	69
35 - 44	14591	1038	17.2	7.1	95	8469	18.5	58.0	103	5716	18.7	39.2	104	897	18.2	6.1	101
45 - 54	11345	1053	17.4	9.3	125	6654	14.6	58.7	104	4312	14.1	38.0	100	723	14.7	6.4	105
55 - 64	11635	1203	19.9	10.3	139	7070	15.5	60.8	108	4655	15.2	40.0	106	949	19.2	8.2	134
65 OR OLDER	15061	1257	20.8	8.3	112	8469	18.5	56.2	100	5711	18.6	37.9	100	1266	25.7	8.4	138
18 - 34	28354	1486	24.6	5.2	70	14993	32.8	52.9	94	10255	33.5	36.2	96	1096	22.2	3.9	63
18 - 49	48339	3117	51.6	6.4	87	26816	58.7	55.5	98	18172	59.3	37.6	99	2373	48.1	4.9	81
25 - 54	45008	3137	52.0	7.0	94	25806	56.5	57.3	102	17379	56.7	38.6	102	2416	49.0	5.4	88
35 - 49	19985	1632	27.0	8.2	110	11823	25.9	59.2	105	7917	25.8	39.6	105	1277	25.9	6.4	105
50 OR OLDER	32647	2920	48.4	8.9	120	18839	41.3	57.7	102	12477	40.7	38.2	101	2558	51.9	7.8	129
GRADUATED COLLEGE	11155	692	11.5	6.2	83	6115	13.4	54.8	97	4390	14.3	39.4	104	734	14.9	6.6	108
ATTENDED COLLEGE	13682	990	16.4	7.2	97	7678	16.8	56.1	100	5572	18.2	40.7	108	826	16.8	6.0	99
GRADUATED HIGH SCHOOL	33880	2565	42.5	7.6	102	19903	43.6	58.7	104	13563	44.3	40.0	106	2032	41.2	6.0	99
DID NOT GRADUATE HIGH SCHOOL	22270	1790	29.7	8.0	108	11960	26.2	53.7	95	7124	23.2	32.0	85	1338	27.1	6.0	99
EMPLOYED	40306	2806	46.5	7.0	93	22225	48.7	55.1	98	14865	48.5	36.9	97	2306	46.8	5.7	94
EMPLOYED FULL-TIME	32850	2352	39.0	7.2	96	18050	39.5	54.9	97	11980	39.1	36.5	96	1779	36.1	5.4	89
EMPLOYED PART-TIME	7456	*454	7.5	6.1	82	4176	9.1	56.0	99	2885	9.4	38.7	102	527	10.7	7.1	116
NOT EMPLOYED	40680	3231	53.5	7.9	107	23430	51.3	57.6	102	15783	51.5	38.8	103	2625	53.2	6.5	106
PROFESSIONAL/MANAGER	10392	674	11.2	6.5	87	5749	12.6	55.3	98	3755	12.3	36.1	95	*650	13.2	6.3	103
TECH/CLERICAL/SALES	17574	1097	18.2	6.2	84	9474	20.8	53.9	96	6741	22.0	38.4	101	915	18.6	5.2	86
PRECISION/CRAFT	985	*82	1.4	8.3	112	558	1.2	56.6	100	*233	0.8	23.7	63	*440	0.8	4.1	67
OTHER EMPLOYED	11354	953	15.8	8.4	113	6446	14.1	56.8	101	4137	13.5	36.4	96	702	14.2	6.2	102
SINGLE	9863	717	11.9	7.3	98	4635	10.2	47.0	83	3084	10.1	31.3	83	436	8.8	4.4	73
MARRIED	51375	3415	56.6	6.6	89	30699	67.2	59.8	106	20903	68.2	40.7	108	3194	64.8	6.2	102
DIVORCED/SEPARATED/WIDOWED	19748	1905	31.6	9.6	129	10322	22.6	52.3	93	6661	21.7	33.7	89	1301	26.4	6.6	108
PARENTS	32590	2000	33.1	6.1	82	19071	41.8	58.5	104	13047	42.6	40.0	106	1613	32.7	4.9	81
WHITE	70416	4871	80.7	6.9	93	40411	88.5	57.4	102	27967	91.3	39.7	105	4332	87.9	6.2	101
BLACK	8778	1085	18.0	12.4	166	4227	9.3	48.2	85	2131	7.0	24.3	64	470	9.5	5.4	88
OTHER	1791	*81	1.3	4.5	61	1017	2.2	56.8	101	*551	1.8	30.8	81	*129	2.6	7.2	118
NORTHEAST-CENSUS	17786	1577	26.1	8.9	119	8738	19.1	49.1	87	5654	18.4	31.8	84	1042	21.1	5.9	96
NORTH CENTRAL	20741	1378	22.8	6.6	89	13067	28.6	63.0	112	9376	30.6	45.2	119	1643	33.3	7.9	130
SOUTH	27775	2237	37.1	8.1	108	16076	35.2	57.9	103	9962	32.5	35.9	95	1482	30.1	5.3	88
WEST	14683	845	14.0	5.8	77	7774	17.0	52.9	94	5656	18.5	38.5	102	764	15.5	5.2	85
NORTHEAST-MKTG.	17961	1592	26.4	8.9	119	8277	18.1	46.1	82	5155	16.8	28.7	76	959	19.4	5.3	88
EAST CENTRAL	11885	785	13.0	6.6	89	7303	16.0	61.4	109	4926	16.1	41.4	110	768	15.6	6.5	106
WEST CENTRAL	14090	1016	16.8	7.2	97	8912	19.5	63.3	112	6668	21.8	47.3	125	1282	26.0	9.1	149
SOUTH	24081	1931	32.0	8.0	108	14444	31.6	60.0	106	9018	29.4	37.4	99	1274	25.8	5.3	87
PACIFIC	12969	714	11.8	5.5	74	6721	14.7	51.8	92	4881	15.9	37.6	99	*648	13.1	5.0	82
COUNTY SIZE A	32439	2360	39.1	7.3	98	16639	36.4	51.3	91	11487	37.5	35.4	94	1849	37.5	5.7	94
COUNTY SIZE B	24915	1841	30.5	7.4	99	14262	31.2	57.2	102	9370	30.6	37.6	99	1473	29.9	5.9	97
COUNTY SIZE C	12930	1012	16.8	7.8	105	7917	17.3	61.2	109	5407	17.6	41.8	111	731	14.8	5.7	93
COUNTY SIZE D	10703	823	13.6	7.7	103	6838	15.0	63.9	113	4385	14.3	41.0	108	879	17.8	8.2	135
METRO CENTRAL CITY	24518	1944	32.2	7.9	106	12839	28.1	52.4	93	8274	27.0	33.7	89	1333	27.0	5.4	89
METRO SUBURBAN	35919	2549	42.2	7.1	95	20017	43.8	55.7	99	13985	45.6	38.9	103	2134	43.3	5.9	98
NON METRO	20549	1544	25.6	7.5	101	12799	28.0	62.3	110	8389	27.4	40.8	108	1464	29.7	7.1	117
TOP 5 ADI'S	18341	1524	25.2	8.3	111	8943	19.6	48.8	86	5753	18.8	31.4	83	873	17.7	4.8	73
TOP 10 ADI'S	25378	2060	34.1	8.1	109	12659	27.7	49.9	88	8311	27.1	32.7	87	1429	29.0	5.6	92
TOP 20 ADI'S	36488	2839	47.0	7.8	104	19100	41.8	52.3	93	12954	42.3	35.5	94	2094	42.5	5.7	94
HSHLD INC. \$50,000 OR MORE	6612	*490	8.1	7.4	99	3821	8.4	57.8	103	2780	9.1	42.0	111	*413	8.4	6.2	103
\$40,000 OR MORE	12659	906	15.0	7.2	96	6954	15.2	54.9	97	5088	16.6	40.2	106	810	16.4	6.4	105
\$30,000 OR MORE	24698	1794	29.7	7.3	97	14059	30.8	56.9	101	10089	32.9	40.8	108	1650	33.5	6.7	110
\$25,000 OR MORE	32077	2212	36.6	6.9	93	18514	40.6	57.7	102	13270	43.3	41.4	109	2048	41.5	6.4	105
\$20,000 - \$24,999	9144	633	10.5	6.9	93	5233	11.5	57.2	102	3670	12.0	40.1	106	*435	8.8	4.8	78
\$15,000 - \$19,999	8728	660	10.9	7.6	101	4805	10.5	55.1	98	3139	10.2	36.0	95	*409	8.3	4.7	77
\$10,000 - \$14,999	12562	1015	16.8	8.1	108	7449	16.3	59.3	105	4693	15.3	37.4	99	914	18.5	7.3	119
UNDER \$10,000	18475	1518	25.1	8.2	110	9654	21.1	52.3	93	5877	19.2	31.8	84	1125	22.8	6.1	100
HOUSEHOLD OF 1 PERSON	11987	1104	18.3	9.2	124	6122	13.4	51.1	91	3871	12.6	32.3	85	855	17.3	7.1	117
2 PEOPLE	26577	2171	36.0	8.2	110	14957	32.8	56.3	100	10144	33.1	38.2	101	1850	37.5	7.0	114
3 OR 4 PEOPLE	30617	2144	35.5	7.0	94	17400	38.1	56.8	101	11805	38.5	38.6	102	1620	32.9	5.3	87
5 OR MORE PEOPLE	11804	*618	10.2	5.2	70	7177	15.7	60.8	108	4829	15.8	40.9	108	*607	12.3	5.1	84
NO CHILD IN HSHLD	46165	3887	64.4	8.4	113	25370	55.6	55.0	97	16713	54.5	36.2	96	3221	65.3	7.0	115
CHILD(REN) UNDER 2 YRS	5325	*246	4.1	4.6	62	3043	6.7	57.1	101	2075	6.8	39.0	103	**150	3.0	2.8	46
2 - 5 YEARS	14221	655	10.8	4.6	62	8467	18.5	59.5	106	6069	19.8	42.7	113	*562	11.4	4.0	65
6 - 11 YEARS	15117	997	16.5	6.6	88	8753	19.2	57.9	103	5837	19.0	38.6	102	801	16.2	5.3	87
12 - 17 YEARS	16611	1122	18.6	6.8	91	9764	21.4	58.8	104	6527	21.3	39.3	104	1027	20.8	6.2	102
RESIDENCE OWNED	55884	4095	67.8	7.3	98	33200	72.7	59.4	105	22548	73.6	40.3	107	3714	75.3	6.6	109
VALUE: \$50,000 OR MORE	31744	2289	37.9	7.2	97	18158	39.8	57.2	101	12716	41.5	40.1	106	2118	43.0	6.7	110
VALUE: UNDER \$50,000	24140	1806	29.9	7.5	100	15042	32.9	62.3	111	9832	32.1	40.7	108	1596	32.4	6.6	109

			TOTAL	GRAPEFRUIT				PEACHES				PEARS				PLUMS			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS			80986	6037	100.0	7.5	100	45655	100.0	56.4	100	30646	100.0	37.8	100	4931	100.0	6.1	100
MAGAZINES	QUINTILE 1	15799	1208	20.0	7.6	103	9800	21.0	60.8	108	6576	21.5	41.6	110	1141	23.1	7.2	119	
	QUINTILE 2	17259	1510	25.0	8.7	117	9871	21.6	57.2	101	6929	22.6	40.1	106	1267	25.7	7.3	121	
	QUINTILE 3	13545	1700	14.9	6.6	89	7553	16.5	55.8	99	5202	17.0	38.4	101	702	14.2	5.2	85	
	QUINTILE 4	15133	1013	16.8	6.7	90	8547	18.7	56.5	100	5619	18.3	37.1	98	859	17.4	5.7	93	
	QUINTILE 5	19250	1406	23.3	7.3	98	10085	22.1	52.4	93	6322	20.6	32.8	87	963	19.5	5.0	82	
NEWSPAPERS	QUINTILE 1	12413	1040	17.2	8.4	112	6727	14.7	54.2	96	4839	15.8	39.0	103	810	16.4	6.5	107	
	QUINTILE 2	24116	1813	30.0	7.5	101	14306	31.3	59.3	105	9497	31.0	39.4	104	1829	37.1	7.6	125	
	QUINTILE 3	11261	914	15.1	8.1	109	6491	14.2	57.6	102	4143	13.5	36.8	97	689	14.0	6.1	100	
	QUINTILE 4	20255	1411	23.4	7.0	93	11388	24.9	56.2	100	7887	25.7	38.9	103	1017	20.6	5.0	82	
	QUINTILE 5	12940	1100	14.2	6.6	89	6743	14.8	52.1	92	4284	14.0	33.1	87	586	11.9	4.5	74	
OUTDOOR	QUINTILE 1	14852	1112	18.4	7.5	100	8348	18.3	56.2	100	5894	19.2	39.7	105	874	17.7	5.9	97	
	QUINTILE 2	15725	1186	19.6	7.5	101	9018	19.8	57.3	102	6031	19.7	38.4	101	949	19.2	6.0	99	
	QUINTILE 3	16330	1220	20.2	7.5	100	9193	20.1	56.3	100	6213	20.3	38.0	101	961	19.5	5.9	97	
	QUINTILE 4	16744	1205	20.0	7.2	97	9324	20.4	55.7	99	6345	20.7	37.9	100	935	19.0	5.6	92	
	QUINTILE 5	17334	1314	21.8	7.6	102	9773	21.4	56.4	100	6165	20.1	35.6	94	1211	24.6	7.0	115	
RADIO-DRIVE TIME	QUINTILE 1	15911	1369	22.7	8.6	115	9370	20.5	58.9	104	6162	20.1	38.7	102	1093	22.2	6.9	113	
	QUINTILE 2	14837	1086	18.0	7.3	98	8335	18.3	56.2	100	5673	18.5	38.2	101	916	18.6	6.2	101	
	QUINTILE 3	15339	1114	18.5	7.3	97	8187	17.9	53.4	95	5417	17.7	35.3	93	766	15.5	5.0	82	
	QUINTILE 4	16723	1184	19.6	7.1	95	9571	21.0	57.2	102	6496	21.2	38.8	103	886	18.0	5.3	87	
	QUINTILE 5	18176	1285	21.3	7.1	95	10193	22.3	56.1	99	6900	22.5	38.0	100	1270	25.8	7.0	115	
RADIO-MID- DAY	TERCILE 1	21020	1833	30.4	8.7	117	12239	26.8	58.2	103	8233	26.9	39.2	103	1282	26.0	6.1	100	
	TERCILE 2	21610	1769	29.3	8.2	110	12173	26.7	56.3	100	8815	28.8	40.8	108	1477	30.0	6.8	112	
	TERCILE 3	38355	2435	40.3	6.3	85	21244	46.5	55.4	98	13600	44.4	35.5	94	2173	44.1	5.7	93	
RADIO-TOTAL	QUINTILE 1	15988	1308	21.7	8.2	110	9387	20.6	58.7	104	6161	20.1	38.5	102	1030	20.9	6.4	106	
	QUINTILE 2	15626	1413	23.4	9.0	121	8537	18.7	54.6	97	5792	18.9	37.1	98	818	16.6	5.2	86	
	QUINTILE 3	16723	1199	19.9	7.2	96	9115	20.0	54.5	97	6605	21.6	39.5	104	1029	20.9	6.2	101	
	QUINTILE 4	16342	1091	18.1	6.7	90	9388	20.6	57.4	102	5945	19.4	36.4	96	1064	21.6	6.5	107	
	QUINTILE 5	16306	1026	17.0	6.3	84	9229	20.2	56.6	100	6146	20.1	37.7	100	991	20.1	6.1	100	
TV-PRIME TIME	QUINTILE 1	15953	1491	24.7	9.3	125	9062	19.8	56.8	101	6041	19.7	37.9	100	1065	21.6	6.7	110	
	QUINTILE 2	16137	1238	20.5	7.7	103	9475	20.8	58.7	104	6384	20.8	39.6	105	994	20.2	6.2	101	
	QUINTILE 3	16420	1229	20.4	7.5	100	9405	20.6	57.3	102	6119	20.0	37.3	98	904	18.3	5.5	90	
	QUINTILE 4	16687	1090	18.1	6.5	88	9434	20.7	56.5	100	6343	20.7	38.0	100	1079	21.9	6.5	106	
	QUINTILE 5	15789	990	16.4	6.3	84	8280	18.1	52.4	93	5759	18.8	36.5	96	889	18.0	5.6	92	
TV-DAYTIME	TERCILE 1	27736	2388	39.6	8.6	115	16341	35.8	58.9	105	10465	34.1	37.7	100	1881	38.1	6.8	111	
	TERCILE 2	26489	1812	30.0	6.8	92	14588	32.0	55.1	98	10052	32.8	37.9	100	1579	32.0	6.0	98	
	TERCILE 3	26761	1837	30.4	6.9	92	14727	32.3	55.0	98	10131	33.1	37.9	100	1471	29.8	5.5	90	
TV-TOTAL	QUINTILE 1	16345	1512	25.0	9.3	124	9311	20.4	57.0	101	6020	19.6	36.8	97	1135	23.0	6.9	114	
	QUINTILE 2	16447	1558	25.8	9.5	127	9886	21.7	60.1	107	6410	20.9	39.0	103	1134	23.0	6.9	113	
	QUINTILE 3	15980	1039	17.2	6.5	87	8872	19.4	55.5	98	6285	20.5	39.3	104	790	16.0	4.9	81	
	QUINTILE 4	15887	891	14.8	5.6	75	8835	19.4	55.6	99	6004	19.6	37.8	100	940	19.1	5.9	97	
	QUINTILE 5	16326	1037	17.2	6.4	85	8752	19.2	53.6	95	5929	19.3	36.3	96	933	18.9	5.7	94	
MAGAZINES-NEWSPAPERS: DUAL			20721	1771	29.3	8.5	115	12157	26.6	58.7	104	8509	27.8	41.1	109	1644	33.3	7.9	130
MAGAZINE IMPERATIVE			19186	1432	23.7	7.5	100	11197	24.5	58.4	104	7635	24.9	39.8	105	1045	21.2	5.4	89
NEWSPAPER IMPERATIVE			21899	1561	25.9	7.1	96	12282	26.9	56.1	99	8006	26.1	36.6	97	1373	27.8	6.3	103
MAGAZINES-OUTDOOR: DUAL			15451	1272	21.1	8.2	110	9219	20.2	59.7	106	6502	21.2	42.1	111	1172	23.8	7.6	125
MAGAZINE IMPERATIVE			25953	2032	33.7	7.8	105	15014	32.9	57.9	103	10155	33.1	39.1	103	1752	35.5	6.8	111
OUTDOOR IMPERATIVE			24400	1740	28.8	7.1	96	13221	29.0	54.2	96	8875	29.0	36.4	96	1184	24.0	4.9	80
MAGAZINES-RADIO: DUAL			18049	1512	25.0	8.4	112	10178	22.3	56.4	100	7077	23.1	39.2	104	1185	24.0	6.6	108
MAGAZINE IMPERATIVE			23571	1726	28.6	7.3	98	14009	30.7	59.4	105	9711	31.7	41.2	109	1645	33.4	7.0	115
RADIO IMPERATIVE			23278	1805	29.9	7.8	104	12743	27.9	54.7	97	8451	27.6	36.3	96	1090	22.1	4.7	77
MAGAZINES-TELEVISION: DUAL			15459	1537	25.5	9.9	133	9401	20.6	60.8	108	6327	20.6	40.9	108	1168	23.7	7.6	124
MAGAZINE IMPERATIVE			25829	1672	27.7	6.5	87	14560	31.9	56.4	100	10360	33.8	40.1	106	1566	31.8	6.1	100
TELEVISION IMPERATIVE			26039	2070	34.3	7.9	107	14477	31.7	55.6	99	9247	30.2	35.5	94	1491	30.2	5.7	94
NEWSPAPERS-OUTDOOR: DUAL			16605	1408	23.3	8.5	114	9451	20.7	56.9	101	6209	20.3	37.4	99	1054	21.4	6.3	104
NEWSPAPER IMPERATIVE			26834	2032	33.7	7.6	102	15440	33.8	57.5	102	10366	33.8	38.6	102	1965	39.8	7.3	120
OUTDOOR IMPERATIVE			23346	1594	26.4	6.8	92	12822	28.1	54.9	97	9011	29.4	38.6	102	1236	25.1	5.3	87
NEWSPAPERS-RADIO: DUAL			17133	1418	23.5	8.3	111	9866	21.6	57.6	102	6742	22.0	39.4	104	1235	25.0	7.2	118
NEWSPAPER IMPERATIVE			25892	1872	31.0	7.2	97	14917	32.7	57.6	102	9931	32.4	38.4	101	1861	37.7	7.2	118
RADIO IMPERATIVE			23167	1917	31.8	8.3	111	12651	27.7	54.6	97	8426	28.1	37.2	98	1044	21.2	4.5	74
NEWSPAPERS-TELEVISION: DUAL			17159	1562	25.9	9.1	122	10115	22.2	58.9	105	6623	21.6	38.6	102	1341	27.2	7.8	128
NEWSPAPER IMPERATIVE			26214	1762	29.2	6.7	90	14616	32.0	55.8	99	10163	33.2	38.8	102	1660	33.7	6.3	104
TELEVISION IMPERATIVE			23412	1951	32.3	8.3	112	13376	29.3	57.1	101	8823	28.8	37.7	100	1201	24.4	5.1	84
OUTDOOR-RADIO: DUAL			15303	1342	22.2	8.8	118	9010	19.7	58.9	104	6305	20.6	41.2	109	994	20.2	6.5	107
OUTDOOR IMPERATIVE			24901	1731	28.7	7.0	93	13916	30.5	55.9	99								

OTHER CANNED OR JARRED FRUIT - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	GRAPEFRUIT				PEACHES				PEARS				PLUMS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6037	100.0	7.5	100	45655	100.0	56.4	100	30648	100.0	37.8	100	4931	100.0	6.1	100
ATLANTIC MONTHLY	415	**38	0.6	9.2	123	*165	0.4	39.8	71	*133	0.4	32.0	85	**25	0.5	6.0	99
BARRON'S	453	**56	0.9	12.4	166	*258	0.6	57.0	101	*179	0.6	39.5	104	**16	0.3	3.5	58
BETTER HOMES & GARDENS	16256	1397	23.1	8.6	115	10373	22.7	63.8	113	7141	23.3	43.9	116	1419	28.8	8.7	143
BON APPETIT	2535	*210	3.5	8.3	111	1371	3.0	54.1	96	929	3.0	36.6	97	*117	2.4	4.6	76
BUSINESS WEEK	1278	*129	2.1	10.1	135	673	1.5	52.7	93	420	1.4	32.9	87	**57	1.2	4.5	73
CAR AND DRIVER	378	**36	0.6	9.5	128	*182	0.4	48.1	85	**115	0.4	30.4	80	**16	0.3	4.2	70
CBS MAGAZINE NETWORK (GROSS)	1498	**116	1.9	7.7	104	717	1.6	47.9	85	534	1.7	35.6	94	**60	1.2	4.0	66
CHANGING TIMES	1505	*153	2.5	10.2	136	887	1.9	58.9	105	639	2.1	42.5	112	**119	2.4	7.9	130
COLONIAL HOMES	1231	**48	0.8	3.9	52	708	1.6	57.5	102	492	1.6	40.0	106	**93	1.9	7.6	124
CONDE NAST MAG. PKG. (GROSS)	14146	831	13.8	5.9	79	7855	17.2	55.5	98	5203	17.0	36.8	97	586	11.9	4.1	68
CONSUMERS DIGEST	1323	**98	1.6	7.4	99	767	1.7	58.0	103	506	1.7	38.2	101	**121	2.5	9.1	150
COSMOPOLITAN	7102	543	9.0	7.6	103	3642	8.0	51.3	91	2470	8.1	34.8	92	314	6.4	4.4	73
COUNTRY LIVING	2481	*135	2.2	5.4	73	1592	3.5	64.2	114	1088	3.5	43.9	116	*123	2.5	5.0	81
CUISINE	1472	**110	1.8	7.5	100	769	1.7	52.2	93	574	1.9	39.0	103	**115	2.3	7.8	128
CYCLE WORLD	425	**57	0.9	13.4	180	*214	0.5	50.4	89	*212	0.7	49.9	132	**48	1.0	11.3	185
DCI:CREATIVE IDEAS FOR LIV	2510	*134	2.2	5.3	72	1587	3.5	63.2	112	970	3.2	38.6	102	*246	5.0	9.8	161
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	471	7.8	7.0	94	4288	9.4	64.1	114	2866	9.4	42.8	113	531	10.8	7.9	130
DISCOVER	894	**33	0.5	3.7	50	529	1.2	59.2	105	353	1.2	39.5	104	**70	1.4	7.8	129
EBONY	3507	458	7.6	13.1	175	1745	3.8	49.8	88	860	2.8	24.5	65	209	4.2	6.0	98
ESQUIRE	1083	**86	1.4	7.9	107	572	1.3	52.8	94	327	1.1	30.2	80	**59	1.2	5.4	89
ESSENCE	1830	222	3.7	12.1	163	1015	2.2	55.5	98	522	1.7	28.5	75	**74	1.5	4.0	66
FAMILY CIRCLE	15930	1248	20.7	7.8	105	9748	21.4	61.2	109	6810	22.2	42.7	113	1207	24.5	7.6	124
THE FAMILY HANDYMAN	1126	**111	1.8	9.9	132	685	1.5	60.8	108	530	1.7	47.1	124	**122	2.5	10.8	178
FAMILY WEEKLY	11468	789	13.1	6.9	92	6860	15.0	59.8	106	4637	15.1	40.4	107	702	14.2	6.1	101
FIELD & STREAM	2234	*145	2.4	6.5	87	1399	3.1	62.6	111	1006	3.3	45.0	119	**149	3.0	6.7	110
FOOD & WINE	579	**61	1.0	10.5	141	344	0.8	59.4	105	233	0.8	40.2	106	**19	0.4	3.3	54
FORBES	728	**106	1.8	14.6	195	431	0.9	59.2	105	296	1.0	40.7	107	**60	1.2	8.2	135
FORTUNE	906	**73	1.2	8.1	108	438	1.0	48.3	86	312	1.0	34.4	91	**28	0.6	3.1	51
GENTLEMEN'S QUARTERLY	791	**33	0.5	4.2	56	421	0.9	53.2	94	*215	0.7	27.2	72	**12	0.2	1.5	25
GLAMOUR	5265	371	6.1	7.0	95	2983	6.5	56.7	101	1972	6.4	37.5	99	*230	4.7	4.4	72
GOLF DIGEST	636	**83	1.4	13.1	175	375	0.8	59.0	105	324	1.1	50.9	135	**49	1.0	7.7	127
GOLF DIGEST/TENNIS (GROSS)	1186	*159	2.6	13.4	180	651	1.4	54.9	97	562	1.8	47.4	125	**70	1.4	5.9	97
GOLF MAGAZINE	441	**30	0.5	6.8	91	*266	0.6	60.3	107	*190	0.6	43.1	114	**18	0.4	4.1	67
GOLF MAGAZINE/SKI (GROSS)	922	**57	0.9	6.2	83	474	1.0	51.4	97	412	1.3	44.7	118	**58	1.2	6.3	103
GOOD HOUSEKEEPING	16487	1288	21.3	7.8	105	10209	22.4	61.9	110	7034	23.0	42.7	113	1271	25.8	7.7	127
HARPER'S BAZAAR	2423	*98	1.6	4.0	54	1282	2.8	52.9	94	802	2.6	33.1	87	**94	1.9	3.9	64
HEALTH	1994	*191	3.2	9.6	128	1266	2.8	63.5	113	815	2.7	40.9	108	*124	2.5	6.2	102
HEARST MAG CORP. BUY (GROSS)	44101	3078	51.0	7.0	94	25901	56.7	58.7	104	17710	57.8	40.2	106	2858	58.0	6.5	106
HEARST MAN POWER (GROSS)	1993	*141	2.3	7.1	95	1268	2.8	63.6	113	947	3.1	47.5	126	*179	3.6	9.0	148
HEARST WOMAN POWER (GROSS)	31274	2352	39.0	7.5	101	18460	40.4	59.0	105	12597	41.1	40.3	106	2087	42.3	6.7	110
HOUSE BEAUTIFUL	3623	219	3.6	6.0	81	2034	4.5	56.1	100	1414	4.6	39.0	103	232	4.7	6.4	105
INC.	283	**13	0.2	4.6	62	*181	0.4	64.0	113	**122	0.4	43.1	114	**11	0.2	3.9	64
JET	2928	371	6.1	12.7	170	1417	3.1	48.4	86	755	2.5	25.8	68	*158	3.2	5.4	89
LADIES' HOME JOURNAL	11918	1019	16.9	8.6	115	7422	16.3	62.3	110	5214	17.0	43.7	116	834	16.9	7.0	115
LHJ FAMILY GRP COMBO(GROSS)	16764	1336	22.1	8.0	107	10339	22.6	61.7	109	7197	23.5	42.9	113	1117	22.7	6.7	109
LIFE	4254	327	5.4	7.7	103	2290	5.0	53.8	95	1528	5.0	35.9	95	272	5.5	6.4	105
L.A. TIMES HOME MAGAZINE	1145	**66	1.1	5.8	77	584	1.3	51.0	90	402	1.3	35.1	93	**27	0.5	2.4	39
MADAMOISELLE	2884	*147	2.4	5.1	68	1701	3.7	59.0	105	1057	3.4	36.7	97	*140	2.8	4.9	80
MC CALL'S	13460	906	15.0	6.7	90	8755	19.2	65.0	115	5955	19.4	44.2	117	968	19.6	7.2	118
MC CALL'S/WRK MOTHER (GROSS)	14606	977	16.2	6.7	90	9460	20.7	64.8	115	6480	21.1	44.4	117	1061	21.5	7.3	119
MECHANIX ILLUSTRATED	772	**72	1.2	9.3	125	439	1.0	56.9	101	293	1.0	38.0	100	**84	1.7	10.9	179
METROPOLITAN HOME	967	*112	1.9	11.6	155	548	1.2	56.7	101	434	1.4	44.9	119	**40	0.8	4.1	68
MONEY	1588	*104	1.7	6.5	88	961	2.1	60.5	107	693	2.3	43.6	115	*175	1.5	4.7	78
MOTHER EARTH NEWS	1002	**95	1.6	9.5	127	593	1.3	59.2	105	464	1.5	46.3	122	**25	2.5	12.5	205
MS.	825	**70	1.2	8.5	114	452	1.0	54.8	97	332	1.1	40.2	106	**58	1.2	7.0	115
NATIONAL ENQUIRER	10336	934	15.5	9.0	121	5745	12.6	55.6	99	3732	12.2	36.1	95	625	12.7	6.0	99
NATIONAL GEOGRAPHIC	9597	696	11.5	7.3	97	5407	11.8	56.3	100	4264	13.9	44.4	117	917	18.6	9.6	157
NATIONAL SUNDAY MAGAZINE PKG	49558	3751	62.1	7.6	102	28261	61.9	57.0	101	19212	62.7	38.8	102	3207	65.0	6.5	106
NATURAL HISTORY	573	*51	0.8	8.9	119	246	0.5	42.9	76	*199	0.6	34.7	92	*24	0.5	4.2	69
NEW WOMAN	1699	*144	2.4	8.5	114	953	2.1	56.1	99	716	2.3	42.1	111	**79	1.6	4.6	76
NEW YORK INCLUDING CUE	443	**28	0.5	6.3	85	*176	0.4	39.7	70	*133	0.4	30.0	79	**22	0.4	5.0	82
THE NEW YORKER	1270	*132	2.2	10.4	139	626	1.4	49.3	87	430	1.4	33.9	89	*79	1.6	6.2	102
NEWSWEEK	6277	446	7.4	7.1	95	3428	7.5	54.6	97	2398	7.8	38.2	101	538	10.9	8.6	141
THE N.Y. TIMES DAILY EDITION	1205	**122	2.0	10.1	136	531	1.2	44.1	78	375	1.2	31.1	82	**60	1.2	5.0	82
THE N.Y. TIMES MAGAZINE	2081	*188	3.1	9.0	121	868	1.9	41.7	74	585	1.9	28.1	74	**108	2.2	5.2	85
OMNI	788	**69	1.1	8.8	117	417	0.9	52.9	94	283	0.9	35.9	95	**28	0.6	3.6	58
ON CABLE	1158	**91	1.5	7.9	105	616	1.3	53.2	94	431	1.4	37.2	98	*79	1.6	6.8	112
1001 HOME IDEAS	2852	*126	2.1	4.4	59	1651	3.6	57.9	103	1167	3.8	40.9	108	*159	3.2	5.6	92
ORGANIC GARDENING	1658	*144	2.4	8.7	117	1026	2.2	61.9	110	643	2.1	38.8	102	*197	4.0	11.9	195
OUTDOOR LIFE	896	**84	1.4	9.4	126	563	1.2	62.8	111	411	1.3	45.9	121	**68	1.4	7.6	125
PARADE MAGAZINE	24275	2000	33.1	8.2	111	13799	30.2	56.8	101	9348	30.5	38.5	102	1565	31.7	6.4	106

OTHER CANNED OR JARRED FRUIT - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	GRAPEFRUIT				PEACHES				PEARS				PLUMS			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	6037	100.0	7.5	100	45655	100.0	56.4	100	30648	100.0	37.8	100	4931	100.0	6.1	100
PARENTS	3845	**233	3.9	6.1	81	2512	5.5	65.3	116	1698	5.5	44.2	117	*230	4.7	6.0	98
PENTHOUSE	831	**66	1.1	7.9	107	451	1.0	54.3	96	282	0.9	33.9	90	**25	0.5	3.0	49
PEOPLE	11645	**66	14.3	7.4	100	6487	14.2	55.7	99	4563	14.9	39.2	104	677	13.7	5.8	95
PLAYBOY	2006	**92	1.5	4.6	62	1024	2.2	51.0	91	639	2.1	31.9	84	**82	1.7	4.1	67
POPULAR HOT RODDING	297	**14	0.2	4.7	63	*169	0.4	56.9	101	**97	0.3	32.7	86	**20	0.4	6.7	111
POPULAR MECHANICS	1018	**67	1.1	6.6	88	637	1.4	62.6	111	436	1.4	42.8	113	**120	2.4	11.8	194
POPULAR SCIENCE	878	**70	1.2	8.0	107	507	1.1	57.7	102	386	1.3	44.0	116	**45	0.9	5.1	84
PREVENTION	3913	275	4.6	7.0	94	2277	5.0	58.2	103	1604	5.2	41.0	108	345	7.0	8.8	145
PSYCHOLOGY TODAY	1710	*143	2.4	8.4	112	984	2.2	57.5	102	704	2.3	41.2	109	*149	3.0	8.7	143
READER'S DIGEST	22204	1665	27.6	7.5	101	13603	29.8	61.3	109	9421	30.7	42.4	112	1823	37.0	8.2	135
REDBOOK	7684	521	8.6	6.8	91	4609	10.1	60.0	106	3092	10.1	40.2	106	502	10.2	6.5	107
ROAD & TRACK	410	**24	0.4	5.9	79	*229	0.5	55.9	99	*175	0.6	42.7	113	**12	0.2	2.9	48
ROLLING STONE	969	**67	1.1	6.9	93	556	1.2	57.4	102	365	1.2	37.7	100	**57	1.2	5.9	97
RUNNER'S WORLD	298	**12	0.2	4.0	54	*174	0.4	58.4	104	**145	0.5	48.7	129	**18	0.4	6.0	99
SATURDAY EVENING POST	1169	**87	1.4	7.4	100	605	1.3	51.8	92	418	1.4	35.8	94	**82	1.7	7.0	115
SCIENCE 84	587	**74	1.2	12.6	169	356	0.8	60.6	108	278	0.9	47.4	125	**39	0.8	6.6	109
SCIENCE DIGEST	482	**33	0.5	6.8	92	308	0.7	63.9	113	234	0.8	48.5	128	**24	0.5	5.0	82
SCIENTIFIC AMERICAN	594	**48	0.8	8.1	108	290	0.6	48.8	87	*201	0.7	33.8	89	**11	0.2	1.9	30
SELF	2089	*112	1.9	5.4	72	1131	2.5	54.1	96	810	2.6	38.8	102	**68	1.4	3.3	53
SEVENTEEN	2411	*159	2.6	6.6	88	1403	3.1	58.2	103	813	2.7	33.7	89	**142	2.9	5.9	97
SKI	480	**27	0.4	5.6	75	*208	0.5	43.3	77	*222	0.7	46.3	122	**40	0.8	8.3	137
SMITHSONIAN	2760	299	5.0	10.8	145	1493	3.3	54.1	96	1200	3.9	43.5	115	352	7.1	12.8	209
SOAP OPERA DIGEST	3013	*293	4.9	9.7	130	1644	3.6	54.6	97	1067	3.5	35.4	94	**128	2.6	4.2	70
SOUTHERN LIVING	4184	336	5.6	8.0	108	2702	5.9	64.6	115	1895	6.2	45.3	120	*284	5.8	6.8	111
SPORT	559	**52	0.9	9.3	125	305	0.7	54.6	97	*128	0.4	22.9	61	**47	1.0	8.4	138
THE SPORTING NEWS	436	**26	0.4	6.0	80	*218	0.5	50.0	89	**148	0.5	33.9	90	**28	0.6	6.4	105
SPORTS AFIELD	493	**40	0.7	8.1	109	323	0.7	65.5	116	277	0.9	56.2	148	**35	0.7	7.1	117
SPORTS ILLUSTRATED	2758	*261	4.3	9.5	127	1603	3.5	58.1	103	1100	3.6	39.9	105	*165	3.3	6.0	98
STAR	7456	747	12.4	10.0	134	3931	8.6	52.7	94	2521	8.2	33.8	89	359	7.3	4.8	79
SUNDAY	24936	1837	30.4	7.4	99	13646	29.9	54.7	97	9586	31.3	38.4	102	1825	37.0	7.3	120
SUNSET	2124	*133	2.2	6.3	84	1148	2.5	54.0	96	793	2.6	37.3	99	*165	3.3	7.8	128
TV GUIDE	21661	1639	27.1	7.6	102	12666	27.7	58.5	104	8277	27.0	38.2	101	1194	24.2	5.5	91
TENNIS	550	**77	1.3	14.0	188	276	0.6	50.2	89	*238	0.8	43.3	114	**20	0.4	3.6	60
TIME	8880	681	11.3	7.7	103	4662	10.2	52.5	93	3314	10.8	37.3	99	579	11.7	6.5	107
TOWN & COUNTRY	917	**83	1.4	9.1	121	483	1.1	52.7	93	341	1.1	37.2	98	**42	0.9	4.6	75
TRAVEL & LEISURE	972	**70	1.2	7.2	97	576	1.3	59.3	105	377	1.2	38.8	102	**78	1.6	8.0	132
TRUE STORY	3356	289	4.8	8.6	116	2007	4.4	59.8	106	1222	4.0	36.4	96	*198	4.0	5.9	97
U.S. NEWS & WORLD REPORT	3410	351	5.8	10.3	138	2049	4.5	60.1	107	1452	4.7	42.6	113	324	6.6	9.5	156
USA TODAY	1759	*256	4.2	14.6	195	1016	2.2	57.8	102	652	2.1	37.1	98	**69	1.4	3.9	64
US	1873	**94	1.6	5.0	67	1114	2.4	59.5	106	819	2.7	43.7	116	**76	1.5	4.1	67
VOGUE	3909	200	3.3	5.1	69	2041	4.5	52.2	93	1364	4.5	34.9	92	*148	3.0	3.8	62
WALL STREET JOURNAL	1886	*192	3.2	10.2	137	1108	2.4	58.7	104	665	2.2	35.3	93	*134	2.7	7.1	117
WEIGHT WATCHERS	2120	*144	2.4	6.8	91	1193	2.6	56.3	100	808	2.6	38.1	101	*147	3.0	6.9	114
WOMAN'S DAY	14172	1123	18.6	7.9	106	8483	18.6	59.9	106	5874	19.2	41.4	110	1172	23.8	8.3	136
WORKING MOTHER	1146	**71	1.2	6.2	83	705	1.5	61.5	109	525	1.7	45.8	121	**93	1.9	8.1	133
WORKING WOMAN	1322	*139	2.3	10.5	141	735	1.6	55.6	99	529	1.7	40.0	106	**89	1.8	6.7	111
WORLD TENNIS	*163	**26	0.4	16.0	214	**78	0.2	47.9	85	**56	0.2	34.4	91	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*161	2.7	6.4	85	1421	3.1	56.1	100	900	2.9	35.5	94	*148	3.0	5.8	96
BLAIR INSERTS	43657	3540	58.6	8.1	109	24380	53.4	55.8	99	16826	54.9	38.5	102	2886	58.5	6.6	109
DAILY NEWSPAPERS																	
READ ANY	51633	3966	65.7	7.7	103	29738	65.1	57.6	102	20052	65.4	38.8	103	3482	70.6	6.7	111
READ ONE	43463	3406	56.4	7.8	105	25169	55.1	57.9	103	16759	54.7	38.6	102	2923	59.3	6.7	110
READ TWO OR MORE	8170	560	9.3	6.9	92	4570	10.0	55.9	99	3293	10.7	40.3	107	559	11.3	6.8	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4141	68.6	7.9	105	30143	66.0	57.2	102	20483	66.8	38.9	103	3502	71.0	6.6	109
READ ONE	46126	3569	59.1	7.7	104	26519	58.1	57.5	102	17866	58.3	38.7	102	3089	62.6	6.7	110
READ TWO OR MORE	6552	571	9.5	8.7	117	3624	7.9	55.3	98	2617	8.5	39.9	106	413	8.4	6.3	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.27				27.61				28.48				26.10			
30 DAY REACH	71455	5257	87.1	7.4	99	40246	88.2	56.3	100	27302	89.1	38.2	101	4299	87.2	6.0	99
50 SHWG - 30 DAY AV FREQ	14.56	14.49				14.57				14.99				13.87			
30 DAY REACH	67742	4951	82.0	7.3	98	38214	83.7	56.4	100	26021	84.9	38.4	102	4048	82.1	6.0	98
25 SHWG - 30 DAY AV FREQ	7.94	7.70				7.94				8.14				7.77			
30 DAY REACH	62117	4651	77.0	7.5	100	35086	76.9	56.5	100	23970	78.2	38.6	102	3621	73.4	5.8	96
CABLE TV: HOME WIRED	32077	2240	37.1	7.0	94	18886	41.4	58.9	104	12936	42.2	40.3	107	1918	38.9	6.0	98
HOME NOT WIRED	48909	3797	62.9	7.8	104	26770	58.6	54.7	97	17712	57.8	36.2	96	3013	61.1	6.2	101
HAVE PAY CABLE	15935	1047	17.3	6.6	88	9277	20.3	58.2	103	6307	20.6	39.6	105	861	17.5	5.4	89

	TOTAL U.S. '000	GRAPEFRUIT				PEACHES				PEARS				PLUMS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	6037	100.0	7.5	100	45655	100.0	56.4	100	30648	100.0	37.8	100	4931	100.0	6.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3293	54.5	7.5	101	25069	54.9	57.1	101	16609	54.2	37.8	100	2515	51.0	5.7	94
10:00 AM - 3:00 PM	30659	2588	42.9	8.4	113	17633	38.6	57.5	102	12341	40.3	40.3	106	1972	40.0	6.4	106
3:00 PM - 7:00 PM	31045	2407	39.9	7.8	104	17640	38.6	56.8	101	12062	39.4	38.9	103	1865	37.8	6.0	99
7:00 PM - MIDNIGHT	15767	1134	18.8	7.2	96	8431	18.5	53.5	95	5648	18.4	35.8	95	920	18.7	5.8	96
MIDNIGHT - 6:00 AM	9120	688	11.4	7.5	101	5028	11.0	55.1	98	3323	10.8	36.4	96	519	10.5	5.7	93
6:00 AM - MIDNIGHT	58527	4487	74.3	7.7	103	33224	72.8	56.8	101	22529	73.5	38.5	102	3475	70.5	5.9	98
ENTIRE DAY	59311	4549	75.4	7.7	103	33636	73.7	56.7	101	22790	74.4	38.4	102	3553	72.1	6.0	98
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1271	21.1	7.9	105	9549	20.9	59.0	105	6628	21.6	41.0	108	1100	22.3	6.8	112
ALL NEWS	2256	*222	3.7	9.8	132	1095	2.4	48.5	86	741	2.4	32.8	87	*142	2.9	6.3	103
AOR/PROGRESSIVE	3874	259	4.3	6.7	90	1908	4.2	49.3	87	1260	4.1	32.5	86	*147	3.0	3.8	62
BEAUTIFUL MUSIC	5660	420	7.0	7.4	100	3238	7.1	57.2	101	2309	7.5	40.8	108	302	6.1	5.3	88
BLACK	2204	245	4.1	11.1	149	1203	2.6	54.6	97	701	2.3	31.8	84	*149	3.0	6.8	111
CLASSICAL	1418	**59	1.0	4.2	56	751	1.6	53.0	94	498	1.6	35.1	93	*73	1.5	5.1	85
CHR/ROCK	9538	518	8.6	5.4	73	5244	11.5	55.0	98	3501	11.4	36.7	97	414	8.4	4.3	71
COUNTRY	12648	1056	17.5	8.3	112	7499	16.4	59.3	105	5138	16.8	40.6	107	814	16.5	6.4	106
GOLDEN OLDIES	1191	**81	1.3	6.8	91	588	1.3	49.4	88	432	1.4	36.3	96	**45	0.9	3.8	62
MOR/OSTALGIA	4757	219	3.6	4.6	62	2868	6.3	60.3	107	1791	5.8	37.6	99	376	7.6	7.9	130
NEWS/TALK	3863	342	5.7	8.9	119	1987	4.4	51.4	91	1364	4.5	35.3	93	322	6.5	8.3	137
RELIGIOUS	3084	243	4.0	7.9	106	1724	3.8	55.9	99	1096	3.6	35.5	94	*239	4.8	7.7	127
SOFT ROCK	521	**75	1.2	14.4	193	288	0.6	55.3	98	*194	0.6	37.2	98	*118	0.4	3.5	57
URBAN CONTEMPORARY	1585	*150	2.5	9.5	127	674	1.5	42.5	75	321	1.0	20.3	54	*65	1.3	4.1	67
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*236	3.9	7.2	97	1611	3.5	49.4	88	1088	3.5	33.4	88	*173	3.5	5.3	87
ABC DIRECTION	2316	*188	3.1	8.1	109	1313	2.9	56.7	101	902	2.9	38.9	103	*170	3.4	7.3	121
ABC ENTERTAINMENT	4834	364	6.0	7.5	101	2850	6.2	59.0	105	1892	6.2	39.1	103	265	5.4	5.5	90
ABC FM	2202	*164	2.7	7.4	100	1279	2.8	58.1	103	895	2.9	40.6	107	**56	1.1	2.5	42
ABC INFORMATION	5425	391	6.5	7.2	97	3239	7.1	59.7	106	2237	7.3	41.2	109	513	10.4	9.5	155
ABC ROCK	1677	**72	1.2	4.3	58	921	2.0	54.9	97	539	1.8	32.1	85	**41	0.8	2.4	40
CBS	4430	388	6.4	8.8	117	2590	5.7	58.5	104	1736	5.7	39.2	104	339	6.9	7.7	126
MUTUAL	4992	611	10.1	12.2	164	2924	6.4	58.6	104	1919	6.3	38.4	102	356	7.2	7.1	117
NBC	4679	471	7.8	10.1	135	2804	6.1	59.9	106	2016	6.6	43.1	114	327	6.6	7.0	115
RADIORADIO	1994	*179	3.0	9.0	120	1134	2.5	56.9	101	794	2.6	39.8	105	**81	1.6	4.1	67
RKO ONE	2298	*119	2.0	5.2	69	1268	2.8	55.2	98	667	2.2	29.0	77	**80	1.6	3.5	57
RKO TWO	3311	277	4.6	8.4	112	1910	4.2	57.7	102	1159	3.8	35.0	92	*165	3.3	5.0	82
THE SOURCE	2114	*154	2.6	7.3	98	1025	2.2	48.5	86	637	2.1	30.1	80	**86	1.7	4.1	67
NON-WIRED : BLAIR																	
INTERNET	8654	538	8.9	6.2	83	4981	10.9	57.6	102	3136	10.2	36.2	96	467	9.5	5.4	89
KATZ RADIO GROUP	12025	970	16.1	8.1	108	6690	14.7	55.6	99	4501	14.7	37.4	99	722	14.6	6.0	99
SUPERNET	15359	1249	20.7	8.1	109	8699	19.1	56.6	100	6053	19.8	39.4	104	962	19.5	6.3	103
	10628	769	12.7	7.2	97	6094	13.3	57.3	102	4029	13.1	37.9	100	707	14.3	6.7	109
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	627	10.4	7.2	97	4863	10.7	56.2	100	3190	10.4	36.8	97	541	11.0	6.2	103
WKDAY 9:00 AM - 1:00 PM	12163	1008	16.7	8.3	111	6950	15.2	57.1	101	4395	14.3	36.1	95	775	15.7	6.4	105
WKDAY 1:00 PM - 4:30 PM	16150	1411	23.4	8.7	117	9320	20.4	57.7	102	6018	19.6	37.3	98	1131	22.9	7.0	115
WKDAY 4:30 PM - 7:30 PM	22463	1889	31.3	8.4	113	12749	27.9	56.8	101	8366	27.3	37.2	98	1538	31.2	6.8	112
WKDAY 7:30 PM - 8:00 PM	31795	2667	44.2	8.4	113	18181	39.8	57.2	101	11998	39.1	37.7	100	2216	44.9	7.0	114
WKDAY 11:00 PM - 11:30 PM	23977	1940	32.1	8.1	109	14031	30.7	58.5	104	9624	31.4	40.1	106	1675	34.0	7.0	115
WKDAY 11:30 PM - 1:00 AM	7703	678	11.2	8.8	118	4521	9.9	58.7	104	3118	10.2	40.5	107	543	11.0	7.0	116
M-SAT 8-11 PM-SUN 7-11 PM	33800	2743	45.4	8.1	109	19349	42.4	57.2	102	12906	42.1	38.2	101	2117	42.9	6.3	103
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	618	10.2	9.5	127	3630	8.0	55.5	98	2452	8.0	37.5	99	357	7.2	5.5	90
ANOTHER WORLD	N 4620	463	7.7	10.0	134	2780	6.1	60.2	107	1780	5.8	38.5	102	329	6.7	7.1	117
AS THE WORLD TURNS	C 5614	476	7.9	8.5	114	3247	7.1	57.8	103	2068	6.7	36.8	97	468	9.5	8.3	137
CAPITOL	C 3396	311	5.2	9.2	123	1941	4.3	57.2	101	1179	3.8	34.7	92	285	5.8	8.4	138
CBS MORN. NEWS 1	C 1446	73	1.2	5.0	68	808	1.8	55.9	99	528	1.7	36.5	96	*56	1.1	3.9	64
CBS MORN. NEWS 2	C 1207	71	1.2	5.9	79	642	1.4	53.2	94	437	1.4	36.2	96	*57	1.2	4.7	78
DAYS OF OUR LIVES	N 5877	451	7.5	7.7	103	3576	7.8	60.8	108	2326	7.6	39.6	105	335	6.8	5.7	94
FACTS OF LIFE - DAYTIME	N 2290	221	3.7	9.7	129	1352	3.0	59.0	105	827	2.7	36.1	95	116	2.4	5.1	83
FAMILY FEUD	A 3023	278	4.6	9.2	123	1722	3.8	57.0	101	993	3.2	32.8	87	183	3.7	6.1	99
GENERAL HOSPITAL	A 6097	549	9.1	9.0	121	3404	7.5	55.8	99	2295	7.5	37.6	99	449	9.1	7.4	121
GOOD MORNING, AMERICA-730	A 3515	272	4.5	7.7	104	2033	4.5	57.8	103	1322	4.3	37.6	99	273	5.5	7.8	128
GOOD MORNING, AMERICA-830	A 2818	225	3.7	8.0	107	1725	3.8	61.2	109	1118	3.6	39.7	105	217	4.4	7.7	126
GUIDING LIGHT	C 5339	469	7.8	8.8	118	3154	6.9	59.1	105	2002	6.5	37.5	99	465	9.4	8.7	143
ONE LIFE TO LIVE	A 4478	339	5.6	7.6	102	2585	5.7	57.7	102	1642	5.4	36.7	97	324	6.6	7.2	119
PRESS YOUR LUCK	C 2244	213	3.5	9.5	127	1259	2.8	56.1	100	783	2.6	34.9	92	130	2.6	5.8	95
PRICE IS RIGHT 1	C 4348	443	7.3	10.2	137	2493	5.5	57.3	102	1462	4.8	33.6	89	296	6.0	6.8	112
PRICE IS RIGHT 2	C 5014																

		TOTAL	GRAPEFRUIT				PEACHES				PEARS				PLUMS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	6037	100.0	7.5	100	45655	100.0	56.4	100	80648	100.0	37.8	100	4931	100.0	6.1	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2282	37.8	8.8	117	15177	33.2	58.2	103	10103	33.0	38.8	107	1936	39.3	7.4	122
NETWORK AFFILIATES - LATE		20261	1660	27.5	8.2	110	11872	26.0	58.6	104	8176	26.7	40.4	107	1450	29.4	7.2	118
INDEPENDENTS - LATE		2076	174	2.9	8.4	112	1052	2.3	50.7	90	769	2.5	37.0	98	129	2.6	6.2	102
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	983	16.3	9.4	126	6214	13.6	59.4	105	4100	13.4	39.2	104	543	11.0	5.2	85
ABC MONDAY NIGHT MOVIE	A	6412	472	7.8	7.4	99	3763	8.2	58.7	104	2514	8.2	39.2	104	424	8.6	6.6	109
ABC SUNDAY NIGHT MOVIE	A	12407	934	15.5	7.5	101	6995	15.3	56.4	100	4700	15.3	37.9	100	703	14.3	5.7	93
ABC WORLD NEWS TONIGHT	A	6176	551	9.1	8.9	120	3666	8.0	59.4	105	2370	7.7	38.4	101	499	10.1	8.1	133
AFTERMASH	C	5863	519	8.6	8.9	119	3394	7.4	57.9	103	2361	7.7	40.3	106	387	7.8	6.6	108
ALICE	C	9594	930	15.4	9.7	130	5462	12.0	56.9	101	3518	11.5	36.7	97	654	13.3	6.8	112
AMERICAN PARADE	C	6622	500	8.3	7.6	101	3699	8.1	55.9	99	2556	8.3	38.6	102	507	10.3	7.7	126
BENSON	A	10886	920	15.2	8.5	113	6063	13.3	55.7	99	4099	13.4	37.7	99	844	17.1	7.8	127
BLUE THUNDER	A	5036	444	7.4	8.8	118	3100	6.8	61.6	109	2120	6.9	42.1	111	330	6.7	6.6	108
CAGNEY & LACEY	C	9965	859	14.2	8.6	116	5874	12.9	58.9	105	4023	13.1	40.4	107	594	12.0	6.0	98
CBS EVENING NEWS-DEAN	C	3491	309	5.1	8.9	119	1911	4.2	54.7	97	1304	4.3	37.4	99	275	5.6	7.9	129
CBS EVENING NEWS-RATHER	C	7123	588	9.7	8.3	111	4092	9.0	57.4	102	2851	9.3	40.0	106	559	11.3	7.8	129
CBS SAT. NEWS-SCHIEFFER	C	3621	234	3.9	6.5	87	2091	4.6	57.7	102	1375	4.5	38.0	100	182	3.7	5.0	83
CBS SATURDAY NIGHT MOVIE	C	5436	483	8.0	8.9	119	3306	7.2	60.8	108	2097	6.8	38.6	102	352	7.1	6.5	106
CBS WEDNESDAY NIGHT MOVIE	C	6100	544	9.0	8.9	120	3406	7.5	55.8	99	2213	7.2	36.3	96	406	8.2	6.7	109
CHEERS	N	8889	794	13.2	8.9	120	4926	10.8	55.4	98	3515	11.5	39.5	104	627	12.7	7.1	116
DALLAS	C	22109	1479	24.5	6.7	90	12518	27.4	56.6	100	8503	27.7	38.5	102	1491	30.2	6.7	111
DIFF'RENT STROKES	N	6940	609	10.1	8.8	118	3879	8.5	55.9	99	2630	8.6	37.9	100	488	9.9	7.0	115
DOUBLE TROUBLE	N	7223	531	8.8	7.4	99	4160	9.1	57.6	102	2975	9.7	41.2	109	427	8.7	5.9	97
DUCK FACTORY	N	5595	498	8.2	8.9	119	3114	6.8	55.7	99	2183	7.1	39.0	103	369	7.5	6.6	108
DUKES OF HAZZARD	C	5768	436	7.2	7.6	101	3630	8.0	62.9	112	2395	7.8	41.5	110	389	7.9	6.7	111
DYNASTY	A	20053	1588	26.3	7.9	106	11597	25.4	57.8	103	7556	24.7	37.7	100	1232	25.0	6.1	101
FACTS OF LIFE	N	8087	616	10.2	7.6	102	4493	9.8	55.6	99	3224	10.5	39.9	105	449	9.1	5.6	91
FALCON CREST	C	20046	1347	22.3	6.7	90	11536	25.3	57.5	102	7794	25.4	38.9	103	1322	26.8	6.6	108
FALL GUY	A	9084	805	13.3	8.9	119	5512	12.1	60.7	108	3554	11.6	39.1	103	563	11.4	6.2	102
FAMILY TIES	N	7964	849	14.1	10.7	143	4573	10.0	57.4	102	3156	10.3	39.6	105	516	10.5	6.5	106
FANTASY ISLAND	A	7687	579	9.6	7.5	101	4144	9.1	53.9	96	2811	9.2	36.6	97	505	10.2	6.6	108
FOULUPS, BLEEPS & BLUNDERS	A	8861	592	9.8	6.7	90	4824	10.6	54.4	97	3272	10.7	36.9	98	550	11.2	6.2	102
FOUR SEASONS	C	5095	515	8.5	10.1	136	2903	6.4	57.0	101	1969	6.4	38.6	102	322	6.5	6.3	104
GIMME A BREAK	N	8838	954	15.8	10.8	145	4858	10.6	55.0	98	3170	10.3	35.9	95	561	11.4	6.3	104
HART TO HART	A	8978	695	11.5	7.7	104	5276	11.6	58.8	104	3417	11.1	38.1	101	577	11.7	6.4	106
HILL STREET BLUES	N	8590	738	12.2	8.6	115	4599	10.1	53.5	95	3020	9.9	35.2	93	486	9.9	5.7	93
HOTEL	A	14085	1105	18.3	7.8	105	8205	18.0	58.3	103	5232	17.1	37.1	98	917	18.6	6.5	107
JEFFERSONS	C	9360	1006	16.7	10.7	144	5363	11.7	57.3	102	3557	11.6	38.0	100	618	12.5	6.6	108
JENNIFER SLEPT HERE	N	5841	445	7.4	7.6	102	3190	7.0	54.6	97	2219	7.2	38.0	100	346	7.0	5.9	97
KATE & ALLIE	C	9206	775	12.8	8.4	113	5327	11.7	57.9	103	3537	11.5	38.4	102	586	11.9	6.4	105
KNIGHT RIDER	N	7076	525	8.7	7.4	100	3957	8.7	55.9	99	2483	8.1	35.1	93	364	7.4	5.1	84
LOVE BOAT	A	12219	826	13.7	6.8	91	6877	15.1	56.3	100	4495	14.7	36.8	97	729	14.8	6.0	98
MAGNUM PI	C	11199	867	14.4	7.7	104	6709	14.7	59.9	106	4364	14.2	39.0	103	759	15.4	6.8	111
MAMA'S FAMILY	N	6057	573	9.5	9.5	127	3373	7.4	55.7	99	2150	7.0	35.5	94	364	7.4	6.0	99
MASTER, THE	N	3598	337	5.6	9.4	126	1977	4.3	54.9	97	1349	4.4	37.5	99	*191	3.9	5.3	87
MATT HOUSTON	A	6344	489	8.1	7.7	103	3748	8.2	59.1	105	2359	7.7	37.2	98	402	8.2	6.3	104
NBC MONDAY NIGHT MOVIE	N	11994	929	15.4	7.7	104	6605	14.5	55.1	98	4360	14.2	36.4	96	555	11.3	4.6	76
NBC NIGHTLY NEWS	N	5132	482	8.0	9.4	126	3124	6.8	60.9	108	1911	6.2	37.2	98	345	7.0	6.7	110
NBC NIGHTLY NEWS-SAT	N	3375	263	4.4	7.8	105	1920	4.2	56.9	101	1180	3.9	35.0	92	*217	4.4	6.4	106
NBC NIGHTLY NEWS-SUN	N	3130	251	4.2	8.0	108	1585	3.5	50.6	90	1190	3.9	38.0	100	*176	3.6	5.6	92
NBC SUNDAY NIGHT MOVIE	N	8284	674	11.2	8.1	109	4479	9.8	54.1	96	3151	10.3	38.0	101	399	8.1	4.8	79
NEMHART	C	9240	847	14.0	9.2	123	5477	12.0	59.3	105	3700	12.1	40.0	106	577	11.7	6.2	103
ONE DAY AT A TIME	C	7288	529	8.8	7.3	97	4080	8.9	56.0	99	2583	8.4	35.4	94	459	9.3	6.3	103
PEOPLE ARE FUNNY	N	4855	455	7.5	9.4	126	2833	6.2	58.4	104	1844	6.0	38.0	100	299	6.1	6.2	101
REAL PEOPLE	N	8869	553	9.2	6.2	84	4918	10.8	55.5	98	3221	10.5	36.3	96	492	10.0	5.5	91
REMINGTON STEELE	N	7743	558	9.2	7.2	97	4231	9.3	54.6	97	2878	9.4	37.2	98	470	9.5	6.1	100
RIPLEY'S BELIEVE IT - NOT	A	5345	462	7.7	8.6	116	3244	7.1	60.7	108	2178	7.1	40.7	108	358	7.3	6.7	110
RIP TIDE	N	6988	636	10.5	9.1	122	4068	8.9	58.2	103	2562	8.4	36.7	97	416	8.4	6.0	98
SCARECROW & MRS. KING	C	10002	734	12.2	7.3	98	6041	13.2	60.4	107	3665	12.0	36.6	97	566	11.5	5.7	93
SIMON & SIMON	C	10638	892	14.8	8.4	112	6482	14.2	60.9	108	4051	13.2	38.1	101	587	11.9	5.5	91
60 MINUTES	C	13293	1135	18.8	8.5	115	7552	16.5	56.8	101	5105	16.7	38.4	101	1018	20.6	7.7	126
ST. ELSEWHERE	N	7017	557	9.2	7.9	106	4172	9.1	59.5	105	2945	9.6	42.0	111	5			

OTHER CANNED OR JARRED FRUIT - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	OTHER B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7426	100.0	9.2	100												
18 - 24	9282	*684	9.2	7.4	80												
25 - 34	19072	1915	25.8	10.0	110												
35 - 44	14591	1330	17.9	9.1	99												
45 - 54	11345	1080	14.5	9.5	104												
55 - 64	11635	1087	14.6	9.3	102												
65 OR OLDER	15061	1330	17.9	8.8	96												
18 - 34	28354	2599	35.0	9.2	100												
18 - 49	48339	4483	60.4	9.3	101												
25 - 54	45008	4325	58.2	9.6	105												
35 - 49	19985	1884	25.4	9.4	103												
50 OR OLDER	32647	2943	39.6	9.0	98												
GRADUATED COLLEGE	11155	1238	16.7	11.1	121												
ATTENDED COLLEGE	13682	1476	19.9	10.8	118												
GRADUATED HIGH SCHOOL	33880	3210	43.2	9.5	103												
DID NOT GRADUATE HIGH SCHOOL	22270	1502	20.2	6.7	74												
EMPLOYED	40306	3922	52.8	9.7	106												
EMPLOYED FULL-TIME	32850	3175	42.8	9.7	105												
EMPLOYED PART-TIME	7456	747	10.1	10.0	109												
NOT EMPLOYED	40680	3504	47.2	8.6	94												
PROFESSIONAL/MANAGER	10392	1094	14.7	10.5	115												
TECH/CLERICAL/SALES	17574	1627	21.9	9.3	101												
PRECISION/CRAFT	985	**117	1.6	11.9	130												
OTHER EMPLOYED	11354	1083	14.6	9.5	104												
SINGLE	9863	910	12.3	9.2	101												
MARRIED	51375	4692	63.2	9.1	100												
DIVORCED/SEPARATED/WIDOWED	19748	1824	24.6	9.2	101												
PARENTS	32590	3011	40.5	9.2	101												
WHITE	70416	6694	90.1	9.5	104												
BLACK	8778	568	7.6	6.5	71												
OTHER	1791	**163	2.2	9.1	99												
NORTHEAST-CENSUS	17786	1482	20.0	8.3	91												
NORTH CENTRAL	20741	2064	27.8	10.0	109												
SOUTH	27775	2113	28.5	7.6	83												
WEST	14683	1767	23.8	12.0	131												
NORTHEAST-MKTG.	17961	1500	20.2	8.4	91												
EAST CENTRAL	11885	1113	15.0	9.4	102												
WEST CENTRAL	14090	1458	19.6	10.3	113												
SOUTH	24081	1890	25.5	7.8	86												
PACIFIC	12969	1464	19.7	11.3	123												
COUNTY SIZE A	32439	3027	40.8	9.3	102												
COUNTY SIZE B	24915	2175	29.3	8.7	95												
COUNTY SIZE C	12930	1399	18.8	10.8	118												
COUNTY SIZE D	10703	824	11.1	7.7	84												
METRO CENTRAL CITY	24518	2161	29.1	8.8	96												
METRO SUBURBAN	35919	3533	47.6	9.8	107												
NON METRO	20549	1731	23.3	8.4	92												
TOP 5 ADI'S	18341	1846	24.9	10.1	110												
TOP 10 ADI'S	25378	2354	31.7	9.3	101												
TOP 20 ADI'S	36488	3503	47.2	9.6	105												
HSHLD INC. \$50,000 OR MORE	6612	685	9.2	10.4	113												
\$40,000 OR MORE	12659	1386	18.7	10.9	119												
\$30,000 OR MORE	24698	2672	36.0	10.8	118												
\$25,000 OR MORE	32077	3515	47.3	11.0	120												
\$20,000 - \$24,999	9144	790	10.6	8.6	94												
\$15,000 - \$19,999	8728	840	11.3	9.6	105												
\$10,000 - \$14,999	12562	962	13.0	7.7	84												
UNDER \$10,000	18475	1318	17.7	7.1	78												
HOUSEHOLD OF 1 PERSON	11987	1082	14.6	9.0	98												
2 PEOPLE	26577	2691	36.2	10.1	110												
3 OR 4 PEOPLE	30617	2492	33.6	8.1	89												
5 OR MORE PEOPLE	11804	1161	15.6	9.8	107												
NO CHILD IN HSHLD	46165	4283	57.7	9.3	101												
CHILD(REN) UNDER 2 YRS	5325	*565	7.6	10.6	116												
2 - 5 YEARS	14221	1357	18.3	9.5	104												
6 - 11 YEARS	15117	1410	19.0	9.3	102												
12 - 17 YEARS	16611	1456	19.6	8.8	96												
RESIDENCE OWNED	55884	5456	73.5	9.8	106												
VALUE: \$50,000 OR MORE	31744	3377	45.5	10.6	116												
VALUE: UNDER \$50,000	24140	2079	28.0	8.6	94												

OTHER CANNED OR JARRED FRUIT - TYPES
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A '000	OTHER B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	7426	100.0	9.2	100												
MAGAZINES	QUINTILE 1	15799	1986	26.7	12.6	137												
	QUINTILE 2	17259	1654	22.3	9.6	105												
	QUINTILE 3	13545	1192	16.1	8.8	96												
	QUINTILE 4	15133	1214	16.3	8.0	87												
	QUINTILE 5	19250	1380	18.6	7.2	78												
NEWSPAPERS	QUINTILE 1	12413	1200	16.2	9.7	105												
	QUINTILE 2	24116	2143	28.9	8.9	97												
	QUINTILE 3	11261	1032	13.9	9.2	100												
	QUINTILE 4	20255	2064	27.8	10.2	111												
	QUINTILE 5	12940	987	13.3	7.6	83												
OUTDOOR	QUINTILE 1	14852	1537	20.7	10.3	113												
	QUINTILE 2	15725	1682	22.7	10.7	117												
	QUINTILE 3	16330	1528	20.6	9.4	102												
	QUINTILE 4	16744	1294	17.4	7.7	84												
	QUINTILE 5	17334	1384	18.6	8.0	87												
RADIO-DRIVE TIME	QUINTILE 1	15911	1681	22.6	10.6	115												
	QUINTILE 2	14837	1289	17.4	8.7	95												
	QUINTILE 3	15339	1335	18.0	8.7	95												
	QUINTILE 4	16723	1370	18.4	8.2	89												
	QUINTILE 5	18176	1750	23.6	9.6	105												
RADIO-MID- DAY	TERCILE 1	21020	2111	28.4	10.0	110												
	TERCILE 2	21610	2231	30.0	10.3	113												
	TERCILE 3	38355	3084	41.5	8.0	88												
RADIO-TOTAL	QUINTILE 1	15988	1753	23.6	11.0	120												
	QUINTILE 2	15626	1313	17.7	8.4	92												
	QUINTILE 3	16723	1433	19.3	8.6	93												
	QUINTILE 4	16342	1526	20.5	9.3	102												
	QUINTILE 5	16306	1401	18.9	8.6	94												
TV-PRIME TIME	QUINTILE 1	15953	1719	23.1	10.8	118												
	QUINTILE 2	16137	1529	20.6	9.5	103												
	QUINTILE 3	16420	1474	19.8	9.0	98												
	QUINTILE 4	16687	1464	19.7	8.8	96												
	QUINTILE 5	15789	1239	16.7	7.8	86												
TV-DAYTIME	TERCILE 1	27736	2528	34.0	9.1	99												
	TERCILE 2	26489	2473	33.3	9.3	102												
	TERCILE 3	26761	2425	32.7	9.1	99												
TV-TOTAL	QUINTILE 1	16345	1706	23.0	10.4	114												
	QUINTILE 2	16447	1524	20.5	9.3	101												
	QUINTILE 3	15980	1451	19.5	9.1	99												
	QUINTILE 4	15887	1450	19.5	9.1	100												
	QUINTILE 5	16326	1296	17.5	7.9	87												
MAGAZINES-NEWSPAPERS: DUAL		20721	2149	28.9	10.4	113												
MAGAZINE IMPERATIVE		19186	2123	28.6	11.1	121												
NEWSPAPER IMPERATIVE		21899	1723	23.2	7.9	86												
MAGAZINES-OUTDOOR: DUAL		15451	1799	24.2	11.6	127												
MAGAZINE IMPERATIVE		25953	2517	33.9	9.7	106												
OUTDOOR IMPERATIVE		24400	2095	28.2	8.6	94												
MAGAZINES-RADIO: DUAL		18049	1874	25.2	10.4	113												
MAGAZINE IMPERATIVE		23571	2492	33.6	10.6	115												
RADIO IMPERATIVE		23278	1892	25.5	8.1	89												
MAGAZINES-TELEVISION: DUAL		15459	1880	25.3	12.2	133												
MAGAZINE IMPERATIVE		25829	2415	32.5	9.3	102												
TELEVISION IMPERATIVE		26039	2180	29.4	8.4	91												
NEWSPAPERS-OUTDOOR: DUAL		16605	1721	23.2	10.4	113												
NEWSPAPER IMPERATIVE		26834	2215	29.8	8.3	90												
OUTDOOR IMPERATIVE		23346	2357	31.7	10.1	110												
NEWSPAPERS-RADIO: DUAL		17133	1807	24.3	10.5	115												
NEWSPAPER IMPERATIVE		25892	2111	28.4	8.2	89												
RADIO IMPERATIVE		23167	2133	28.7	9.2	100												
NEWSPAPERS-TELEVISION: DUAL		17159	1654	22.3	9.6	105												
NEWSPAPER IMPERATIVE		26214	2239	30.2	8.5	93												
TELEVISION IMPERATIVE		23412	2310	31.1	9.9	108												
OUTDOOR-RADIO: DUAL		15303	1772	23.9	11.6	126												
OUTDOOR IMPERATIVE		24901	2418	32.6	9.7	106												
RADIO IMPERATIVE		26492	2153	29.0	8.1	89												
OUTDOOR-TELEVISION: DUAL		14794	1651	22.2	11.2	122												
OUTDOOR IMPERATIVE		25437	2443	32.9	9.6	105												
TELEVISION IMPERATIVE		27877	2459	33.1	8.8	96												
RADIO-TELEVISION: DUAL		15996	1589	21.4	9.9	108												
RADIO IMPERATIVE		25478	2251	30.3	8.8	96												
TELEVISION IMPERATIVE		26573	2496	33.6	9.4	102												

OTHER CANNED OR JARRED FRUIT - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	OTHER				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		A	B	% ACROSS	D																
		'000	% DOWN	%	INDX	'000	% DOWN	%	INDX	'000	% DOWN	%	INDX	'000	% DOWN	%	INDX	'000	% DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	7426	100.0	9.2	100																
ATLANTIC MONTHLY	415	**42	0.6	10.1	110																
BARRON'S	453	**81	1.1	17.9	195																
BETTER HOMES & GARDENS	16256	1865	25.1	11.5	125																
BON APPETIT	2535	372	5.0	14.7	160																
BUSINESS WEEK	1278	*267	3.6	20.9	228																
CAR AND DRIVER	378	**24	0.3	6.3	69																
CBS MAGAZINE NETWORK (GROSS)	1498	*187	2.5	12.5	136																
CHANGING TIMES	1505	*247	3.3	16.4	179																
COLONIAL HOMES	1231	*149	2.0	12.1	132																
CONDE NAST MAG. PKG. (GROSS)	14146	1580	21.3	11.2	122																
CONSUMERS DIGEST	1323	*162	2.2	12.2	134																
COSMOPOLITAN	7102	749	10.1	10.5	115																
COUNTRY LIVING	2481	314	4.2	12.7	138																
CUISINE	1472	*264	3.6	17.9	196																
CYCLE WORLD	425	**63	0.8	14.8	162																
DCI:CREATIVE IDEAS FOR LIV	2510	*266	3.6	10.6	116																
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	647	8.7	9.7	105																
DISCOVER	894	*96	1.3	10.7	117																
EBONY	3507	218	2.9	6.2	68																
ESQUIRE	1083	**151	2.0	13.9	152																
ESSENCE	1830	**86	1.2	4.7	51																
FAMILY CIRCLE	15930	1633	22.0	10.3	112																
THE FAMILY HANDYMAN	1126	**166	2.2	14.7	161																
FAMILY WEEKLY	11468	1210	16.3	10.6	115																
FIELD & STREAM	2234	*251	3.4	11.2	123																
FOOD & WINE	579	**38	0.5	6.6	72																
FORBES	728	**143	1.9	19.6	214																
FORTUNE	906	**166	2.2	18.3	200																
GENTLEMEN'S QUARTERLY	791	**95	1.3	12.0	131																
GLAMOUR	5265	526	7.1	10.0	109																
GOLF DIGEST	636	**51	0.7	8.0	87																
GOLF DIGEST/TENNIS (GROSS)	1186	**127	1.7	10.7	117																
GOLF MAGAZINE	441	**33	0.4	7.5	82																
GOLF MAGAZINE/SKI (GROSS)	922	**85	1.1	9.2	101																
GOOD HOUSEKEEPING	16487	1783	24.0	10.8	118																
HARPER'S BAZAAR	2423	313	4.2	12.9	141																
HEALTH	1994	*214	2.9	10.7	117																
HEARST MAG CORP. BUY (GROSS)	44101	4688	63.1	10.6	116																
HEARST MAN POWER (GROSS)	1993	*256	3.4	12.8	140																
HEARST WOMAN POWER (GROSS)	31274	3245	43.7	10.4	113																
HOUSE BEAUTIFUL	3623	308	4.1	8.5	93																
INC.	283	**65	0.9	23.0	250																
JET	2928	196	2.6	6.7	73																
LADIES' HOME JOURNAL	11918	1282	17.3	10.8	117																
LHJ FAMILY GRP COMBO(GROSS)	16764	1834	24.7	10.9	119																
LIFE	4254	406	5.5	9.5	104																
L.A. TIMES HOME MAGAZINE	1145	**125	1.7	10.9	119																
MADMOISELLE	2884	*302	4.1	10.5	114																
MC CALL'S	13460	1456	19.6	10.8	118																
MC CALL'S/WRK MOTHER (GROSS)	14606	1561	21.0	10.7	117																
MECHANIX ILLUSTRATED	772	**106	1.4	13.7	150																
METROPOLITAN HOME	967	*110	1.5	11.4	124																
MONEY	1588	*274	3.7	17.3	188																
MOTHER EARTH NEWS	1002	*199	2.7	19.9	217																
MS.	825	**65	0.9	7.9	86																
NATIONAL ENQUIRER	10336	978	13.2	9.5	103																
NATIONAL GEOGRAPHIC	9597	1329	17.9	13.8	151																
NATIONAL SUNDAY MAGAZINE PKG	49558	4766	64.2	9.6	105																
NATURAL HISTORY	573	**98	1.3	17.1	187																
NEW WOMAN	1699	*150	2.0	8.8	96																
NEW YORK INCLUDING CUE	443	**43	0.6	9.7	106																
THE NEW YORKER	1270	*122	1.6	9.6	105																
NEWSWEEK	6277	559	7.5	8.9	97																
THE N.Y. TIMES DAILY EDITION	1205	**96	1.3	8.0	87																
THE N.Y. TIMES MAGAZINE	2081	*219	2.9	10.5	115																
OMNI	788	**113	1.5	14.3	156																
ON CABLE	1158	**74	1.0	6.4	70																
1001 HOME IDEAS	2852	337	4.5	11.8	129																
ORGANIC GARDENING	1658	*204	2.7	12.3	134																
OUTDOOR LIFE	896	**95	1.3	10.6	116																
PARADE MAGAZINE	24275	2362	31.8	9.7	106																

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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OTHER CANNED OR JARRED FRUIT - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	OTHER		D	A	B '000	C % ACROSS	D % INDX	A	B '000	C % ACROSS	D % INDX	A	B '000	C % ACROSS	D % INDX
			B % DOWN	C % ACROSS													
TOTAL FEMALE HOMEMAKERS	80986	7426	100.0	9.2	100												
PARENTS	3845	374	5.0	9.7	106												
PENTHOUSE	831	**108	1.5	13.0	142												
PEOPLE	11645	1298	17.5	11.1	122												
PLAYBOY	2006	*227	3.1	11.3	123												
POPULAR HOT RODDING	297	**48	0.6	16.2	176												
POPULAR MECHANICS	1018	**135	1.8	13.3	145												
POPULAR SCIENCE	878	**158	2.1	18.0	196												
PREVENTION	3913	406	5.5	10.4	113												
PSYCHOLOGY TODAY	1710	*202	2.7	11.8	129												
READER'S DIGEST	22204	2272	30.6	10.2	112												
REDBOOK	7684	713	9.6	9.3	101												
ROAD & TRACK	410	**42	0.6	10.2	112												
ROLLING STONE	969	**106	1.4	10.9	119												
RUNNER'S WORLD	298	**43	0.6	14.4	157												
SATURDAY EVENING POST	1169	**102	1.4	8.7	95												
SCIENCE 84	587	**94	1.3	16.0	175												
SCIENCE DIGEST	482	**80	1.1	16.6	181												
SCIENTIFIC AMERICAN	594	**93	1.3	15.7	171												
SELF	2089	*231	3.1	11.1	121												
SEVENTEEN	2411	*212	2.9	8.8	96												
SKI	480	**51	0.7	10.6	116												
SMITHSONIAN	2760	375	5.0	13.6	148												
SOAP OPERA DIGEST	3013	277	3.7	9.2	100												
SOUTHERN LIVING	4184	381	5.1	9.1	99												
SPORT	559	**67	0.9	12.0	131												
THE SPORTING NEWS	436	**58	0.8	13.3	145												
SPORTS AFIELD	493	**41	0.6	8.3	91												
SPORTS ILLUSTRATED	2758	*314	4.2	11.4	124												
STAR	7456	616	8.3	8.3	90												
SUNDAY	24936	2272	30.6	9.1	99												
SUNSET	2124	*314	4.2	14.8	161												
TV GUIDE	21661	2108	28.4	9.7	106												
TENNIS	550	**77	1.0	14.0	153												
TIME	8880	1060	14.3	11.9	130												
TOWN & COUNTRY	917	**91	1.2	9.9	108												
TRAVEL & LEISURE	972	**101	1.4	10.4	113												
TRUE STORY	3356	*236	3.2	7.0	77												
U.S. NEWS & WORLD REPORT	3410	352	4.7	10.3	113												
USA TODAY	1759	*177	2.4	10.1	110												
US	1873	*239	3.2	12.8	139												
VOGUE	3909	521	7.0	13.3	145												
WALL STREET JOURNAL	1886	336	4.5	17.8	194												
WEIGHT WATCHERS	2120	*257	3.5	12.1	132												
WOMAN'S DAY	14172	1548	20.8	10.9	119												
WORKING MOTHER	1146	**105	1.4	9.2	100												
WORKING WOMAN	1322	*152	2.0	11.5	125												
WORLD TENNIS	*163	**48	0.6	29.4	321												
ZIFF-DAVIS MAG NETWK (GROSS)	2532	242	3.3	9.6	104												
BLAIR INSERTS	43657	4120	55.5	9.4	103												
DAILY NEWSPAPERS																	
READ ANY	51633	4793	64.5	9.3	101												
READ ONE	43463	4064	54.7	9.4	102												
READ TWO OR MORE	8170	729	9.8	8.9	97												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4894	65.9	9.3	101												
READ ONE	46126	4248	57.2	9.2	100												
READ TWO OR MORE	6552	646	8.7	9.9	108												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.72															
30 DAY REACH	71455	6750	90.9	9.4	103												
50 SHWG - 30 DAY AV FREQ	14.56	15.19															
30 DAY REACH	67742	6380	85.9	9.4	103												
25 SHWG - 30 DAY AV FREQ	7.94	8.14															
30 DAY REACH	62117	5940	80.0	9.6	104												
CABLE TV: HOME WIRED	32077	3269	44.0	10.2	111												
HOME NOT WIRED	48909	4157	56.0	8.5	93												
HAVE PAY CABLE	15935	1542	20.8	9.7	106												

	TOTAL U.S. '000	A '000	OTHER B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	7426	100.0	9.2	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4043	54.4	9.2	100												
10:00 AM - 3:00 PM	30659	3210	43.2	10.5	114												
3:00 PM - 7:00 PM	31045	3017	40.6	9.7	106												
7:00 PM - MIDNIGHT	15767	1392	18.7	8.8	96												
MIDNIGHT - 6:00 AM	9120	766	10.3	8.4	92												
6:00 AM - MIDNIGHT	58527	5457	73.5	9.3	102												
ENTIRE DAY	59311	5531	74.5	9.3	102												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1801	24.3	11.1	121												
ALL NEWS	2256	*203	2.7	9.0	98												
AOR/PROGRESSIVE	3874	348	4.7	9.0	98												
BEAUTIFUL MUSIC	5660	558	7.5	9.9	108												
BLACK	2204	*198	2.7	9.0	98												
CLASSICAL	1418	*138	1.9	9.7	106												
CHR/ROCK	9538	769	10.4	8.1	88												
COUNTRY	12648	1126	15.2	8.9	97												
GOLDEN OLDIES	1191	**71	1.0	6.0	65												
MOR/NOSTALGIA	4757	509	6.9	10.7	117												
NEWS/TALK	3863	319	4.3	8.3	90												
RELIGIOUS	3084	*205	2.8	6.6	72												
SOFT ROCK	521	**86	1.2	16.5	180												
URBAN CONTEMPORARY	1585	*104	1.4	6.6	72												
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*254	3.4	7.8	85												
ABC DIRECTION	2316	*146	2.0	6.3	69												
ABC ENTERTAINMENT	4834	477	6.4	9.9	108												
ABC FM	2202	*152	2.0	6.9	75												
ABC INFORMATION	5425	570	7.7	10.5	115												
ABC ROCK	1677	*153	2.1	9.1	99												
CBS	4430	418	5.6	9.4	103												
MUTUAL	4992	540	7.3	10.8	118												
NBC	4679	480	6.5	10.3	112												
RADIORADIO	1994	**121	1.6	6.1	66												
RKO ONE	2298	*245	3.3	10.7	116												
RKO TWO	3311	299	4.0	9.0	98												
THE SOURCE	2114	*157	2.1	7.4	81												
NON-WIRED: BLAIR	8654	885	11.9	10.2	112												
INTERNET	12025	1276	17.2	10.6	116												
KATZ RADIO GROUP	15359	1387	18.7	9.0	98												
SUPERNET	10628	999	13.5	9.4	103												
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	933	12.6	10.8	118												
WKDAY 9:00 AM - 1:00 PM	12163	1200	16.2	9.9	108												
WKDAY 1:00 PM - 4:30 PM	16150	1471	19.8	9.1	99												
WKDAY 4:30 PM - 7:30 PM	22463	2046	27.6	9.1	99												
WKDAY 7:30 PM - 8:00 PM	31795	2933	39.5	9.2	101												
WKDAY 11:00 PM - 11:30 PM	23977	2607	35.1	10.9	119												
WKDAY 11:30 PM - 1:00 AM	7703	949	12.8	12.3	134												
M-SAT 8-11 PM-SUN 7-11 PM	33800	3259	43.9	9.6	105												
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	767	10.3	11.7	128												
ANOTHER WORLD N	4620	420	5.7	9.1	99												
AS THE WORLD TURNS C	5614	492	6.6	8.8	96												
CAPITOL C	3396	274	3.7	8.1	88												
CBS MORN. NEWS 1 C	1446	156	2.1	10.8	118												
CBS MORN. NEWS 2 C	1207	110	1.5	9.1	99												
DAYS OF OUR LIVES N	5877	482	6.5	8.2	89												
FACTS OF LIFE - DAYTIME N	2290	220	3.0	9.6	105												
FAMILY FEUD A	3023	295	4.0	9.8	106												
GENERAL HOSPITAL A	6097	589	7.9	9.7	105												
GOOD MORNING, AMERICA-730 A	3515	359	4.8	10.2	111												
GOOD MORNING, AMERICA-830 A	2818	287	3.9	10.2	111												
GUIDING LIGHT C	5339	417	5.6	7.8	85												
ONE LIFE TO LIVE A	4478	406	5.5	9.1	99												
PRESS YOUR LUCK C	2244	225	3.0	10.0	109												
PRICE IS RIGHT 1 C	4348	367	4.9	8.4	92												
PRICE IS RIGHT 2 C	5014	457	6.2	9.1	99												
RYAN'S HOPE A	3150	348	4.7	11.0	120												
SALE OF THE CENTURY N	2695	206	2.8	7.6	83												
SEARCH FOR TOMORROW N	2319	175	2.4	7.5	82												
TODAY SHOW 1 N	2693	269	3.6	10.0	109												
TODAY SHOW 2 N	2498	300	4.0	12.0	131												
\$25,000 PYRAMID C	2753	259	3.5	9.4	103												
WHEEL OF FORTUNE N	4388	429	5.8	9.8	107												
YOUNG AND THE RESTLESS C	5695	447	6.0	7.8	86												
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	173	2.3	9.8	107												
NBA PLAYOFF GAME -1 C	1136	*110	1.5	9.7	106												
NBC MAJOR LEAGUE PRE-GAME N	953	**71	1.0	7.5	81												
SPORTSWORLD - SUN N	1233	*134	1.8	10.9	119												
SUNDAY MORNING C	1611	*195	2.6	12.1	132												

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	OTHER				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	7426	100.0	9.2	100																
MKDAY LOCAL EVENING TV NEWS																					
NETWORK AFFILIATES - EARLY	26063	2427	32.7	9.3	102																
NETWORK AFFILIATES - LATE	20261	2193	29.5	10.8	118																
INDEPENDENTS - LATE	2076	258	3.5	12.4	136																
TV EVENING NTWK 6 PM - 2 AM																					
A TEAM	N 10453	922	12.4	8.8	96																
ABC MONDAY NIGHT MOVIE	A 6412	708	9.5	11.0	120																
ABC SUNDAY NIGHT MOVIE	A 12407	1255	16.9	10.1	110																
ABC WORLD NEWS TONIGHT	A 6176	468	6.3	7.6	83																
AFTERMASH	C 5863	434	5.8	7.4	81																
ALICE	C 9594	939	12.6	9.8	107																
AMERICAN PARADE	C 6622	649	8.7	9.8	107																
BENSON	A 10886	907	12.2	8.3	91																
BLUE THUNDER	A 5036	477	6.7	9.9	108																
CAGNEY & LACEY	C 9965	969	13.0	9.7	106																
CBS EVENING NEWS-DEAN	C 3491	376	5.1	10.8	117																
CBS EVENING NEWS-RATHER	C 7123	689	9.3	9.7	105																
CBS SAT. NEWS-SCHIEFFER	C 3621	365	4.9	10.1	110																
CBS SATURDAY NIGHT MOVIE	C 5436	486	6.5	8.9	98																
CBS WEDNESDAY NIGHT MOVIE	C 6100	539	7.3	8.8	96																
CHEERS	N 1007	1007	13.6	11.3	124																
DALLAS	C 22109	1974	26.6	8.9	97																
DIFF'RENT STROKES	N 6940	715	9.6	10.3	112																
DOUBLE TROUBLE	N 7223	630	8.5	8.7	95																
DUCK FACTORY	N 5595	593	8.0	10.6	116																
DUKES OF HAZZARD	C 5768	594	8.0	10.3	112																
DYNASTY	A 20053	1901	25.6	9.5	103																
FACTS OF LIFE	N 8087	729	9.8	9.0	98																
FALCON CREST	C 20046	1874	25.2	9.3	102																
FALL GUY	A 9084	829	11.2	9.1	100																
FAMILY TIES	N 7964	689	9.3	8.7	94																
FANTASY ISLAND	A 7687	816	11.0	10.6	116																
FOULUPS, BLEEPs & BLUNDERS	A 8861	917	12.3	10.3	113																
FOUR SEASONS	C 5095	414	5.6	8.1	89																
GIMME A BREAK	N 8838	635	8.6	7.2	78																
HART TO HART	A 8978	787	10.6	8.8	96																
HILL STREET BLUES	N 8590	913	12.3	10.6	116																
HOTEL	A 14085	1439	19.4	10.2	111																
JEFFERSONS	C 9360	856	11.5	9.1	100																
JENNIFER SLEPT HERE	N 5841	626	8.4	10.7	117																
KATE & ALLIE	C 9206	836	11.3	9.1	99																
KNIGHT RIDER	N 7076	648	8.7	9.2	100																
LOVE BOAT	A 12219	1024	13.8	8.4	91																
MAGNUM PI	C 11199	1204	16.2	10.8	117																
MAMA'S FAMILY	N 6057	623	8.4	10.3	112																
MASTER, THE	N 3598	386	5.2	10.7	117																
MATT HOUSTON	A 6344	573	7.7	9.0	99																
NBC MONDAY NIGHT MOVIE	N 11994	1062	14.3	8.9	97																
NBC NIGHTLY NEWS	N 5132	551	7.4	10.7	117																
NBC NIGHTLY NEWS-SAT	N 3375	299	4.0	8.9	97																
NBC NIGHTLY NEWS-SUN	N 3130	288	3.9	9.2	100																
NBC SUNDAY NIGHT MOVIE	N 8284	748	10.1	9.0	98																
NEWHART	C 9240	869	11.7	9.4	103																
ONE DAY AT A TIME	C 7288	743	10.0	10.2	111																
PEOPLE ARE FUNNY	N 4855	556	7.5	11.5	125																
REAL PEOPLE	N 8859	710	9.6	8.0	87																
REMINGTON STEELE	N 7743	639	8.6	8.3	90																
RIPLEY'S BELIEVE IT - NOT	A 5345	553	7.4	10.3	113																
RIPTIDE	N 6988	588	7.9	8.4	92																
SCARECROW & MRS. KING	C 10002	913	12.3	9.1	100																
SIMON & SIMON	C 10638	1165	15.7	11.0	119																
60 MINUTES	C 13293	1249	16.8	9.4	102																
ST. ELSEWHERE	N 7017	695	9.4	9.9	108																
THREE'S COMPANY	A 10917	1028	13.8	9.4	103																
T.J. HOOKER	A 9204	778	10.5	8.5	92																
TONIGHT SHOW	N 2372	308	4.1	13.0	142																
TRAPPER JOHN, M.D.	C 9846	902	12.1	9.2	100																
TV BLOOPERS & PRAC. JOKES	N 9105	701	9.4	7.7	84																
20/20	A 9387	933	12.6	9.9	108																
WEBSTER	A 11067	956	12.9	8.6	94																
WORLD NEWS - SUN	A 3062	343	4.6	11.2	122																
YELLOW ROSE	N 4978	480	6.5	9.6	105																
TV VIEWING SPORTS EVENTS																					
BASEBALL	8878	740	10.0	8.3	91																
BASKETBALL - COLLEGE GAMES	4080	*470	6.3	11.5	126																
BASKETBALL - PRO GAMES	3607	*371	5.0	10.3	112																
BOWLING	3883	545	7.3	14.0	153																
BOXING	3928	*400	5.4	10.2	111																
FOOTBALL - COLLEGE GAMES	6366	687	9.3	10.8	118																
FOOTBALL - PRO GAMES	11300	1200	16.2	10.6	116																
GOLF	3378	*306	4.1	9.1	99																
POST-SEASON COLL. FOOTBALL	4906	608	8.2	12.4	135																
POST-SEASON PRO FOOTBALL	6120	788	10.6	12.9	140																
TENNIS	3033	*341	4.6	11.2	123																
WRESTLING - PROFESSIONAL	3344	*326	4.4	9.7	106																

	TOTAL U.S. '000	PACKED IN SYRUP				PACKED IN NATURAL JUICE				A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX								
TOTAL FEMALE HOMEMAKERS	80986	31395	100.0	38.8	100	39515	100.0	48.8	100								
18 - 24	9282	2896	9.2	31.2	80	4205	10.6	45.3	93								
25 - 34	19072	7370	23.5	38.6	100	9738	24.6	51.1	105								
35 - 44	14591	6154	19.6	42.2	109	7414	18.8	50.8	104								
45 - 54	11345	4772	15.2	42.1	109	5757	14.6	50.7	104								
55 - 64	11635	4468	14.2	38.4	99	6027	15.3	51.8	106								
65 OR OLDER	15061	5735	18.3	38.1	98	6374	16.1	42.3	87								
18 - 34	28354	10266	32.7	36.2	93	13943	35.3	49.2	101								
18 - 49	48339	18962	60.4	39.2	101	24016	60.8	49.7	102								
25 - 54	45008	18296	58.3	40.7	105	22909	58.0	50.9	104								
35 - 49	19985	8696	27.7	43.5	112	10073	25.5	50.4	103								
50 OR OLDER	32647	12433	39.6	38.1	98	15499	39.2	47.5	97								
GRADUATED COLLEGE	11155	4041	12.9	36.2	93	6206	15.7	55.6	114								
ATTENDED COLLEGE	13682	5223	16.6	38.2	98	7385	18.7	54.0	111								
GRADUATED HIGH SCHOOL	33880	13816	44.0	40.8	105	16924	42.8	50.0	102								
DID NOT GRADUATE HIGH SCHOOL	22270	8315	26.5	37.3	96	8999	22.8	40.4	83								
EMPLOYED	40306	15097	48.1	37.5	97	20506	51.9	50.9	104								
EMPLOYED FULL-TIME	32850	12129	38.6	36.9	95	16697	42.3	50.8	104								
EMPLOYED PART-TIME	7456	2968	9.5	39.8	103	3809	9.6	51.1	105								
NOT EMPLOYED	40680	16298	51.9	40.1	103	19009	48.1	46.7	96								
PROFESSIONAL/MANAGER	10392	3868	12.3	37.2	96	5606	14.2	53.9	111								
TECH/CLERICAL/SALES	17574	6271	20.0	35.7	92	9421	23.8	53.6	110								
PRECISION/CRAFT	985	*357	1.1	36.2	93	508	1.3	51.6	106								
OTHER EMPLOYED	11354	4601	14.7	40.5	105	4971	12.6	43.8	90								
SINGLE	9863	3189	10.2	32.3	83	4278	10.8	43.4	89								
MARRIED	51375	21046	67.0	41.0	106	26355	66.7	51.3	105								
DIVORCED/SEPARATED/WIDOWED	19748	7160	22.8	36.3	94	8882	22.5	45.0	92								
PARENTS	32590	13579	43.3	41.7	107	16823	42.6	51.6	106								
WHITE	70416	27212	86.7	38.6	100	35476	89.8	50.4	103								
BLACK	8778	3303	10.5	37.6	97	3169	8.0	36.1	74								
OTHER	1791	*880	2.8	49.1	127	*870	2.2	48.6	100								
NORTHEAST-CENSUS	17786	5981	19.1	33.6	87	9019	22.8	50.7	104								
NORTH CENTRAL	20741	9432	30.0	45.5	117	10594	26.8	51.1	105								
SOUTH	27775	10892	34.7	39.2	101	12225	30.9	44.0	90								
WEST	14683	5091	16.2	34.7	89	7676	19.4	52.3	107								
NORTHEAST-MKTG.	17961	5853	18.6	32.6	84	8737	22.1	48.6	100								
EAST CENTRAL	11885	4740	15.1	39.9	103	6302	15.9	53.0	109								
WEST CENTRAL	14090	6679	21.3	47.4	122	7020	17.8	49.8	102								
SOUTH	24081	9713	30.9	40.3	104	10687	27.0	44.4	91								
PACIFIC	12969	4410	14.0	34.0	88	6770	17.1	52.2	107								
COUNTY SIZE A	32439	11827	37.7	36.5	94	15796	40.0	48.7	100								
COUNTY SIZE B	24915	9228	29.4	37.0	96	12468	31.6	50.0	103								
COUNTY SIZE C	12930	5274	16.8	40.8	105	6643	16.8	51.4	105								
COUNTY SIZE D	10703	5066	16.1	47.3	122	4608	11.7	43.1	88								
METRO CENTRAL CITY	24518	9058	28.9	36.9	95	11372	28.8	46.4	95								
METRO SUBURBAN	35919	13345	42.5	37.2	96	18718	47.4	52.1	107								
NON METRO	20549	8992	28.6	43.8	113	9425	23.9	45.9	94								
TOP 5 ADI'S	18341	6386	20.3	34.8	90	8798	22.3	48.0	98								
TOP 10 ADI'S	25378	8995	28.7	35.4	91	12009	30.4	47.3	97								
TOP 20 ADI'S	36488	13617	43.4	37.3	96	17696	44.8	48.5	99								
HSHLD INC. \$50,000 OR MORE	6612	2583	8.2	39.1	101	3675	9.3	55.6	114								
\$40,000 OR MORE	12659	4968	15.8	39.2	101	6981	17.7	55.1	113								
\$30,000 OR MORE	24698	10083	32.1	40.8	105	13259	33.6	53.7	110								
\$25,000 OR MORE	32077	12892	41.1	40.2	104	17388	44.0	54.2	111								
\$20,000 - \$24,999	9144	3866	12.3	42.3	109	4527	11.5	49.5	101								
\$15,000 - \$19,999	8728	3506	11.2	40.2	104	3921	9.9	44.9	92								
\$10,000 - \$14,999	12562	4822	15.4	38.4	99	5982	15.1	47.6	98								
UNDER \$10,000	18475	6309	20.1	34.1	88	7698	19.5	41.7	85								
HOUSEHOLD OF 1 PERSON	11987	3933	12.5	32.8	85	5214	13.2	43.5	89								
2 PEOPLE	26577	10003	31.9	37.6	97	12647	32.0	47.6	98								
3 OR 4 PEOPLE	30617	12143	38.7	39.7	102	15445	39.1	50.4	103								
5 OR MORE PEOPLE	11804	5316	16.9	45.0	116	6209	15.7	52.6	108								
NO CHILD IN HSHLD	46165	16854	53.7	36.5	94	21612	54.7	46.8	96								
CHILD(REN) UNDER 2 YRS	5325	1996	6.4	37.5	97	2868	7.3	53.9	110								
2 - 5 YEARS	14221	5874	18.7	41.3	107	7291	18.5	51.3	105								
6 - 11 YEARS	15117	6436	20.5	42.6	110	7746	19.6	51.2	105								
12 - 17 YEARS	16611	7114	22.7	42.8	110	8637	21.9	52.0	107								
RESIDENCE OWNED	55884	22740	72.4	40.7	105	28768	72.8	51.5	106								
VALUE: \$50,000 OR MORE	31744	12721	40.5	40.1	103	16739	42.4	52.7	108								
VALUE: UNDER \$50,000	24140	10019	31.9	41.5	107	12029	30.4	49.8	102								

OTHER CANNED OR JARRED FRUIT - KINDS
(FEMALE HOMEMAKERS)

			TOTAL U.S. '000	PACKED IN SYRUP				PACKED IN NATURAL JUICE											
				A	B	C	D	A	B	C	D								
				'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX				
TOTAL FEMALE HOMEMAKERS			80986	31395	100.0	38.8	100	39515	100.0	48.8	100								
MAGAZINES	QUINTILE 1	15799	5875	18.7	37.2	96	8863	22.4	56.1	115									
	QUINTILE 2	17259	7024	22.4	40.7	105	9382	23.7	54.4	111									
	QUINTILE 3	13545	5146	16.4	38.0	98	6823	17.3	50.4	103									
	QUINTILE 4	15133	5889	18.8	38.9	100	6898	17.5	45.6	93									
	QUINTILE 5	19250	7461	23.8	38.8	100	7549	19.1	39.2	80									
NEWSPAPERS	QUINTILE 1	12413	4656	14.8	37.5	97	6633	16.8	53.4	110									
	QUINTILE 2	24116	10373	33.0	43.0	111	12067	30.5	50.0	103									
	QUINTILE 3	11261	3979	12.7	35.3	91	5767	14.6	51.2	105									
	QUINTILE 4	20255	7708	24.6	38.1	98	9809	24.8	48.4	99									
	QUINTILE 5	12940	4679	14.9	36.2	93	5238	13.3	40.5	83									
OUTDOOR	QUINTILE 1	14852	5832	18.6	39.3	101	7433	18.8	50.0	103									
	QUINTILE 2	15725	6279	20.0	39.9	103	7743	19.6	49.2	101									
	QUINTILE 3	16330	6426	20.5	39.4	102	8141	20.6	49.9	102									
	QUINTILE 4	16744	6093	19.4	36.4	94	8240	20.9	49.2	101									
	QUINTILE 5	17334	6765	21.5	39.0	101	7957	20.1	45.9	94									
RADIO-DRIVE TIME	QUINTILE 1	15911	6177	19.7	38.8	100	8167	20.7	51.3	105									
	QUINTILE 2	14837	5897	18.8	39.7	103	7400	18.7	49.9	102									
	QUINTILE 3	15339	5807	18.5	37.9	98	7357	18.6	48.0	98									
	QUINTILE 4	16723	6535	20.8	39.1	101	8086	20.5	48.4	99									
	QUINTILE 5	18176	6980	22.2	38.4	99	8506	21.5	46.8	96									
RADIO-MID- DAY	TERCILE 1	21020	8201	26.1	39.0	101	10558	26.7	50.2	103									
	TERCILE 2	21610	8431	26.9	39.0	101	11037	27.9	51.1	105									
	TERCILE 3	38355	14763	47.0	38.5	99	17920	45.3	46.7	96									
RADIO-TOTAL	QUINTILE 1	15988	6134	19.5	38.4	99	8050	20.4	50.4	103									
	QUINTILE 2	15626	5946	18.9	38.1	98	7837	19.8	50.2	103									
	QUINTILE 3	16723	6599	21.0	39.5	102	8393	21.2	50.2	103									
	QUINTILE 4	16342	6544	20.8	40.0	103	7786	19.7	47.6	98									
	QUINTILE 5	16306	6172	19.7	37.9	98	7449	18.9	45.7	94									
TV-PRIME TIME	QUINTILE 1	15953	5892	18.8	36.9	95	7988	20.2	50.1	103									
	QUINTILE 2	16137	6416	20.4	39.8	103	8224	20.8	51.0	104									
	QUINTILE 3	16420	6253	20.2	38.7	100	8024	20.3	48.9	100									
	QUINTILE 4	16687	7015	22.3	42.0	108	8088	20.5	48.5	99									
	QUINTILE 5	15789	5719	18.2	36.2	93	7191	18.2	45.5	93									
TV-DAYTIME	TERCILE 1	27736	11163	35.6	40.2	104	13302	33.7	48.0	98									
	TERCILE 2	26489	10043	32.0	37.9	98	13105	33.2	49.5	101									
	TERCILE 3	26761	10189	32.5	38.1	98	13108	33.2	49.0	100									
TV-TOTAL	QUINTILE 1	16345	6079	19.4	37.2	96	7801	19.7	47.7	98									
	QUINTILE 2	16447	6810	21.7	41.4	107	8179	20.7	49.7	102									
	QUINTILE 3	15980	6240	19.9	39.0	101	7922	20.0	49.6	102									
	QUINTILE 4	15887	6283	20.0	39.5	102	7923	20.1	49.9	102									
	QUINTILE 5	16326	5983	19.1	36.6	95	7689	19.5	47.1	97									
MAGAZINES-NEWSPAPERS: DUAL			20721	8299	26.4	40.1	103	11576	29.3	55.9	114								
MAGAZINE IMPERATIVE			19186	7010	22.3	36.5	94	10247	25.9	53.4	109								
NEWSPAPER IMPERATIVE			21899	9073	28.9	41.4	107	10061	25.5	45.9	94								
MAGAZINES-OUTDOOR: DUAL			15451	6180	19.7	40.0	103	8505	21.5	55.0	113								
MAGAZINE IMPERATIVE			25953	9953	31.7	38.4	99	13854	35.1	53.4	109								
OUTDOOR IMPERATIVE			24400	9650	30.7	39.5	102	10751	27.2	44.1	90								
MAGAZINES-RADIO: DUAL			18049	6771	21.6	37.5	97	9633	24.4	53.4	109								
MAGAZINE IMPERATIVE			23571	9344	29.8	39.6	102	12825	32.5	54.4	112								
RADIO IMPERATIVE			23278	9127	29.1	39.2	101	10669	27.0	45.8	94								
MAGAZINES-TELEVISION: DUAL			15459	6146	19.6	39.8	103	8533	21.6	55.2	113								
MAGAZINE IMPERATIVE			25829	9849	31.4	38.1	98	13840	35.0	53.6	110								
TELEVISION IMPERATIVE			26039	10119	32.2	38.9	100	11506	29.1	44.2	91								
NEWSPAPERS-OUTDOOR: DUAL			16605	6452	20.6	38.9	100	8543	21.6	51.4	105								
NEWSPAPER IMPERATIVE			26834	10830	34.5	40.4	104	13615	34.5	50.7	104								
OUTDOOR IMPERATIVE			23346	8959	28.5	38.4	99	11013	27.9	47.2	97								
NEWSPAPERS-RADIO: DUAL			17133	6923	22.1	40.4	104	8906	22.5	52.0	107								
NEWSPAPER IMPERATIVE			25892	10435	33.2	40.3	104	13106	33.2	50.6	104								
RADIO IMPERATIVE			23167	8404	26.8	36.3	94	11144	28.2	48.1	99								
NEWSPAPERS-TELEVISION: DUAL			17159	7465	23.8	43.5	112	8724	22.1	50.8	104								
NEWSPAPER IMPERATIVE			26214	10142	32.3	38.7	100	13404	33.9	51.1	105								
TELEVISION IMPERATIVE			23412	8473	27.0	36.2	93	10817	27.4	46.2	95								
OUTDOOR-RADIO: DUAL			15303	6151	19.6	40.2	104	7965	20.2	52.0	107								
OUTDOOR IMPERATIVE			24901	9893	31.5	39.7	102	11934	30.2	47.9	98								
RADIO IMPERATIVE			26492	9842	31.3	37.2	96	13196	33.4	49.8	102								
OUTDOOR-TELEVISION: DUAL			14794	5048	19.3	40.9	105	7296	18.5	49.3	101								
OUTDOOR IMPERATIVE			25437	9983	31.8	39.2	101	12793	32.4	50.3	103								
TELEVISION IMPERATIVE			27877	10654	33.9	38.2	99	13652	34.5	49.0	100								
RADIO-TELEVISION: DUAL			15996	6237	19.9	39.0	101	7852	19.9	49.1	101								
RADIO IMPERATIVE			25478	9689	30.8	38.0	98	12851	32.5	50.4	103								
TELEVISION IMPERATIVE			26573	10502	33.5	39.5	102	12877	32.6	48.5	99								

	TOTAL U.S. '000	PACKED IN SYRUP				PACKED IN NATURAL JUICE				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX								
TOTAL FEMALE HOME MAKERS	80986	31395	100.0	38.8	100	39515	100.0	48.8	100								
ATLANTIC MONTHLY	415	*162	0.5	39.0	101	223	0.6	53.7	110								
BARRON'S	453	*207	0.7	45.7	118	*237	0.6	52.3	107								
BETTER HOMES & GARDENS	16256	6937	22.1	42.7	110	8921	22.6	54.9	112								
BON APPETIT	2535	888	2.8	35.0	90	1516	3.8	59.8	123								
BUSINESS WEEK	1278	459	1.5	35.9	93	617	1.6	48.3	99								
CAR AND DRIVER	378	**116	0.4	30.7	79	*218	0.6	57.7	118								
CBS MAGAZINE NETWORK (GROSS)	1498	475	1.5	31.7	82	824	2.1	55.0	113								
CHANGING TIMES	1505	575	1.8	38.2	99	856	2.2	56.9	117								
COLONIAL HOMES	1231	438	1.4	35.6	92	718	1.8	58.3	120								
CONDE NAST MAG. PKG. (GROSS)	14146	5178	16.5	36.6	94	7681	19.4	54.3	111								
CONSUMERS DIGEST	1323	492	1.6	37.2	96	761	1.9	57.5	118								
COSMOPOLITAN	7102	2264	7.2	31.9	82	3681	9.3	51.8	106								
COUNTRY LIVING	2481	998	3.2	40.2	104	1276	3.2	51.4	105								
CUISINE	1472	530	1.7	36.0	93	934	2.4	63.5	130								
CYCLE WORLD	425	*205	0.7	48.2	124	*233	0.6	54.8	112								
DCI:CREATIVE IDEAS FOR LIV	2510	1098	3.5	43.7	113	1430	3.6	57.0	117								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2626	8.4	39.2	101	3712	9.4	55.5	114								
DISCOVER	894	394	1.3	44.1	114	443	1.1	49.6	102								
EBONY	3507	1348	4.3	38.4	99	1360	3.4	38.8	79								
ESQUIRE	1083	342	1.1	31.6	81	524	1.3	48.4	99								
ESSENCE	1830	731	2.3	39.9	103	769	1.9	42.0	86								
FAMILY CIRCLE	15930	6478	20.6	40.7	105	8778	22.2	55.1	113								
THE FAMILY HANDYMAN	1126	413	1.3	36.7	95	691	1.7	61.4	126								
FAMILY WEEKLY	11468	4522	14.4	39.4	102	5944	15.0	51.8	106								
FIELD & STREAM	2234	911	2.9	40.8	105	1311	3.3	58.7	120								
FOOD & WINE	579	*255	0.8	44.0	114	397	1.0	68.6	141								
FORBES	728	*243	0.8	33.4	86	461	1.2	63.3	130								
FORTUNE	906	331	1.1	36.5	94	516	1.3	57.0	117								
GENTLEMEN'S QUARTERLY	791	296	0.9	37.4	97	371	0.9	46.9	96								
GLAMOUR	5265	1921	6.1	36.5	94	3057	7.7	58.1	119								
GOLF DIGEST	636	*218	0.7	34.3	88	378	1.0	59.4	122								
GOLF DIGEST/TENNIS (GROSS)	1186	482	1.5	40.6	105	623	1.6	52.5	108								
GOLF MAGAZINE	441	*169	0.5	38.3	99	*276	0.7	62.6	128								
GOLF MAGAZINE/SKI (GROSS)	922	374	1.2	40.6	105	540	1.4	58.6	120								
GOOD HOUSEKEEPING	16487	6525	20.8	39.6	102	9136	23.1	55.4	114								
HARPER'S BAZAAR	2423	886	2.8	36.6	94	1230	3.1	50.8	104								
HEALTH	1994	888	2.8	44.5	115	1079	2.7	54.1	111								
HEARST MAG CORP. BUY (GROSS)	44101	16700	53.2	37.9	98	24048	60.9	54.5	112								
HEARST MAN POWER (GROSS)	1993	798	2.5	40.0	103	1237	3.1	62.1	127								
HEARST WOMAN POWER (GROSS)	31274	11933	38.0	38.2	98	17026	43.1	54.4	112								
HOUSE BEAUTIFUL	3623	1278	4.1	35.3	91	1935	4.9	53.4	109								
INC.	283	*144	0.5	50.9	131	*152	0.4	53.7	110								
JET	2928	1033	3.3	35.3	91	1168	3.0	39.9	82								
LADIES' HOME JOURNAL	11918	4883	15.6	41.0	106	6656	16.8	55.8	114								
LHJ FAMILY GRP COMBO(GROSS)	16764	6714	21.4	40.1	103	9354	23.7	55.8	114								
LIFE	4254	1615	5.1	38.0	98	2109	5.3	49.6	102								
L.A. TIMES HOME MAGAZINE	1145	337	1.1	29.4	76	666	1.7	58.2	119								
MADEMOISELLE	2884	1127	3.6	39.1	101	1563	4.0	54.2	111								
MC CALL'S	13460	5642	18.0	41.9	108	7556	19.1	56.1	115								
MC CALL'S/WRK MOTHER (GROSS)	14606	6156	19.6	42.1	109	8357	21.1	57.2	117								
MECHANIX ILLUSTRATED	772	304	1.0	39.4	102	565	1.4	73.2	150								
METROPOLITAN HOME	967	308	1.0	31.9	82	565	1.4	58.4	120								
MONEY	1588	682	2.2	42.9	111	908	2.3	57.2	117								
MOTHER EARTH NEWS	1002	360	1.1	35.9	93	564	1.4	56.3	115								
MS.	825	362	1.2	43.9	113	395	1.0	47.9	98								
NATIONAL ENQUIRER	10336	4009	12.8	38.8	100	5101	12.9	49.4	101								
NATIONAL GEOGRAPHIC	9597	3913	12.5	40.8	105	5434	13.8	56.6	116								
NATIONAL SUNDAY MAGAZINE PKG	49558	19247	61.3	38.8	100	25682	65.0	51.8	106								
NATURAL HISTORY	573	*277	0.9	48.3	125	310	0.8	54.1	111								
NEM WOMAN	1699	667	2.1	39.3	101	945	2.4	55.6	114								
NEW YORK INCLUDING CUE	443	*126	0.4	28.4	73	215	0.5	48.5	99								
THE NEW YORKER	1270	430	1.4	33.9	87	702	1.8	55.3	113								
NEWSWEEK	6277	2231	7.1	35.5	92	3384	8.6	53.9	110								
THE N.Y. TIMES DAILY EDITION	1205	380	1.2	31.5	81	652	1.7	54.1	111								
THE N.Y. TIMES MAGAZINE	2081	609	1.9	29.3	75	1158	2.9	55.6	114								
OMNI	788	270	0.9	34.3	88	440	1.1	55.8	114								
ON CABLE	1158	586	1.9	50.6	131	469	1.2	40.5	83								
1001 HOME IDEAS	2852	943	3.0	33.1	85	1619	4.1	56.8	116								
ORGANIC GARDENING	1658	681	2.2	41.1	106	924	2.3	55.7	114								
OUTDOOR LIFE	896	419	1.3	46.8	121	506	1.3	56.5	116								
PARADE MAGAZINE	24275	9226	29.4	38.0	98	12572	31.8	51.8	106								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
 **NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	PACKED IN SYRUP				PACKED IN NATURAL JUICE				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX								
TOTAL FEMALE HOMEMAKERS	80986	31395	100.0	38.8	100	39515	100.0	48.8	100								
PARENTS	3845	1518	4.8	39.5	102	2186	5.5	56.9	117								
PENTHOUSE	831	*277	0.9	33.3	86	427	1.1	51.4	105								
PEOPLE	11645	4206	13.4	36.1	93	6159	15.6	52.9	108								
PLAYBOY	2006	636	2.0	31.7	82	966	2.4	48.2	99								
POPULAR HOT RODDING	297	**84	0.3	28.3	73	*177	0.4	59.6	122								
POPULAR MECHANICS	1018	372	1.2	36.5	94	683	1.7	67.1	138								
POPULAR SCIENCE	878	303	1.0	34.5	89	571	1.4	65.0	133								
PREVENTION	3913	1470	4.7	37.6	97	2278	5.8	58.2	119								
PSYCHOLOGY TODAY	1710	628	2.0	36.7	95	954	2.4	55.8	114								
READER'S DIGEST	22204	9197	29.3	41.4	107	12161	30.8	54.8	112								
REDBOOK	7684	3145	10.0	40.9	106	4208	10.6	54.8	112								
ROAD & TRACK	410	**122	0.4	29.8	77	*297	0.8	72.4	148								
ROLLING STONE	969	364	1.2	37.6	97	527	1.3	54.4	111								
RUNNER'S WORLD	298	**131	0.4	44.0	113	*138	0.3	46.3	95								
SATURDAY EVENING POST	1169	464	1.5	39.7	102	639	1.6	54.7	112								
SCIENCE 84	587	*217	0.7	37.0	95	403	1.0	68.7	141								
SCIENCE DIGEST	482	*213	0.7	44.2	114	271	0.7	56.2	115								
SCIENTIFIC AMERICAN	594	*144	0.5	24.2	63	342	0.9	57.6	118								
SELF	2089	794	2.5	38.0	98	1176	3.0	56.3	115								
SEVENTEEN	2411	894	2.8	37.1	96	1324	3.4	54.9	113								
SKI	480	*205	0.7	42.7	110	*264	0.7	55.0	113								
SMITHSONIAN	2760	976	3.1	35.4	91	1677	4.2	60.8	125								
SOAP OPERA DIGEST	3013	1079	3.4	35.8	92	1610	4.1	53.4	110								
SOUTHERN LIVING	4184	1527	4.9	36.5	94	2282	5.8	54.5	112								
SPORT	559	*191	0.6	34.2	88	293	0.7	52.4	107								
THE SPORTING NEWS	436	*159	0.5	36.5	94	*285	0.7	65.4	134								
SPORTS AFIELD	493	*214	0.7	43.4	112	283	0.7	57.4	118								
SPORTS ILLUSTRATED	2758	1003	3.2	36.4	94	1478	3.7	53.6	110								
STAR	7456	2685	8.6	36.0	93	3665	9.3	49.2	101								
SUNDAY	24936	9806	31.2	39.3	101	12468	31.6	50.0	102								
SUNSET	2124	852	2.7	40.1	103	1156	2.9	54.4	112								
TV GUIDE	21661	8043	25.6	37.1	96	11177	28.3	51.6	106								
TENNIS	550	*264	0.8	48.0	124	*245	0.6	44.5	91								
TIME	8880	2964	9.4	33.4	86	4966	12.6	55.9	115								
TOWN & COUNTRY	917	344	1.1	37.5	97	530	1.3	57.8	118								
TRAVEL & LEISURE	972	302	1.0	31.1	80	583	1.5	60.0	123								
TRUE STORY	3356	1381	4.4	41.2	106	1611	4.1	48.0	98								
U.S. NEWS & WORLD REPORT	3410	1319	4.2	38.7	100	2060	5.2	60.4	124								
USA TODAY	1759	655	2.1	37.2	96	995	2.5	56.6	116								
US	1873	719	2.3	38.4	99	1058	2.7	56.5	116								
VOGUE	3909	1337	4.3	34.2	88	1885	4.8	48.2	99								
WALL STREET JOURNAL	1886	735	2.3	39.0	101	1068	2.7	56.6	116								
WEIGHT WATCHERS	2120	796	2.5	37.5	97	1226	3.1	57.8	119								
WOMAN'S DAY	14172	5752	18.3	40.6	105	7873	19.9	55.6	114								
WORKING MOTHER	1146	514	1.6	44.9	116	801	2.0	69.9	143								
WORKING WOMAN	1322	478	1.5	36.2	93	811	2.1	61.3	126								
WORLD TENNIS	*163	**40	0.1	24.5	63	**108	0.3	66.3	136								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	944	3.0	37.3	96	1402	3.5	55.4	113								
BLAIR INSERTS	43657	16844	53.7	38.6	100	22668	57.4	51.9	106								
DAILY NEWSPAPERS																	
READ ANY	51633	20815	66.3	40.3	104	26008	65.8	50.4	103								
READ ONE	43463	17687	56.3	40.7	105	21618	54.7	49.7	102								
READ TWO OR MORE	8170	3127	10.0	38.3	99	4390	11.1	53.7	110								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	20791	66.2	39.5	102	27010	68.4	51.3	105								
READ ONE	46126	18430	58.7	40.0	103	23376	59.2	50.7	104								
READ TWO OR MORE	6552	2361	7.5	36.0	93	3634	9.2	55.5	114								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.00				27.99											
30 DAY REACH	71455	27514	87.6	38.5	99	35228	89.2	49.3	101								
50 SHWG - 30 DAY AV FREQ	14.56	14.79				14.73											
30 DAY REACH	67742	26110	83.2	38.5	99	33520	84.8	49.5	101								
25 SHWG - 30 DAY AV FREQ	7.94	8.00				8.02											
30 DAY REACH	62117	24119	76.8	38.8	100	30785	77.9	49.6	102								
CABLE TV: HOME WIRED	32077	13254	42.2	41.3	107	16370	41.4	51.0	105								
HOME NOT WIRED	48909	18141	57.8	37.1	96	23144	58.6	47.3	97								
HAVE PAY CABLE	15935	6590	21.0	41.4	107	8519	21.6	53.5	110								

	TOTAL U.S. '000	PACKED IN SYRUP				PACKED IN NATURAL JUICE				A '000	B %	C ACROSS	D INDX	A '000	B %	C ACROSS	D INDX
		A '000	B %	C ACROSS	D INDX	A '000	B %	C ACROSS	D INDX								
TOTAL FEMALE HOME MAKERS	80986	31395	100.0	38.8	100	39515	100.0	48.8	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	17115	54.5	39.0	101	22131	56.0	50.4	103								
10:00 AM - 3:00 PM	30659	12047	38.4	39.3	101	15606	39.5	50.9	104								
3:00 PM - 7:00 PM	31045	11864	37.8	38.2	99	15752	39.9	50.7	104								
7:00 PM - MIDNIGHT	15767	5706	18.2	36.2	93	7772	19.7	49.3	101								
MIDNIGHT - 6:00 AM	9120	3421	10.9	37.5	97	4622	11.7	50.7	104								
6:00 AM - MIDNIGHT	58527	22797	72.6	39.0	100	29326	74.2	50.1	103								
ENTIRE DAY	59311	23055	73.4	38.9	100	29705	75.2	50.1	103								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6657	21.2	41.2	106	8301	21.0	51.3	105								
ALL NEWS	2256	766	2.4	34.0	88	1116	2.8	49.5	101								
AOR/PROGRESSIVE	3874	1415	4.5	36.5	94	2006	5.1	51.8	106								
BEAUTIFUL MUSIC	5660	2078	6.6	36.7	95	2984	7.6	52.7	108								
BLACK	2204	918	2.9	41.7	107	929	2.4	42.2	86								
CLASSICAL	1418	532	1.7	37.5	97	806	2.0	56.8	116								
CHR/ROCK	9538	3819	12.2	40.0	103	4645	11.8	48.7	100								
COUNTRY	12648	5248	16.7	41.5	107	6219	15.7	49.2	101								
GOLDEN OLDIES	1191	383	1.2	32.2	83	523	1.3	43.9	90								
MOR/NEOSTALGIA	4757	1811	5.8	38.1	98	2682	6.8	56.4	116								
NEWS/TALK	3863	1217	3.9	31.5	81	2014	5.1	52.1	107								
RELIGIOUS	3084	1027	3.3	33.3	86	1479	3.7	48.0	98								
SOFT ROCK	521	*162	0.5	31.1	80	317	0.8	60.8	125								
URBAN CONTEMPORARY	1585	494	1.6	31.2	80	594	1.5	37.5	77								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1181	3.8	36.2	93	1418	3.6	43.5	89								
ABC DIRECTON	2316	1004	3.2	43.4	112	1118	2.8	48.3	99								
ABC ENTERTAINMENT	4834	1822	5.8	37.7	97	2525	6.4	52.2	107								
ABC FM	2202	910	2.9	41.3	107	1062	2.7	48.2	99								
ABC INFORMATION	5425	2267	7.2	41.8	108	2912	7.4	53.7	110								
ABC ROCK	1677	615	2.0	36.7	95	892	2.3	53.2	109								
CBS	4430	1683	5.4	38.0	98	2364	6.0	53.4	109								
MUTUAL	4992	2102	6.7	42.1	109	2555	6.5	51.2	105								
NBC	4679	1955	6.2	41.8	108	2533	6.4	54.1	111								
RADIO RADIO	1994	718	2.3	36.0	93	926	2.3	46.4	95								
RKO ONE	2298	927	3.2	43.0	111	1021	2.6	44.4	91								
RKO TWO	3311	1060	3.4	32.0	83	1732	4.4	52.3	107								
THE SOURCE	2114	885	2.8	41.9	108	935	2.4	44.2	91								
NON-WIRED : BLAIR	8654	3444	11.0	39.8	103	4351	11.0	50.3	103								
INTERNET	12025	4825	15.4	40.1	104	6037	15.3	50.2	103								
KATZ RADIO GROUP	15359	5684	18.1	37.0	95	8273	20.9	53.9	110								
SUPERNET	10628	4120	13.1	38.8	100	5262	13.3	49.5	101								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3205	10.2	37.0	95	4232	10.7	48.9	100								
WKDAY 9:00 AM - 1:00 PM	12163	4697	15.0	38.6	100	5872	14.9	48.3	99								
WKDAY 1:00 PM - 4:30 PM	16150	6271	20.0	38.8	100	7784	19.7	48.2	99								
WKDAY 4:30 PM - 7:30 PM	22463	8662	27.6	38.6	99	10884	27.5	48.5	99								
WKDAY 7:30 PM - 8:00 PM	31795	12448	39.6	39.2	101	15457	39.1	48.6	100								
WKDAY 11:00 PM - 11:30 PM	23977	9506	30.3	39.6	102	12032	30.4	50.2	103								
WKDAY 11:30 PM - 1:00 AM	7703	3059	9.7	39.7	102	3845	9.7	49.9	102								
M-SAT 8-11 PM+SUN 7-11 PM	33800	13103	41.7	38.8	100	16838	42.6	49.8	102								
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A	6535	2585	8.2	39.5	102	3239	8.2	49.5	102							
ANOTHER WORLD	N	4620	1693	5.4	36.6	95	2284	5.8	49.4	101							
AS THE WORLD TURNS	C	5614	2464	7.8	43.9	113	2639	6.7	47.0	96							
CAPITOL	C	3396	1492	4.8	43.9	113	1522	3.9	44.8	92							
CBS MORN. NEWS 1	C	1446	424	1.4	29.3	76	677	1.7	46.8	96							
CBS MORN. NEWS 2	C	1207	412	1.3	34.1	88	540	1.4	44.7	92							
DAYS OF OUR LIVES	N	5877	2080	6.6	35.4	91	3011	7.6	51.2	105							
FACTS OF LIFE - DAYTIME	N	2290	890	2.8	38.9	100	1002	2.5	43.8	90							
FAMILY FEUD	A	5023	1170	3.7	38.7	100	1385	3.5	45.8	94							
GENERAL HOSPITAL	A	6097	2255	7.2	37.0	95	2888	7.3	47.4	97							
GOOD MORNING, AMERICA-730 A	A	3515	1419	4.5	40.4	104	1746	4.4	49.7	102							
GOOD MORNING, AMERICA-830 A	A	2818	1159	3.7	41.1	106	1413	3.6	50.1	103							
GUIDING LIGHT	C	5339	2217	7.1	41.5	107	2630	6.7	49.3	101							
ONE LIFE TO LIVE	A	4478	1733	5.5	38.7	100	2073	5.2	46.3	95							
PRESS YOUR LUCK	C	2244	883	2.8	39.3	102	1070	2.7	47.7	98							
PRICE IS RIGHT 1	C	4348	1890	6.0	43.5	112	1949	4.9	44.8	92							
PRICE IS RIGHT 2	C	5014	2128	6.8	42.4	109	2344	5.9	46.7	96							
RYAN'S HOPE	A	3150	1158	3.7	36.8	95	1506	3.8	47.8	98							
SALE OF THE CENTURY	N	2695	946	3.0	35.1	91	1198	3.0	44.5	91							
SEARCH FOR TOMORROW	N	2319	881	2.8	38.0	98	1141	2.9	49.2	101							
TODAY SHOW 1	N	2693	1015	3.2	37.7	97	1331	3.4	49.4	101							
TODAY SHOW 2	N	2498	967	3.1	38.7	100	1220	3.1	48.8	100							
\$25,000 PYRAMID	C	2753	1026	3.3	37.3	96	1426	3.6	51.8	106							
WHEEL OF FORTUNE	N	4388	1765	5.6	40.2	104	2037	5.2	46.4	95							
YOUNG AND THE RESTLESS	C	5695	2420	7.7	42.5	110	2604	6.6	45.7	94							
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A	1760	620	2.0	35.2	91	796	2.0	45.2	93							
NBA PLAYOFF GAME -1	C	1136	457	1.5	40.2	104	506	1.3	44.5	91							
NBC MAJOR LEAGUE PRE-GAME N	N	953	309	1.0	32.4	84	400	1.0	42.0	86							
SPORTSWORLD - SUN	N	1233	391	1.2	31.7	82	580	1.5	47.0	96							
SUNDAY MORNING	C	1611	573	1.8	35.6	92	870	2.2	54.0	111							

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	TOTAL U.S. '000	PACKED IN SYRUP				PACKED IN NATURAL JUICE											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	31395	100.0	38.8	100	39515	100.0	48.8	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	10406	33.1	39.9	103	12572	31.8	48.2	99								
NETWORK AFFILIATES - LATE	20261	8042	25.6	39.7	102	10189	25.8	50.3	103								
INDEPENDENTS - LATE	2076	753	2.4	36.3	94	1086	2.7	52.3	107								
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 10453	4074	13.0	39.0	101	5226	13.2	50.0	102								
ABC MONDAY NIGHT MOVIE	A 6412	2597	8.3	40.5	104	3192	8.1	49.8	102								
ABC SUNDAY NIGHT MOVIE	A 12407	4589	14.6	37.0	95	6378	16.1	51.4	105								
ABC WORLD NEWS TONIGHT	A 6176	2433	7.7	39.4	102	3127	7.9	50.6	104								
AFTERMASH	C 5863	2223	7.1	37.9	98	2989	7.6	51.0	104								
ALICE	C 9594	3496	11.1	36.4	94	4829	12.2	50.3	103								
AMERICAN PARADE	C 6622	2470	7.9	37.3	96	3316	8.4	50.1	103								
BENSON	A 10886	4207	13.4	38.6	100	5339	13.5	49.0	101								
BLUE THUNDER	A 5036	2018	6.4	40.1	103	2554	6.5	50.7	104								
CAGNEY & LACEY	C 9965	4042	12.9	40.6	105	4938	12.5	49.6	102								
CBS EVENING NEWS-DEAN	C 3491	1192	3.8	34.1	88	1845	4.7	52.9	108								
CBS EVENING NEWS-RATHER	C 7123	2955	9.4	41.5	107	3601	9.1	50.6	104								
CBS SAT. NEWS-SCHIEFFER	C 3621	1399	4.5	38.6	100	1731	4.4	47.8	98								
CBS SATURDAY NIGHT MOVIE	C 5436	2025	6.5	37.3	96	2912	7.4	53.6	110								
CBS WEDNESDAY NIGHT MOVIE	C 6100	2330	7.4	38.2	99	3028	7.7	49.6	102								
CHEERS	N 8889	3604	11.5	40.5	105	4446	11.3	50.0	103								
DALLAS	C 22109	8462	27.0	38.3	99	10867	27.5	49.2	101								
DIFF'RENT STROKES	N 6940	2617	8.3	37.7	97	3222	8.2	46.4	95								
DOUBLE TROUBLE	N 7223	2795	8.9	38.7	100	3719	9.4	51.5	106								
DUCK FACTORY	N 5595	2125	6.8	38.0	98	2751	7.0	49.2	101								
DUKES OF HAZZARD	C 5768	2586	8.2	44.8	116	2612	6.6	45.3	93								
DYNASTY	A 20053	7817	24.9	39.0	101	9489	24.0	47.3	97								
FACTS OF LIFE	N 8087	3077	9.8	38.0	98	4061	10.3	50.2	103								
FALCON CREST	C 20046	7784	24.8	38.8	100	9931	25.1	49.5	102								
FALL GUY	A 9084	3659	11.7	40.3	104	4573	11.6	50.3	103								
FAMILY TIES	N 7964	3297	10.5	41.4	107	3903	9.9	49.0	100								
FANTASY ISLAND	A 7687	2959	9.4	38.5	99	3631	9.2	47.2	97								
FOULUPS,BLEEPS & BLUNDERS	A 8861	3403	10.8	38.4	99	4403	11.1	49.7	102								
FOUR SEASONS	C 5095	1933	6.2	37.9	98	2621	6.6	51.4	105								
GIMME A BREAK	N 8838	3620	11.5	41.0	106	4185	10.6	47.4	97								
HART TO HART	A 8978	3501	11.2	39.0	101	4521	11.4	50.4	103								
HILL STREET BLUES	N 8590	3267	10.4	38.0	98	4302	10.9	50.1	103								
HOTEL	A 14085	5325	17.0	37.8	98	6818	17.3	48.4	99								
JEFFERSONS	C 9360	3559	11.3	38.0	98	4593	11.6	49.1	101								
JENNIFER SLEPT HERE	N 5841	2203	7.0	37.7	97	2858	7.2	48.9	100								
KATE & ALLIE	C 9206	3590	11.4	39.0	101	4502	11.4	48.9	100								
KNIGHT RIDER	N 7076	2645	8.4	37.4	96	3347	8.5	47.3	97								
LOVE BOAT	A 12219	4562	14.5	37.3	96	5913	15.0	48.4	99								
MAGNUM PI	C 11199	4394	14.0	39.2	101	5479	13.9	48.9	100								
MAMA'S FAMILY	N 6057	2475	7.9	40.9	105	2905	7.4	48.0	98								
MASTER, THE	N 3598	1295	4.1	36.0	93	1796	4.5	49.9	102								
MATT HOUSTON	A 6344	2468	7.9	38.9	100	3283	8.3	51.7	106								
NBC MONDAY NIGHT MOVIE	N 11994	4640	14.8	38.7	100	5880	14.9	49.0	100								
NBC NIGHTLY NEWS	N 5132	2078	6.6	40.5	104	2415	6.1	47.1	96								
NBC NIGHTLY NEWS-SAT	N 3375	1338	4.3	39.6	102	1569	4.0	46.5	95								
NBC NIGHTLY NEWS-SUN	N 3130	1229	3.9	39.3	101	1448	3.7	46.3	95								
NBC SUNDAY NIGHT MOVIE	N 8284	3225	10.3	38.9	100	3764	9.5	45.4	93								
NEMHART	C 9240	3600	11.5	39.0	101	4662	11.8	50.5	103								
ONE DAY AT A TIME	C 7288	2816	9.0	38.6	100	3571	9.0	49.0	100								
PEOPLE ARE FUNNY	N 4855	1993	6.3	41.1	106	2441	6.2	50.3	103								
REAL PEOPLE	N 8869	3585	11.4	40.4	104	4182	10.6	47.2	97								
REMINGTON STEELE	N 7743	2827	9.0	36.5	94	3950	10.0	51.0	105								
RIPLY'S BELIEVE IT - NOT A	A 5345	2130	6.8	39.9	103	2844	7.2	53.2	109								
RIPTIDE	N 6988	2575	8.2	36.8	95	3665	9.3	52.4	107								
SCARECROW & MRS. KING	C 10002	4088	13.0	40.9	105	4701	11.9	47.0	96								
SIMON & SIMON	C 10638	4226	13.5	39.7	102	5414	13.7	50.9	104								
60 MINUTES	C 13293	5124	16.3	38.5	99	6777	17.2	51.0	104								
ST. ELSEWHERE	N 7017	2694	8.6	38.4	99	3882	9.8	55.3	113								
THREE'S COMPANY	A 10917	4404	14.0	40.3	104	5674	14.4	52.0	107								
T.J. HOOKER	A 9204	3429	10.9	37.3	96	4619	11.7	50.2	103								
TONIGHT SHOW	N 2372	906	2.9	38.2	99	1295	3.3	54.6	112								
TRAPPER JOHN, M.D.	C 9846	3643	11.6	37.0	95	4799	12.1	48.7	100								
TV BLOOPERS & PRAC. JOKES	N 9105	3345	10.7	36.7	95	4561	11.5	50.1	103								
20/20	A 9387	3777	12.0	40.2	104	5011	12.7	53.4	109								
WEBSTER	A 11067	4289	13.7	38.8	100	5386	13.6	48.7	100								
WORLD NEWS - SUN	A 3062	1218	3.9	39.8	103	1522	3.9	49.7	102								
YELLOW ROSE	N 4978	1985	6.3	39.9	103	2469	6.2	49.6	102								
TV VIEWING SPORTS EVENTS																	
BASEBALL	B878	3422	10.9	38.5	99	5142	13.0	57.9	119								
BASKETBALL - COLLEGE GAMES	4080	1757	5.6	43.1	111	2340	5.9	57.4	118								
BASKETBALL - PRO GAMES	3607	1488	4.7	41.3	106	2016	5.1	55.9	115								
BOWLING	3883	1675	5.3	43.1	111	1895	4.8	48.8	100								
BOXING	B928	1596	5.1	40.6	105	2013	5.1	51.2	105								
FOOTBALL - COLLEGE GAMES	6366	2796	8.9	43.9	113	3624	9.2	56.9	117								
FOOTBALL - PRO GAMES	11300	4779	15.2	42.3	109	6383	16.2	56.5	116								
GOLF	3378	1270	4.0	37.6	97	2192	5.5	64.9	133								
POST-SEASON COLL. FOOTBALL	B906	1814	5.8	37.0	95	2825	7.1	57.6	118								
POST-SEASON PRO FOOTBALL	6120	2220	7.1	36.3	94	3700	9.4	60.5	124								
TENNIS	3033	1251	4.0	41.2	106	1540	3.9	50.8	104								
WRESTLING - PROFESSIONAL	3344	1415	4.5	42.3	109	1728	4.4	51.7	106								

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FRESH FRUITS

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-9

	'000	%	UNWEIGHTED
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?			
YES	75404	93.1	8746
NO	5582	6.9	689

	USED IN LAST 12 MONTHS			USED IN LAST 30 DAYS		
	'000	%	UNWEIGHTED	'000	%	UNWEIGHTED
IF YES						
6B. PLEASE MARK THOSE FRESH FRUITS USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 12 MONTHS, AND MARK THOSE FRESH FRUITS USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS.						
APPLES	69437	85.7	7956	51592	63.7	5805
APRICOTS	13635	16.8	1533	2635	3.5	315
AVOCADOS	23868	29.5	2595	13671	16.9	1446
BANANAS	56813	82.5	7656	49681	61.3	5600
BLUEBERRIES	20111	24.8	2266	4790	5.9	533
CANTALOUPES	46773	57.8	5309	15066	18.6	1691
CHERRIES	29189	36.0	3271	5711	7.1	633
CRAWBERRIES	16957	20.9	1967	4625	5.7	559
GRAPEFRUITS	44614	55.1	5064	23356	28.8	2646
GRAPES	52491	64.8	5917	26203	32.4	2929
HONEY DEW MELONS	25540	31.5	2969	6309	7.8	736
KIWIS	9896	12.2	1122	3316	4.1	386
LEMONS	38985	48.1	4385	21116	26.1	2347
LIMES	15355	19.0	1701	5876	7.3	630
MANGOES	8443	10.4	941	2169	2.7	231
NECTARINES	25324	31.3	2848	6923	8.5	785
ORANGES	61988	76.5	7035	39727	49.1	4434
PAPAYAS	7504	9.3	913	2317	2.9	265
PEACHES	48828	60.3	5515	13220	16.3	1528
PEARS	39338	48.6	4446	14741	18.2	1680
PINEAPPLES	27136	33.5	3034	8625	10.6	955
PLUMS	26911	33.2	2972	5500	6.8	623
RASPBERRIES	15053	18.6	1680	2417	3.0	253
STRAWBERRIES	50690	62.6	5731	19343	23.9	2139
TANGERINES	30510	37.7	3308	10907	13.5	1166
TOMATOES	63257	78.1	7132	43472	53.7	4811
WATERMELONS	48619	60.0	5400	10885	13.4	1198
OTHER FRESH FRUITS	14016	17.3	1536	5892	7.3	638

DO NOT KNOW (TYPES)	61	.1	9
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FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USED ANY IN LAST 12 MONTHS				APPLES				APRICOTS				AVOCADOS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	75342	100.0	93.0	100	69437	100.0	85.7	100	13638	100.0	16.8	100	23868	100.0	29.5	100
18 - 24	9282	8423	11.2	90.7	98	7786	11.2	83.9	98	1526	11.2	16.4	98	2648	11.1	28.5	97
25 - 34	19072	17820	23.7	93.4	100	16922	24.4	88.7	103	3332	24.4	17.5	104	6197	26.0	32.5	110
35 - 44	14591	13432	17.8	92.1	99	12809	18.4	87.8	102	2301	16.9	15.8	94	4418	18.5	30.3	101
45 - 54	11345	10703	14.2	94.3	101	9917	14.3	87.4	102	2093	15.3	18.4	110	3305	13.8	29.1	91
55 - 64	11635	11034	14.6	94.8	102	10203	14.7	87.7	102	2158	15.8	18.5	110	3595	15.1	30.9	105
65 OR OLDER	15061	13931	18.5	92.5	99	11800	17.0	78.3	91	2228	16.3	14.8	88	3705	15.5	24.6	83
18 - 34	28354	26243	34.8	92.6	99	24708	35.6	87.1	102	4858	35.6	17.1	102	8845	37.1	31.2	106
18 - 49	48339	44786	59.4	92.6	100	42311	60.9	87.5	102	8241	60.4	17.0	101	15062	63.1	31.2	106
25 - 54	45008	41954	55.7	93.2	100	39648	57.1	88.1	103	7726	56.7	17.2	102	13921	58.3	30.9	105
35 - 49	19985	18543	24.6	92.8	100	17603	25.4	88.1	103	3383	24.8	16.9	101	6216	26.0	31.1	106
50 OR OLDER	32647	30557	40.6	93.6	101	27126	39.1	83.1	97	5397	39.6	16.5	98	8807	36.9	27.0	92
GRADUATED COLLEGE	11155	10433	13.8	93.5	101	9881	14.2	88.6	103	2612	19.2	23.4	139	4940	20.7	44.3	150
ATTENDED COLLEGE	13682	12768	16.9	93.3	100	12213	17.6	89.3	104	3189	23.4	23.3	138	4946	20.7	36.1	123
GRADUATED HIGH SCHOOL	33880	31746	42.1	93.7	101	29614	42.6	87.4	102	5039	36.9	14.9	88	9129	38.2	26.9	91
DID NOT GRADUATE HIGH SCHOOL	22270	20395	27.1	91.6	98	17729	25.5	79.6	93	2798	20.5	12.6	75	4853	20.3	21.8	74
EMPLOYED	40306	37732	50.1	93.6	101	35668	51.4	88.5	103	7262	53.2	18.0	107	13138	55.0	32.4	111
EMPLOYED FULL-TIME	32850	30592	40.6	93.1	100	28772	41.4	87.6	102	5691	41.7	17.3	103	10573	44.3	32.2	109
EMPLOYED PART-TIME	7456	7140	9.5	95.8	103	6896	9.9	92.5	108	1572	11.5	21.1	125	2565	10.7	34.4	117
NOT EMPLOYED	40680	37611	49.9	92.5	99	33769	48.6	83.0	97	6376	46.8	15.7	93	10730	45.0	26.4	89
PROFESSIONAL/MANAGER	10392	9703	12.9	93.4	100	9287	13.4	89.4	104	2418	17.7	23.3	138	4143	17.4	39.9	135
TECH/CLERICAL/SALES	17574	16532	21.9	94.1	101	15657	22.5	89.1	104	3123	22.9	17.8	106	5916	24.8	33.7	114
PRECISION/CRAFT	985	952	1.3	96.6	104	874	1.3	88.7	103	**192	1.4	19.5	116	*328	1.4	33.3	113
OTHER EMPLOYED	11354	10544	14.0	92.9	100	9850	14.2	86.8	101	1529	11.2	13.5	80	2751	11.5	24.2	82
SINGLE	9863	8906	11.8	90.3	97	7885	11.4	79.9	93	1589	11.7	16.1	96	3081	12.9	31.2	106
MARRIED	51375	48302	64.1	94.0	101	45720	65.8	89.0	104	9006	66.0	17.5	104	15222	63.8	29.6	101
DIVORCED/SEPARATED/WIDOWED	19748	18134	24.1	91.8	99	15832	22.8	80.2	94	3044	22.3	15.4	92	5565	23.3	28.2	96
PARENTS	32590	30458	40.4	93.5	100	29172	42.0	89.5	104	5390	39.5	16.5	98	9840	41.2	30.2	102
WHITE	70416	66085	87.7	93.8	101	61324	88.3	87.1	102	12080	88.6	17.2	102	21463	89.9	30.5	103
BLACK	8778	7706	10.2	87.8	94	6621	9.5	75.4	88	1099	8.1	12.5	74	1532	6.4	17.5	59
OTHER	1791	1551	2.1	86.6	93	1493	2.2	83.4	97	**459	3.4	25.6	152	*873	3.7	48.7	165
NORTHEAST-CENSUS	17786	16597	22.0	93.3	100	15356	22.1	86.3	101	2267	16.6	12.7	76	3130	13.1	17.6	60
NORTH CENTRAL	20741	19735	26.2	95.1	102	18706	26.9	90.2	105	2768	20.3	13.3	79	3884	16.3	18.7	64
SOUTH	27775	25647	34.0	92.3	99	22656	32.6	81.6	95	3260	23.9	11.7	70	6718	28.1	24.2	82
WEST	14683	13364	17.7	91.0	98	12720	18.3	86.6	101	5343	39.2	36.4	216	10136	42.5	69.0	234
NORTHEAST-MKTG.	17961	16710	22.2	93.0	100	14833	21.4	82.6	96	2245	16.5	12.5	74	3405	14.3	19.0	64
EAST CENTRAL	11885	11257	14.9	94.7	102	10353	14.9	87.1	102	1225	9.0	10.3	61	1570	6.6	13.2	45
WEST CENTRAL	14090	13413	17.8	95.2	102	12882	18.6	91.4	107	2319	17.0	16.5	98	3375	14.1	24.0	81
SOUTH	24081	22229	29.5	92.3	99	20213	29.1	83.9	98	2996	22.0	12.4	74	6416	26.9	26.6	90
PACIFIC	12969	11733	15.6	90.5	97	11156	16.1	86.0	100	4854	35.6	37.4	222	9102	38.1	70.2	238
COUNTY SIZE A	32439	29826	39.6	91.9	99	27021	38.9	83.3	97	6685	49.0	20.6	122	11712	49.1	36.1	123
COUNTY SIZE B	24915	23405	31.1	93.9	101	21769	31.4	87.4	102	3417	25.1	13.7	81	6732	28.2	27.0	92
COUNTY SIZE C	12930	12092	16.0	93.5	101	11499	16.6	88.9	104	2143	15.7	16.6	98	3721	15.6	28.8	98
COUNTY SIZE D	10703	10020	13.3	93.6	101	9149	13.2	85.5	100	1393	10.2	13.0	77	1704	7.1	15.9	54
METRO CENTRAL CITY	24518	22301	29.6	91.0	98	20461	29.5	83.5	97	4483	32.9	18.3	109	8280	34.7	33.8	115
METRO SUBURBAN	35919	34019	45.2	94.7	102	31571	45.5	87.9	103	6465	47.4	18.0	107	11445	48.0	31.9	108
NON METRO	20549	19022	25.2	92.6	100	17406	25.1	84.7	99	2690	19.7	13.1	78	4144	17.4	20.2	68
TOP 5 ADI'S	18341	16500	21.9	90.0	97	15261	22.0	83.2	97	4188	30.7	22.8	136	6985	29.3	38.1	129
TOP 10 ADI'S	25378	23239	30.8	91.6	98	20954	30.2	82.6	96	5543	40.6	21.8	130	9293	38.9	36.6	124
TOP 20 ADI'S	36488	33632	44.6	92.2	99	30473	43.9	83.5	97	7350	53.9	20.1	120	13032	54.6	35.7	121
HSGLD INC. \$50,000 OR MORE	6612	6354	8.4	96.1	103	6038	8.7	91.3	107	1663	12.2	25.2	149	2965	12.4	44.8	152
\$40,000 OR MORE	12659	12127	16.1	95.8	103	11454	16.5	90.5	106	2976	21.8	23.5	140	5188	21.7	41.0	139
\$30,000 OR MORE	24698	23446	31.1	94.9	102	22321	32.0	90.0	105	5464	40.1	22.1	131	9576	40.1	38.8	132
\$25,000 OR MORE	32077	30497	40.5	95.1	102	28891	41.6	90.1	105	6748	49.5	21.0	125	11932	50.0	37.2	126
\$20,000 - \$24,999	9144	8550	11.3	93.5	101	7987	11.5	87.3	102	1455	10.7	15.9	94	2437	10.2	26.7	90
\$15,000 - \$19,999	8728	8069	10.7	92.4	99	7445	10.7	85.3	99	1354	9.9	15.5	92	2363	9.9	27.1	92
\$10,000 - \$14,999	12562	11556	15.3	92.0	99	10437	15.0	83.1	97	1679	12.3	13.4	79	3122	13.1	24.9	84
UNDER \$10,000	18475	16670	22.1	90.2	97	14677	21.1	79.4	93	2402	17.6	13.0	77	4014	16.8	21.7	74
HOUSEHOLD OF 1 PERSON	11987	10834	14.4	90.4	97	9276	13.4	77.4	90	1644	12.1	13.7	81	3091	13.0	25.8	87
2 PEOPLE	26577	24802	32.9	93.3	100	22409	32.3	84.3	98	4867	35.7	18.3	109	8126	34.0	30.6	104
3 OR 4 PEOPLE	30617	28685	38.1	93.7	101	27157	39.1	88.7	103	5023	36.8	16.4	97	9172	38.4	30.0	102
5 OR MORE PEOPLE	11804	11022	14.6	93.4	100	10596	15.3	89.8	105	2104	15.4	17.8	106	3479	14.6	29.5	100
NO CHILD IN HSHLD	46165	42798	56.8	92.7	100	38365	55.3	83.1	97	7743	56.8	16.8	100	13354	55.9	28.9	98
CHILD(REN) UNDER 2 YRS	5325	4999	6.6	93.9	101	4735	6.8	88.9	104	863	6.3	16.2	96	1513	6.3	28.4	96
2 - 5 YEARS	14221	13363	17.7	94.0	101	12740	18.3	89.6	104	2773	20.3	19.5	116	4459	18.7	31.4	106
6 - 11 YEARS	15117	14102	18.7	93.3	100	13343	19.2	88.3	103	2571	18.9	17.0	101	4432	18.6	29.3	99
12 - 17 YEARS	16611	15461	20.5	93.1	100	14842	21.4	89.4	104	2629	19.3	15.8	94	5125	21.5	30.9	105
RESIDENCE OWNED	55884	52638	69.9	94.2	101	49184	70.8	88.0	103	9829	72.1	17.6	104	16576	69.4	29.7	107
VALUE: \$50,000 OR MORE	31744	29811	39.6	93.9	101	27988	40.3	88.2	103	6621	48.5	20.9	124	11516	48.2	36.3	123
VALUE: UNDER \$50,000	24140	22827	30.3	94.6	102	21197	30.5	87.8	102	3208	23.5	13.3	79	5060	21.2	21.0	73

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEOWNERS)

		USED ANY IN LAST				APPLES				APRICOTS				AVOCADOS				
		12 MONTHS																
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS		80986	75342	100.0	93.0	100	69437	100.0	85.7	100	13638	100.0	16.8	100	23868	100.0	29.5	100
MAGAZINES	QUINTILE 1	15799	15030	19.9	95.1	102	14217	20.5	90.0	105	3294	24.2	20.8	124	5465	22.9	34.6	117
	QUINTILE 2	17259	16216	21.5	94.0	101	15301	22.0	88.7	103	3309	24.3	19.2	114	5536	23.2	32.1	109
	QUINTILE 3	13545	12692	16.8	93.7	101	11752	16.9	86.8	101	2337	17.1	17.3	102	4241	17.8	31.3	106
	QUINTILE 4	15133	13887	18.4	91.8	99	12662	18.2	83.7	98	2192	16.1	14.5	86	4089	17.1	27.0	92
	QUINTILE 5	19250	17519	23.3	91.0	98	15505	22.3	80.5	94	2506	18.4	13.0	77	4537	19.0	23.6	80
NEWSPAPERS	QUINTILE 1	12413	11617	15.4	93.6	101	10853	15.6	87.4	102	2454	18.0	19.8	117	3542	14.8	28.5	97
	QUINTILE 2	24116	22934	30.4	95.1	102	21295	30.7	88.3	103	4519	33.1	18.7	111	7676	32.2	31.8	108
	QUINTILE 3	11261	10477	13.9	93.0	100	9662	13.9	85.8	100	1888	13.8	16.8	100	3446	14.4	30.6	104
	QUINTILE 4	20255	18754	24.9	92.6	100	17310	24.9	85.5	100	2826	20.7	14.0	83	5692	23.8	28.1	95
	QUINTILE 5	12940	11561	15.3	89.3	96	10319	14.9	79.7	93	1950	14.3	15.1	89	3512	14.7	27.1	92
OUTDOOR	QUINTILE 1	14852	14117	18.7	95.1	102	13251	19.1	89.2	104	2907	21.3	19.6	116	4813	20.2	32.4	110
	QUINTILE 2	15725	14619	19.4	93.0	100	13453	19.4	85.6	100	2675	19.6	17.0	101	4488	18.8	28.5	97
	QUINTILE 3	16330	15253	20.2	93.4	100	14220	20.5	87.1	102	2592	19.0	15.9	94	5259	22.0	32.2	109
	QUINTILE 4	16744	15263	20.3	91.2	98	13934	20.1	83.2	97	2679	19.6	16.0	95	4697	19.7	28.1	95
	QUINTILE 5	17334	16090	21.4	92.8	100	14580	21.0	84.1	98	2784	20.4	16.1	95	4612	19.3	26.6	90
RADIO-DRIVE TIME	QUINTILE 1	15911	14954	19.8	94.0	101	13974	20.1	87.8	102	2656	19.5	16.7	99	4491	18.8	28.2	96
	QUINTILE 2	14837	13700	18.2	92.3	99	12736	18.3	85.8	100	2441	17.9	16.5	98	4483	18.8	30.2	103
	QUINTILE 3	15339	14347	19.0	93.5	101	13224	19.0	86.2	101	2507	18.4	16.3	97	4728	19.8	30.8	105
	QUINTILE 4	16723	15517	20.6	92.8	100	14256	20.5	85.2	99	2722	20.0	16.3	97	4634	19.4	27.7	94
	QUINTILE 5	18176	16825	22.3	92.6	100	15248	22.0	83.9	98	3312	24.3	18.2	108	5533	23.2	30.4	103
RADIO-MID- DAY	TERCILE 1	21020	19574	26.0	93.1	100	18230	26.3	86.7	101	3532	25.9	16.8	100	6013	25.2	28.6	97
	TERCILE 2	21610	20258	26.9	93.7	101	18721	27.0	86.6	101	3763	27.6	17.4	103	6503	27.2	30.1	102
	TERCILE 3	38355	35510	47.1	92.6	100	32486	46.8	84.7	99	6343	46.5	16.5	98	11353	47.6	29.6	100
RADIO-TOTAL	QUINTILE 1	15988	15017	19.9	93.9	101	13952	20.1	87.3	102	2785	20.4	17.4	103	4805	20.1	30.1	102
	QUINTILE 2	15626	14342	19.0	91.8	99	13367	19.3	85.5	100	2282	16.7	14.6	87	4275	17.9	27.4	93
	QUINTILE 3	16723	15732	20.9	94.1	101	14670	21.1	87.7	102	3037	22.3	18.2	108	5192	21.8	31.0	105
	QUINTILE 4	16342	15175	20.1	92.9	100	13868	20.0	84.9	99	2757	20.2	16.9	100	4855	20.3	29.7	101
	QUINTILE 5	16306	15077	20.0	92.5	99	13581	19.6	83.3	97	2777	20.4	17.0	101	4742	19.9	29.1	99
TV-PRIME TIME	QUINTILE 1	15953	14901	19.8	93.4	100	13476	19.4	84.5	99	2407	17.6	15.1	90	4534	19.0	28.4	96
	QUINTILE 2	16137	15146	20.1	93.9	101	13963	20.1	86.5	101	2689	19.7	16.7	99	4789	20.1	29.7	101
	QUINTILE 3	16420	15305	20.3	93.2	100	14388	20.7	87.6	102	2474	18.1	15.1	89	4723	19.8	28.8	98
	QUINTILE 4	16687	15507	20.6	92.9	100	14268	20.5	85.5	100	3221	23.6	19.3	115	5272	22.1	31.6	107
	QUINTILE 5	15789	14484	19.2	91.7	99	13342	19.2	84.5	99	2847	20.9	18.0	107	4551	19.1	28.8	98
TV-DAYTIME	TERCILE 1	27736	25597	34.0	92.3	99	23253	33.5	83.8	98	4208	30.9	15.2	90	7167	30.0	25.8	88
	TERCILE 2	26489	24693	32.8	93.2	100	22875	32.9	86.4	101	4280	31.4	16.2	96	7209	30.2	27.2	92
	TERCILE 3	26761	25053	33.3	93.6	101	23310	33.6	87.1	102	5150	37.8	19.2	114	9492	39.8	35.5	120
TV-TOTAL	QUINTILE 1	16345	14984	19.9	91.7	99	13547	19.5	82.9	97	2558	18.8	15.7	93	4426	18.5	27.1	92
	QUINTILE 2	16447	15510	20.6	94.3	101	14206	20.5	86.4	101	2422	17.8	14.7	87	4397	18.4	26.7	91
	QUINTILE 3	15980	14922	19.8	93.4	100	13730	19.8	85.9	100	2664	19.5	16.7	99	4698	19.7	29.4	100
	QUINTILE 4	15887	14847	19.7	93.5	100	13879	20.0	87.4	102	2907	21.3	18.3	109	5187	21.7	32.6	111
	QUINTILE 5	16326	15080	20.0	92.4	99	14076	20.3	86.2	101	3088	22.6	18.9	112	5159	21.6	31.6	107
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	19740	26.2	95.3	102	18585	26.8	89.7	105	4460	32.7	21.5	128	6983	29.3	33.7	114
	NEWSPAPER IMPERATIVE	19186	17836	23.7	93.0	100	16790	24.2	87.5	102	3311	24.3	17.3	102	6281	26.3	32.7	111
	NEWSPAPER IMPERATIVE	21899	20462	27.2	93.4	100	18660	26.9	85.2	99	3436	25.2	15.7	93	5834	24.4	26.6	90
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	14677	19.5	95.0	102	13970	20.1	90.4	105	3136	23.0	20.3	121	5358	22.4	34.7	118
	MAGAZINE IMPERATIVE	25953	24343	32.3	93.8	101	22660	32.6	87.3	102	4842	35.5	18.7	111	8241	34.5	31.8	108
	OUTDOOR IMPERATIVE	24400	22605	30.0	92.6	100	20638	29.7	84.6	99	3846	28.2	15.8	94	6714	28.1	27.5	93
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	16995	22.6	94.2	101	16039	23.1	88.9	104	3172	23.3	17.6	104	5934	24.9	32.9	112
	MAGAZINE IMPERATIVE	23571	22251	29.5	94.4	101	20895	30.1	88.6	103	4872	35.7	20.7	123	7843	32.9	33.3	113
	RADIO IMPERATIVE	23278	21420	28.4	92.0	99	19599	28.2	84.2	98	3218	23.6	13.8	82	5866	24.6	25.2	86
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	14461	19.2	93.5	101	13636	19.6	88.2	103	2630	19.3	17.0	101	4846	20.3	31.3	106
	MAGAZINE IMPERATIVE	25829	24445	32.4	94.6	102	23049	33.2	89.2	104	5438	39.9	21.1	125	8762	36.7	33.9	115
	TELEVISION IMPERATIVE	26039	24017	31.9	92.2	99	21366	30.8	82.1	96	3677	27.0	14.1	84	6466	27.1	24.8	84
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	15707	20.8	94.6	102	14694	21.2	88.5	103	3077	22.6	18.5	110	5117	21.4	30.8	105
	NEWSPAPER IMPERATIVE	26834	25274	33.5	94.2	101	23362	33.6	87.1	102	4824	35.4	18.0	107	7964	33.4	29.7	101
	OUTDOOR IMPERATIVE	23346	21560	28.6	92.3	99	19967	28.8	85.5	100	3802	27.9	16.3	97	7147	29.9	30.6	104
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	16230	21.5	94.7	102	15258	22.0	89.1	104	2984	21.9	17.4	103	4915	20.6	28.7	97
	NEWSPAPER IMPERATIVE	25892	24414	32.4	94.3	101	22519	32.4	87.0	101	5037	36.9	19.5	116	8271	34.7	31.9	108
	RADIO IMPERATIVE	23167	21255	28.2	91.7	99	19538	28.1	84.3	98	3469	25.4	15.0	89	6708	28.1	29.0	98
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	16346	21.7	95.3	102	15040	21.7	87.7	102	3076	22.6	17.9	106	4772	20.0	27.8	94
	NEWSPAPER IMPERATIVE	26214	24614	32.7	93.9	101	23025	33.2	87.8	102	5175	37.9	19.7	117	8592	36.0	32.8	111
	TELEVISION IMPERATIVE	23412	21292	28.3	90.9	98	19208	27.7	82.0	96	3017	22.1	12.9					

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USED ANY IN LAST 12 MONTHS				APPLES				APRICOTS				AVOCADOS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	75342	100.0	93.0	100	69437	100.0	85.7	100	13635	100.0	16.8	100	23568	100.0	29.5	100
ATLANTIC MONTHLY	415	398	0.5	95.9	103	379	0.5	91.3	107	**88	0.6	21.2	126	*124	0.5	29.9	101
BARRON'S	453	413	0.5	91.2	98	400	0.6	88.3	103	**129	0.9	28.5	169	*196	0.8	43.3	147
BETTER HOMES & GARDENS	16256	15400	20.4	94.7	102	14541	20.9	89.5	104	3304	24.2	20.3	121	*803	20.1	29.5	100
BON APPETIT	2535	2460	3.3	97.0	104	2305	3.3	90.9	106	759	5.6	29.9	178	1378	5.8	54.4	184
BUSINESS WEEK	1278	1198	1.6	93.7	101	1039	1.5	81.3	95	*330	2.4	25.8	153	473	2.0	37.0	126
CAR AND DRIVER	378	359	0.5	95.0	102	325	0.5	86.0	100	**60	0.4	15.9	94	**80	0.3	21.2	72
CBS MAGAZINE NETWORK (GROSS)	1498	1320	1.8	88.1	95	1264	1.8	84.4	98	314	2.3	21.0	124	517	2.2	34.5	117
CHANGING TIMES	1505	1411	1.9	93.8	101	1316	1.9	87.4	102	*309	2.3	20.5	122	437	1.8	29.0	99
COLONIAL HOMES	1231	1177	1.6	95.6	103	1033	1.5	83.9	98	*261	1.9	21.2	126	395	1.7	32.3	110
CONDE NAST MAG. PKG. (GROSS)	14146	13372	17.7	94.5	102	12518	18.0	88.5	103	2976	21.8	21.0	125	4949	20.7	35.0	119
CONSUMERS DIGEST	1323	1240	1.6	93.7	101	1145	1.6	86.5	101	*215	1.6	16.3	97	428	1.8	32.4	110
COSMOPOLITAN	7102	6695	8.9	94.3	101	6239	9.0	87.8	102	1206	8.8	17.0	101	2397	10.0	33.8	115
COUNTRY LIVING	2481	2349	3.1	94.7	102	2242	3.2	90.4	105	470	3.4	18.9	112	857	3.6	34.5	117
CUISINE	1472	1423	1.9	96.7	104	1304	1.9	88.6	103	412	3.0	28.0	166	656	2.7	44.6	151
CYCLE WORLD	425	408	0.5	96.0	103	406	0.6	95.5	111	**112	0.8	26.4	156	**160	0.7	37.6	128
DCI:CREATIVE IDEAS FOR LIV	2510	2436	3.2	97.1	104	2312	3.3	92.1	107	470	3.4	18.7	111	783	3.3	31.2	106
DCI:CREAT IDEAS/SO.LIV(GROSS)	6694	6364	8.4	95.1	102	5990	8.6	89.5	104	1105	8.1	16.5	98	2133	8.9	31.9	108
DISCOVER	894	832	1.1	93.1	100	812	1.2	90.8	106	*136	1.0	15.2	90	335	1.4	37.5	127
EBONY	3507	3174	4.2	90.5	97	2742	3.9	78.2	91	448	3.3	12.8	76	648	2.7	18.5	63
ESQUIRE	1083	967	1.3	89.3	96	871	1.3	80.4	94	*176	1.3	16.3	97	246	1.0	22.7	77
ESSENCE	1830	1687	2.2	92.2	99	1540	2.2	84.2	98	210	1.5	11.5	68	355	1.5	20.1	68
FAMILY CIRCLE	15930	15048	20.0	94.5	102	14194	20.4	89.1	104	2074	20.7	17.7	105	4857	20.3	30.5	103
THE FAMILY HANDYMAN	1126	1081	1.4	96.0	103	1031	1.5	91.6	107	*191	1.4	17.0	101	305	1.3	27.1	92
FAMILY WEEKLY	11468	10980	14.6	95.7	103	10230	14.7	89.2	104	2023	14.8	17.6	105	3685	15.4	32.1	109
FIELD & STREAM	2234	2097	2.8	93.9	101	1937	2.8	86.7	101	383	2.8	17.1	102	463	1.9	20.7	70
FOOD & WINE	579	554	0.7	95.7	103	492	0.7	85.0	99	*134	1.0	23.1	137	267	1.1	46.1	156
FORBES	728	706	0.9	97.0	104	654	0.9	89.8	105	*221	1.6	30.4	180	330	1.4	45.3	154
FORTUNE	906	853	1.1	94.2	101	813	1.2	89.7	105	*260	1.9	28.7	170	357	1.5	39.4	134
GENTLEMEN'S QUARTERLY	791	726	1.0	91.8	99	670	1.0	84.7	99	*107	0.8	13.5	80	*282	1.2	35.7	121
GLAMOUR	5265	4979	6.6	94.6	102	4725	6.8	89.7	105	1037	7.6	19.7	117	1797	7.5	34.1	116
GOLF DIGEST	636	597	0.8	93.9	101	558	0.8	87.7	102	**80	0.6	12.6	75	*218	0.9	34.3	116
GOLF DIGEST/TENNIS (GROSS)	1186	1121	1.5	94.5	102	1055	1.5	89.0	104	*166	1.2	14.0	83	429	1.8	36.2	123
GOLF MAGAZINE	441	420	0.6	95.2	102	385	0.6	87.3	102	**83	0.6	18.8	112	**138	0.6	31.3	106
GOLF MAGAZINE/SKI (GROSS)	922	867	1.2	94.0	101	805	1.2	87.3	102	*224	1.6	24.3	144	337	1.4	36.6	124
GOOD HOUSEKEEPING	16487	15596	20.7	94.6	102	14810	21.3	89.8	105	2007	20.5	17.0	101	4590	19.2	27.8	94
HARPER'S BAZAAR	2423	2302	3.1	95.0	102	2125	3.1	87.7	102	646	4.7	26.7	158	974	4.1	40.2	136
HEALTH	1994	1928	2.6	96.7	104	1884	2.7	94.5	110	432	3.2	21.7	129	571	2.4	28.6	97
HEARST MAG CORP. BUY (GROSS)	44101	41734	55.4	94.6	102	39296	56.6	89.1	104	7981	58.5	18.1	107	13443	56.3	30.5	103
HEARST MAN POWER (GROSS)	1993	1861	2.5	93.4	100	1754	2.5	88.0	103	317	2.3	15.9	94	487	2.0	24.4	83
HEARST WOMAN POWER (GROSS)	31274	29624	39.3	94.7	102	28031	40.4	89.6	105	5316	39.0	17.0	101	9119	38.2	29.2	99
HOUSE BEAUTIFUL	3623	3413	4.5	94.2	101	3122	4.5	86.2	101	759	5.6	20.9	124	1201	5.0	33.1	112
INC.	283	264	0.4	93.3	100	264	0.4	93.3	109	**74	0.5	26.1	155	**108	0.5	38.2	129
JET	2928	2619	3.5	89.4	96	2280	3.3	77.9	91	333	2.8	13.1	78	510	2.1	17.4	59
LADIES' HOME JOURNAL	11918	11361	15.1	95.3	102	10722	15.4	90.0	105	2323	17.0	19.5	116	3502	14.7	29.4	100
LHJ FAMILY GRP COMBO(GROSS)	16764	15995	21.2	95.4	103	15174	21.9	90.5	106	3205	23.5	19.1	114	4915	20.6	29.3	99
LIFE	4254	4002	5.3	94.1	101	3696	5.3	86.9	101	960	7.0	22.6	134	1485	6.2	34.9	118
L.A. TIMES HOME MAGAZINE	1145	1031	1.4	90.0	97	954	1.4	83.3	97	501	3.7	43.8	260	922	3.9	80.5	273
MADEMOISELLE	2884	2747	3.6	95.2	102	2627	3.8	91.1	106	611	4.5	21.2	126	923	3.9	32.0	109
MC CALL'S	13460	12662	16.8	94.1	101	11938	17.2	88.7	103	2683	19.7	19.9	118	3951	16.6	29.4	100
MC CALL'S/WRK MOTHER (GROSS)	14606	13766	18.3	94.2	101	13022	18.8	89.2	104	2881	21.1	19.7	117	4238	17.8	29.0	98
MECHANIX ILLUSTRATED	772	727	1.0	94.2	101	682	1.0	88.3	103	*127	0.9	16.5	98	*239	1.0	31.0	105
METROPOLITAN HOME	967	926	1.2	95.8	103	850	1.2	87.9	103	226	1.7	23.4	139	448	1.9	46.3	157
MONEY	1588	1482	2.0	93.3	100	1382	2.0	87.0	102	399	2.9	25.1	149	657	2.8	41.4	140
MOTHER EARTH NEWS	1002	964	1.3	96.2	103	944	1.4	94.2	110	343	2.5	34.2	203	430	1.8	42.9	146
MS.	825	763	1.0	92.5	99	747	1.1	90.5	106	*192	1.4	23.3	138	345	1.4	41.8	142
NATIONAL ENQUIRER	10336	9747	12.9	94.3	101	8987	12.9	86.9	101	1540	11.3	14.9	88	2826	11.8	27.3	93
NATIONAL GEOGRAPHIC	9597	9001	11.9	93.8	101	8499	12.2	88.6	103	2327	17.1	24.2	144	3961	16.6	41.3	140
NATIONAL SUNDAY MAGAZINE PKG	49558	46719	62.0	94.3	101	43387	62.5	87.5	102	8873	65.1	17.9	106	15330	64.2	30.9	105
NATURAL HISTORY	573	540	0.7	94.2	101	515	0.7	89.9	105	*189	1.4	33.0	196	278	1.2	48.5	165
NEW WOMAN	1699	1596	2.1	93.9	101	1509	2.2	88.8	104	325	2.4	19.1	114	542	2.3	31.9	108
NEW YORK INCLUDING CUE	443	390	0.5	88.0	95	368	0.5	83.1	97	*83	0.6	18.7	111	165	0.7	37.2	126
THE NEW YORKER	1270	1202	1.6	94.6	102	1105	1.6	87.0	101	295	2.2	23.2	138	501	2.1	39.4	134
NEWSWEEK	6277	5863	7.8	93.4	100	5505	7.9	87.7	102	1496	11.0	23.8	142	2396	10.0	38.2	130
THE N.Y. TIMES DAILY EDITION	1205	1141	1.5	94.7	102	1048	1.5	87.0	101	234	1.7	19.4	115	511	2.1	42.4	144
THE N.Y. TIMES MAGAZINE	2081	1904	2.5	91.5	98	1800	2.6	86.5	101	474	3.5	22.8	135	784	3.3	37.7	128
OWN	788	779	1.0	98.9	106	718	1.0	91.1	106	*146	1.1	18.5	110	334	1.4	42.4	144
ON CABLE	1158	1075	1.4	92.8	100	1048	1.5	90.5	106	*203	1.5	17.5	104	*286	1.2	24.7	84
1001 HOME IDEAS	2852	2707	3.6	94.9	102	2568	3.7	90.0	105	450	3.3	15.8	94	842	3.5	29.5	100
ORGANIC GARDENING	1658	1607	2.1	96.9	104	1554	2.2	93.7	109	465	3.4	28.0	167	674	2.8	40.7	138
OUTDOOR LIFE	896	856	1.1	95.5	103	774	1.1	86.4	101	*180	1.3	20.1	119	*155	0.6	17.3	59
PARADE MAGAZINE	24275	22776	30.2	93.8	101	20852	30.0	85.9	100	4399	22.3	18.1	108	7560	31.7	31.1	106

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USED ANY IN LAST 12 MONTHS				APPLES				APRICOTS				AVOCADOS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	75342	100.0	93.0	100	69437	100.0	85.7	100	13638	100.0	16.8	100	23868	100.0	29.5	100
PARENTS	3845	3628	4.8	94.4	101	3442	5.0	89.5	104	771	5.7	20.1	119	1252	5.2	32.6	110
PENTHOUSE	831	763	1.0	91.8	99	723	1.0	87.0	101	*136	1.0	16.4	97	*219	0.9	26.4	89
PEOPLE	11645	10985	14.6	94.3	101	10240	14.7	87.9	103	2269	16.6	19.5	116	4260	17.8	36.6	124
PLAYBOY	2006	1853	2.5	92.4	99	1749	2.5	87.2	102	251	1.8	12.5	74	618	2.6	30.8	105
POPULAR HOT RODDING	297	293	0.4	98.7	106	280	0.4	94.3	110	**38	0.3	12.8	76	**52	0.2	17.5	59
POPULAR MECHANICS	1018	925	1.2	90.9	98	873	1.3	85.8	100	*175	1.3	17.2	102	*241	1.0	23.7	80
POPULAR SCIENCE	878	827	1.1	94.2	101	808	1.2	92.0	107	*174	1.3	19.8	118	*271	1.1	30.9	105
PREVENTION	3913	3818	5.1	97.6	105	3594	5.2	91.8	107	867	6.4	22.2	132	1399	5.9	35.8	121
PSYCHOLOGY TODAY	1710	1624	2.2	95.0	102	1508	2.2	88.2	103	348	2.6	20.4	121	518	2.2	30.3	103
READER'S DIGEST	22204	20961	27.8	94.4	101	19589	28.2	88.2	103	4271	31.3	19.2	114	6760	28.3	30.4	103
REDBOOK	7684	7332	9.7	95.4	103	6981	10.1	90.9	106	1308	9.6	17.0	101	2132	8.9	27.7	94
ROAD & TRACK	410	370	0.5	90.2	97	356	0.5	86.8	101	**95	0.7	23.2	138	**146	0.6	35.6	121
ROLLING STONE	969	945	1.3	97.5	105	912	1.3	94.1	110	*197	1.4	20.3	121	408	1.7	42.1	143
RUNNER'S WORLD	298	298	0.4	100.0	107	294	0.4	98.7	115	**76	0.6	25.5	151	*126	0.5	42.3	143
SATURDAY EVENING POST	1169	1116	1.5	95.5	103	1054	1.5	90.2	105	240	1.8	20.5	122	345	1.4	29.5	100
SCIENCE 84	587	573	0.8	97.6	105	546	0.8	93.0	108	*135	1.0	23.0	137	*288	1.2	49.1	166
SCIENCE DIGEST	482	457	0.6	94.8	102	436	0.6	90.5	106	**63	0.5	13.1	78	*140	0.6	29.0	99
SCIENTIFIC AMERICAN	594	573	0.8	96.5	104	531	0.8	89.4	104	*127	0.9	21.4	127	*286	1.2	48.1	163
SELF	2089	1991	2.6	95.3	102	1863	2.7	89.2	104	471	3.5	22.5	134	732	3.1	35.0	119
SEVENTEEN	2411	2243	3.0	93.0	100	2106	3.0	87.3	102	488	3.6	20.2	120	812	3.4	33.7	114
SKI	480	447	0.6	93.1	100	420	0.6	87.5	102	*141	1.0	29.4	174	*199	0.8	41.5	141
SMITHSONIAN	2760	2633	3.5	95.4	103	2368	3.4	85.8	100	889	6.5	32.2	191	1347	5.6	48.8	166
SOAP OPERA DIGEST	3013	2853	3.8	94.7	102	2613	3.8	86.7	101	450	3.3	14.9	89	599	2.5	19.9	67
SOUTHERN LIVING	4184	3927	5.2	93.9	101	3678	5.3	87.9	103	635	4.7	15.2	90	1349	5.7	32.2	109
SPORT	559	537	0.7	96.1	103	513	0.7	91.8	107	**89	0.7	15.9	95	**105	0.4	18.8	64
THE SPORTING NEWS	436	429	0.6	98.4	106	408	0.6	93.6	109	**76	0.6	17.4	104	**101	0.4	23.2	79
SPORTS AFIELD	493	479	0.6	97.2	104	445	0.6	90.3	105	**79	0.6	16.0	95	**106	0.4	21.5	73
SPORTS ILLUSTRATED	2758	2627	3.5	95.3	102	2456	3.5	89.1	104	469	3.4	17.0	101	781	3.3	28.3	96
STAR	7456	6978	9.3	93.6	101	6378	9.2	85.5	100	1008	7.4	13.5	80	1863	7.8	25.0	85
SUNDAY	24936	23550	31.3	94.4	102	21758	31.3	87.3	102	4418	32.4	17.7	105	7393	31.0	29.6	101
SUNSET	2124	2017	2.7	95.0	102	1987	2.9	93.5	109	1013	7.4	47.7	283	1576	6.6	74.2	252
TV GUIDE	21661	20161	26.8	93.1	100	18878	27.2	87.2	102	3760	27.6	17.4	103	6516	27.3	30.1	102
TENNIS	550	524	0.7	95.3	102	497	0.7	90.4	105	**86	0.6	15.6	93	*210	0.9	38.2	130
TIME	8880	8450	11.2	95.2	102	7987	11.5	89.9	105	1981	14.5	22.3	132	3412	14.3	38.4	130
TOWN & COUNTRY	917	861	1.1	93.9	101	843	1.2	91.9	107	*182	1.3	19.8	118	356	1.5	38.8	132
TRAVEL & LEISURE	972	955	1.3	98.3	106	931	1.3	95.8	112	188	1.4	19.3	115	428	1.8	44.0	149
TRUE STORY	3356	3104	4.1	92.5	99	2774	4.0	82.7	96	431	3.2	12.8	76	614	2.6	18.3	62
U.S. NEWS & WORLD REPORT	3410	3212	4.3	94.2	101	2989	4.3	87.7	102	776	5.7	22.8	135	1285	5.4	37.7	128
USA TODAY	1759	1683	2.2	95.7	103	1616	2.3	91.9	107	297	2.2	16.9	100	571	2.4	32.5	110
US	1873	1781	2.4	95.1	102	1663	2.4	88.8	104	296	2.2	15.8	94	470	2.0	25.1	85
VOGUE	3909	3654	4.8	93.5	100	3303	4.8	84.5	99	858	6.3	21.9	130	1497	6.3	38.3	130
WALL STREET JOURNAL	1886	1807	2.4	95.8	103	1714	2.5	90.9	106	548	4.0	29.1	173	798	3.3	42.3	144
WEIGHT WATCHERS	2120	2031	2.7	95.8	103	1942	2.8	91.6	107	389	2.9	18.3	109	702	2.9	33.1	112
WOMAN'S DAY	14172	13377	17.8	94.4	101	12706	18.3	89.7	105	2803	20.6	19.8	117	4389	18.4	31.0	105
WORKING MOTHER	1146	1104	1.5	96.3	104	1084	1.6	94.6	110	*198	1.5	17.3	103	287	1.2	25.0	85
WORKING WOMAN	1322	1231	1.6	93.1	100	1182	1.7	89.4	104	*247	1.8	18.7	111	452	1.9	34.2	116
WORLD TENNIS	*163	*150	0.2	92.0	99	*144	0.2	88.3	103	**34	0.2	20.9	124	**69	0.3	42.3	144
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2445	3.2	96.6	104	2286	3.3	90.3	105	479	3.5	18.9	112	828	3.5	32.7	111
BLAIR INSERTS	43657	41054	54.5	94.0	101	38115	54.9	87.3	102	7895	57.9	18.1	107	13484	56.5	30.9	105
DAILY NEWSPAPERS																	
READ ANY	51633	48593	64.5	94.1	101	45109	65.0	87.4	102	9154	67.1	17.7	105	15290	64.1	29.6	100
READ ONE	43463	40949	54.4	94.2	101	37920	54.6	87.2	102	7453	54.6	17.1	102	12877	54.0	29.6	101
READ TWO OR MORE	8170	7644	10.1	93.6	101	7189	10.4	88.0	103	1701	12.5	20.8	124	2412	10.1	29.5	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	49620	65.9	94.2	101	46035	66.3	87.4	102	9500	69.7	18.0	107	16369	68.6	31.1	105
READ ONE	46126	43441	57.7	94.2	101	40220	57.9	87.2	102	8079	59.2	17.5	104	14337	60.1	31.1	105
READ TWO OR MORE	6552	6179	8.2	94.3	101	5815	8.4	88.8	104	1421	10.4	21.7	129	2032	8.5	31.0	105
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.04				28.21				29.38				28.77			
30 DAY REACH	71455	66400	88.1	92.9	100	61396	88.4	85.9	100	12194	89.4	17.1	101	21299	89.2	29.8	101
50 SHWG - 30 DAY AV FREQ	14.56	14.81				14.90				15.60				15.16			
30 DAY REACH	67742	63002	83.6	93.0	100	58288	83.9	86.0	100	11533	84.6	17.0	101	20264	84.9	29.9	101
25 SHWG - 30 DAY AV FREQ	7.94	8.07				8.11				8.47				8.17			
30 DAY REACH	62117	57834	76.8	93.1	100	53548	77.1	86.2	101	10603	77.7	17.1	101	18782	78.7	30.2	103
CABLE TV: HOME WIRED	32077	30128	40.0	93.9	101	28523	41.1	88.9	104	5534	40.6	17.3	102	9835	41.2	30.7	104
HOME NOT WIRED	48909	45214	60.0	92.4	99	40914	58.9	83.7	98	8104	59.4	16.6	98	14033	58.8	28.7	97
HAVE PAY CABLE	15935	14992	19.9	94.1	101	14466	20.8	90.8	106	2736	20.1	17.2	102	5134	21.5	32.2	109

	TOTAL U.S. '000	USED ANY IN LAST 12 MONTHS				APPLES				APRICOTS				AVOCADOS			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	75342	100.0	93.0	100	69437	100.0	85.7	100	13638	100.0	16.8	100	23868	100.0	29.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	41086	54.5	93.5	101	38281	55.1	87.2	102	7333	53.8	16.7	99	13055	54.7	29.7	101
10:00 AM - 3:00 PM	30659	28633	38.0	93.4	100	26645	38.4	86.9	101	5324	39.0	17.4	103	9041	37.9	29.5	100
3:00 PM - 7:00 PM	31045	29008	38.5	93.4	100	27107	39.0	87.3	102	5223	38.3	16.8	100	9368	39.2	30.2	102
7:00 PM - MIDNIGHT	15767	14645	19.4	92.9	100	13657	19.7	86.6	101	2684	19.7	17.0	101	4703	19.7	29.8	101
MIDNIGHT - 6:00 AM	9120	8417	11.2	92.3	99	7854	11.3	86.1	100	1487	10.9	16.3	97	2673	11.2	29.3	99
6:00 AM - MIDNIGHT	58527	54680	72.6	93.4	100	50807	73.2	86.8	101	9910	72.7	16.9	101	17367	72.8	29.7	101
ENTIRE DAY	59311	55355	73.5	93.3	100	51451	74.1	86.7	101	10009	73.4	16.9	100	17555	73.6	29.6	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	15298	20.3	94.6	102	14365	20.7	88.8	104	2708	19.9	16.7	99	4792	20.1	29.6	101
ALL NEWS	2256	2017	2.7	89.4	96	1824	2.6	80.9	94	558	4.1	24.7	147	922	3.9	40.9	139
AOR/PROGRESSIVE	3874	3616	4.8	93.3	100	3410	4.9	88.0	103	677	5.0	17.5	104	1433	6.0	37.0	126
BEAUTIFUL MUSIC	5660	5297	7.0	93.6	101	4985	7.2	88.1	103	899	6.6	15.9	94	1594	6.7	28.2	96
BLACK	2204	2030	2.7	92.1	99	1819	2.6	82.5	96	270	2.0	12.3	73	454	1.9	20.6	70
CLASSICAL	1418	1332	1.8	93.9	101	1224	1.8	86.3	101	345	2.5	24.3	144	574	2.4	40.5	137
CHR/ROCK	9538	8824	11.7	92.5	99	8297	11.9	87.0	101	1628	11.9	17.1	101	2852	11.9	29.9	101
COUNTRY	12648	11935	15.8	94.4	101	11146	16.1	88.1	103	1623	11.9	12.8	76	3263	13.7	25.8	88
GOLDEN OLDIES	1191	1063	1.4	89.3	96	956	1.4	80.3	94	*223	1.6	18.7	111	339	1.4	28.5	97
MOR/NOSTALGIA	4757	4558	6.0	95.8	103	4296	6.2	90.3	105	1020	7.5	21.4	127	1659	7.0	34.9	118
NEWS/TALK	3863	3427	4.5	88.7	95	3148	4.5	81.5	95	843	6.2	21.8	130	1277	5.4	33.1	112
RELIGIOUS	3084	2881	3.8	93.4	100	2630	3.8	85.3	99	563	4.1	18.3	108	851	3.6	27.6	94
SOFT ROCK	521	475	0.6	91.2	98	453	0.7	86.9	101	**94	0.7	18.0	107	**132	0.6	25.3	86
URBAN CONTEMPORARY	1585	1404	1.9	88.6	95	1182	1.7	74.6	87	*228	1.7	14.4	85	347	1.5	21.9	74
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2922	3.9	89.6	96	2664	3.8	81.7	95	246	1.8	7.5	45	591	2.5	18.1	61
ABC DIRECTION	2316	2174	2.9	93.9	101	2028	2.9	87.6	102	385	2.8	16.6	99	587	2.5	25.3	86
ABC ENTERTAINMENT	4834	4563	6.1	94.4	101	4286	6.2	88.7	103	693	5.1	14.3	85	1146	4.8	23.7	80
ABC FM	2202	2095	2.8	95.1	102	1923	2.8	87.3	102	287	2.1	13.0	77	572	2.4	26.0	88
ABC INFORMATION	5425	5122	6.8	94.4	101	4798	6.9	88.4	103	1182	8.7	21.8	129	1965	8.2	36.2	123
ABC ROCK	1677	1595	2.1	95.1	102	1472	2.1	87.8	102	*227	1.7	13.5	80	514	2.2	30.6	104
CBS	4430	4143	5.5	93.5	101	3808	5.5	86.0	100	900	6.6	20.3	121	1503	6.3	33.9	115
MUTUAL	4992	4664	6.2	93.4	100	4293	6.2	86.0	100	765	5.6	15.3	91	1289	5.4	25.8	88
NBC	4679	4383	5.8	93.7	101	4151	6.0	88.7	103	729	5.3	15.6	93	1201	5.0	25.7	87
RADIORADIO	1994	1822	2.4	91.4	98	1700	2.4	85.3	99	355	2.6	17.8	106	474	2.0	23.8	81
RKO ONE	2298	2163	2.9	94.1	101	2015	2.9	87.7	102	313	2.3	13.6	81	692	2.9	30.1	102
RKO TWO	3311	3068	4.1	92.7	100	2866	4.1	86.6	101	414	3.0	12.5	74	620	2.6	18.7	64
THE SOURCE	2114	1967	2.6	93.0	100	1838	2.6	86.9	101	277	2.0	13.1	78	558	2.3	26.4	90
NON-WIRED : BLAIR	8654	8191	10.9	94.6	102	7683	11.1	88.8	104	1396	10.2	16.1	96	2601	10.9	30.1	102
INTERNET	12025	11235	14.9	93.4	100	10464	15.1	87.0	101	2453	18.0	20.4	121	4237	17.8	35.2	120
KATZ RADIO GROUP	15359	14239	18.9	92.7	100	13329	19.2	86.8	101	2664	19.5	17.3	103	4748	19.9	30.9	105
SUPERNET	10628	9902	13.1	93.2	100	9129	13.1	85.9	100	1711	12.5	16.1	96	3118	13.1	29.3	100
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	8031	10.7	92.7	100	7255	10.4	83.8	98	1483	10.9	17.1	102	2480	10.4	28.6	97
WKDAY 9:00 AM - 1:00 PM	12163	11164	14.8	91.8	99	10143	14.6	83.4	97	1922	14.1	15.8	94	3217	13.5	26.4	90
WKDAY 1:00 PM - 4:30 PM	16150	14847	19.7	91.9	99	13512	19.5	83.7	98	2363	17.3	14.6	87	3955	16.6	24.5	83
WKDAY 4:30 PM - 7:30 PM	22463	20806	27.6	92.6	100	18850	27.1	83.9	98	3721	27.3	16.6	98	6442	27.0	28.7	97
WKDAY 7:30 PM - 8:00 PM	31795	29572	39.3	93.0	100	26840	38.7	84.4	98	5038	36.9	15.8	94	8856	37.1	27.9	95
WKDAY 11:00 PM - 11:30 PM	23977	22310	29.6	93.0	100	20555	29.6	85.7	100	3877	28.4	16.2	96	6609	27.7	27.6	94
WKDAY 11:30 PM - 1:00 AM	7703	7167	9.5	93.0	100	6569	9.5	85.3	99	1258	9.2	16.3	97	2143	9.0	27.8	94
M-SAT 8-11 PM-SUN 7-11 PM	33800	31537	41.9	93.3	100	28977	41.7	85.7	100	5452	40.0	16.1	96	9883	41.4	29.2	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5963	7.9	91.2	98	5437	7.8	83.2	97	1136	8.3	17.4	103	1712	7.2	26.2	89
ANOTHER WORLD	N 4620	4237	5.6	91.7	99	3760	5.4	81.4	95	653	4.8	14.1	84	976	4.1	21.1	72
AS THE WORLD TURNS	C 5614	5144	6.8	91.6	98	4731	6.8	84.3	98	744	5.5	13.3	79	1381	5.8	24.6	83
CAPITOL	C 3396	3052	4.1	89.9	97	2806	4.0	82.6	96	372	2.7	11.0	65	716	3.0	21.1	72
CBS MORN. NEWS 1	C 1446	1267	1.7	87.6	94	1112	1.6	76.9	90	231	1.7	16.0	95	370	1.6	25.6	87
CBS MORN. NEWS 2	C 1207	1060	1.4	87.8	94	958	1.4	79.4	93	193	1.4	16.0	95	325	1.4	26.9	91
DAYS OF OUR LIVES	N 5877	5487	7.3	93.4	100	4995	7.2	85.0	99	975	7.1	16.6	99	1418	5.9	24.1	82
FACTS OF LIFE - DAYTIME	N 2290	2076	2.8	90.7	97	1843	2.7	80.5	94	345	2.7	16.1	95	470	2.0	20.5	70
FAMILY FEUD	A 3023	2755	3.7	91.1	98	2568	3.7	84.9	99	562	4.1	18.6	110	865	3.6	28.6	97
GENERAL HOSPITAL	A 6097	5554	7.4	91.1	98	5051	7.3	82.8	97	875	6.4	14.4	85	1262	5.3	20.7	70
GOOD MORNING, AMERICA-730	A 3515	3332	4.4	94.8	102	3049	4.4	86.7	101	617	4.5	17.6	104	998	4.2	28.4	96
GOOD MORNING, AMERICA-830	A 2818	2677	3.6	95.0	102	2492	3.6	88.4	103	521	3.8	18.5	110	887	3.7	31.5	107
GUIDING LIGHT	C 5339	4859	6.4	91.0	98	4412	6.4	82.6	96	739	5.4	13.8	82	1337	5.6	25.0	85
ONE LIFE TO LIVE	A 4478																

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	TOTAL U.S. '000	A '000	BANANAS B % DOWN	C ACROSS % INDX	D 100	A '000	B % DOWN	BLUEBERRIES C ACROSS % INDX	D 100	A '000	B % DOWN	CANTALOUPE C ACROSS % INDX	D 100	A '000	B % DOWN	CHERRIES C ACROSS % INDX	D 100
TOTAL FEMALE HOMEMAKERS	80986	66813	100.0	82.5	100	20111	100.0	24.8	100	46773	100.0	57.8	100	29189	100.0	36.0	100
18 - 24	9282	7097	10.6	76.5	93	1819	9.0	19.6	79	4689	10.0	50.5	87	3251	11.1	35.0	97
25 - 34	19072	16135	24.1	84.6	103	5612	27.9	29.4	118	11498	24.6	60.3	104	7613	26.1	39.9	111
35 - 44	14591	12131	18.2	83.1	101	4057	20.2	27.8	112	8869	19.0	60.8	105	5778	19.8	39.6	110
45 - 54	11345	9622	14.4	84.8	103	2673	13.3	23.6	95	5848	14.6	60.4	105	4350	14.9	38.3	106
55 - 64	11635	9826	14.7	84.5	102	3153	15.7	27.1	109	7065	15.1	60.7	105	4312	14.8	37.1	103
65 OR OLDER	15061	12002	18.0	79.7	97	2798	13.9	18.6	75	7805	16.7	51.8	90	3885	13.3	25.8	72
18 - 34	28354	23232	34.8	81.9	99	7431	36.9	26.2	106	16186	34.6	57.1	99	10864	37.2	38.3	106
18 - 49	48339	39851	59.6	82.4	100	12815	63.7	26.5	107	28371	60.7	58.7	102	18690	64.0	38.7	107
25 - 54	45008	37887	56.7	84.2	102	12342	61.4	27.4	110	27215	58.2	60.5	105	17741	60.8	39.4	109
35 - 49	19985	16619	24.9	83.2	101	5384	26.8	26.9	108	12185	26.1	61.0	106	7826	26.8	39.2	109
50 OR OLDER	32647	26962	40.4	82.6	100	7296	36.3	22.3	90	18401	39.3	56.4	98	10499	36.0	32.2	89
GRADUATED COLLEGE	11155	9478	14.2	85.0	103	4392	21.8	39.4	159	7671	16.4	68.8	119	5463	18.7	49.0	136
ATTENDED COLLEGE	13682	11763	17.6	86.0	104	4236	21.1	31.0	125	9036	19.3	66.0	114	6106	20.9	44.6	124
GRADUATED HIGH SCHOOL	33880	28643	42.9	84.5	102	7918	39.4	23.4	94	19855	42.4	58.6	101	12199	41.8	36.0	100
DID NOT GRADUATE HIGH SCHOOL	22270	16929	25.3	76.0	92	3566	17.7	16.0	64	10211	21.8	45.9	79	5421	18.6	24.3	68
EMPLOYED	40306	33860	50.7	84.0	102	11200	55.7	27.8	112	24876	53.2	61.7	107	16188	55.5	40.2	111
EMPLOYED FULL-TIME	32850	27399	41.0	83.4	101	8910	44.3	27.1	109	20109	43.0	61.2	106	13123	45.0	39.9	111
EMPLOYED PART-TIME	7456	6462	9.7	86.7	105	2290	11.4	30.7	124	4766	10.2	63.9	111	3066	10.5	41.1	114
NOT EMPLOYED	40680	32952	49.3	81.0	98	8911	44.3	21.9	88	21897	46.8	53.8	93	13000	44.5	32.0	89
PROFESSIONAL/MANAGER	10392	8805	13.2	84.7	103	3625	18.0	34.9	140	6946	14.9	66.8	116	5038	17.3	48.5	135
TECH/CLERICAL/SALES	17574	14936	22.4	85.0	103	5024	25.0	28.6	115	11286	24.1	64.2	111	7397	25.3	42.1	117
PRECISION/CRAFT	985	819	1.2	83.1	101	*301	1.5	30.6	123	611	1.3	62.0	107	*378	1.3	38.4	106
OTHER EMPLOYED	11354	9300	13.9	81.9	99	2250	11.2	19.8	80	6073	12.9	53.1	92	3376	11.6	29.7	82
SINGLE	9863	7215	10.8	73.2	89	2205	11.0	22.4	90	4878	10.4	49.5	86	3348	11.5	33.9	94
MARRIED	51375	44078	66.0	85.8	104	14009	69.7	27.3	110	31512	67.4	61.3	106	19951	68.4	38.8	108
DIVORCED/SEPARATED/WIDOWED	19748	15520	23.2	78.6	95	3897	19.4	19.7	79	10383	22.2	52.6	91	5889	20.2	29.8	83
PARENTS	32590	27853	41.7	85.5	104	9113	45.3	28.0	113	19563	41.8	60.0	104	13158	45.1	40.4	112
WHITE	70416	59404	88.9	84.4	102	18398	91.5	26.1	105	42470	90.8	60.3	104	26485	90.7	37.6	104
BLACK	8778	6046	9.0	68.9	83	1253	6.2	14.3	57	3441	7.4	39.2	68	2043	7.0	23.3	65
OTHER	1791	1363	2.0	76.1	92	*460	2.3	25.7	103	*862	1.8	48.1	83	*661	2.3	36.9	102
NORTHEAST-CENSUS	17786	14568	21.8	81.9	99	6631	33.0	37.3	150	10704	22.9	60.2	104	7731	26.5	43.5	121
NORTH CENTRAL	20741	17991	26.9	86.7	105	4932	24.5	23.8	96	11887	25.4	57.3	99	7724	26.5	37.2	103
SOUTH	27775	21945	32.8	79.0	96	5132	25.5	18.5	74	14356	30.7	51.7	89	6649	22.8	23.9	66
WEST	14683	12309	18.4	83.8	102	3416	17.0	23.3	94	9826	21.0	66.9	116	7086	24.3	48.3	134
NORTHEAST-MKTG.	17961	13886	20.8	77.3	94	6730	33.5	37.5	151	10430	22.3	58.1	101	7539	25.8	42.0	116
EAST CENTRAL	11885	10184	15.2	85.7	104	2731	13.6	23.0	93	6722	14.4	56.6	98	4113	14.1	34.6	96
WEST CENTRAL	14090	12415	18.6	88.1	107	3440	17.1	24.4	98	8425	18.0	59.8	104	5607	19.2	39.8	110
SOUTH	24081	19587	29.3	81.3	99	4113	20.5	17.1	69	12531	26.8	52.0	90	5698	19.5	23.7	66
PACIFIC	12969	10741	16.1	82.8	100	3096	15.4	23.9	96	8665	18.5	66.8	116	6232	21.4	48.1	133
COUNTY SIZE A	32439	26050	39.0	80.3	97	8901	44.3	27.4	110	19450	41.6	60.0	104	13241	45.4	40.8	113
COUNTY SIZE B	24915	20837	31.2	83.6	101	5980	29.7	24.0	97	14047	30.0	56.4	98	8516	29.2	34.2	95
COUNTY SIZE C	12930	11051	16.5	85.5	104	2945	14.6	22.8	92	7616	16.3	58.9	102	4318	14.8	33.4	93
COUNTY SIZE D	10703	8876	13.3	82.9	101	2285	11.4	21.3	86	5659	12.1	52.9	92	3114	10.7	29.1	81
METRO CENTRAL CITY	24518	19351	29.0	78.9	96	12226	26.0	21.3	86	13484	28.8	55.0	95	8955	30.7	36.5	101
METRO SUBURBAN	35919	30467	45.6	84.8	103	10416	51.8	29.0	117	22265	47.6	62.0	107	14349	49.2	39.9	111
NON METRO	20549	16994	25.4	82.7	100	4473	22.2	21.8	88	11204	23.3	53.6	93	5884	20.2	28.6	79
TOP 5 ADI'S	18341	14402	21.6	78.5	95	5318	26.4	29.0	117	10950	23.4	59.7	103	8248	28.3	45.0	125
TOP 10 ADI'S	25378	20057	30.0	79.0	96	7517	37.4	29.6	119	14910	31.9	58.8	102	10726	36.7	42.3	117
TOP 20 ADI'S	36488	29237	43.8	80.1	97	10315	51.3	28.3	114	21712	46.4	59.5	103	14732	50.5	40.4	112
HSHLD INC. \$50,000 OR MORE	6612	5918	8.9	89.5	108	2592	12.9	39.2	158	4786	10.2	72.4	125	3585	12.3	54.2	150
\$40,000 OR MORE	12659	11092	16.6	87.6	106	4748	23.6	37.5	151	8865	19.0	70.0	121	6508	22.3	51.4	143
\$30,000 OR MORE	24698	21418	32.1	86.7	105	8775	43.6	35.5	143	16891	36.1	68.4	118	11971	41.0	48.5	134
\$25,000 OR MORE	32077	27852	41.7	86.8	105	10949	54.4	34.1	137	21697	46.4	67.6	117	14939	51.2	46.6	129
\$20,000 - \$24,999	9144	7720	11.6	84.4	102	2492	12.4	27.3	110	5539	11.8	60.6	105	3504	12.0	38.3	106
\$15,000 - \$19,999	8728	7296	10.9	83.6	101	1813	9.0	20.8	84	4937	10.6	56.6	98	2969	10.2	34.0	94
\$10,000 - \$14,999	12562	10081	15.1	80.2	97	2491	12.4	19.8	80	6502	13.9	51.8	90	3447	11.8	27.4	76
UNDER \$10,000	18475	13864	20.8	75.0	91	2365	11.8	12.8	52	8098	17.3	43.8	76	4330	14.8	23.4	65
HOUSEHOLD OF 1 PERSON	11987	8991	13.5	75.0	91	2158	10.7	18.0	72	5306	13.5	52.6	91	3212	11.0	26.8	74
2 PEOPLE	26577	21748	32.6	81.8	99	6230	31.0	23.4	94	15032	32.1	56.6	98	9286	31.8	34.9	97
3 OR 4 PEOPLE	30617	26040	39.0	85.1	103	8387	41.7	27.4	110	18556	39.7	60.6	105	11893	40.7	38.8	108
5 OR MORE PEOPLE	11804	10034	15.0	85.0	103	3336	16.6	28.3	114	6978	14.7	58.3	101	4798	16.4	40.6	113
NO CHILD IN HSHLD	46165	37155	55.6	80.5	98	10461	52.0	22.7	91	26006	55.6	56.3	98	15333	52.5	33.2	92
CHILD(REN) UNDER 2 YRS	5325	4526	6.8	85.0	103	1382	6.9	26.0	105	2986	6.4	56.1	97	2090	7.2	39.2	109
2 - 5 YEARS	14221	12168	18.2	85.6	104	3803	18.9	26.7	108	8275	17.7	58.2	101	5613	19.2	39.5	110
6 - 11 YEARS	15117	12736	19.1	84.2	102	4175	20.8	27.6	111	8818	18.9	58.3	101	5945	20.4	39.3	109
12 - 17 YEARS	16611	14064	21.0	84.7	103	4655	23.1	28.0	113	10175	21.8	61.3	106	6688	22.9	40.3	112
RESIDENCE OWNED	55884	47810	71.6	85.6	104	15165	75.4	27.1	109	34898	74.6	62.4	108	21568	73.9	38.6	107
VALUE: \$50,000 OR MORE	31744	27173	40.7	85.6	104	10486	52.1	33.0	133	21383	45.7	67.4	117	14384	49.3	45.3	126
VALUE: UNDER \$50,000	24140	20638	30.9	85.5	104	4679	23.3	19.4	78	13515	28.9	56.0	97	7185	24.6	29.8	83

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAkers)

		TOTAL	BANANAS				BLUEBERRIES				CANTALOUPE				CHERRIES			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	66813	100.0	82.5	100	20111	100.0	24.8	100	46773	100.0	57.8	100	29189	100.0	36.0	100
MAGAZINES	QUINTILE 1	15799	13617	20.4	86.2	104	5525	27.5	35.0	141	10451	22.3	66.1	115	6904	23.7	43.7	121
	QUINTILE 2	17259	14648	21.9	84.9	103	4613	22.9	26.7	108	10942	23.4	63.4	110	7012	24.0	40.6	113
	QUINTILE 3	13545	11262	16.9	83.1	101	3673	18.3	27.1	109	7885	16.9	58.2	101	5097	17.5	37.6	104
	QUINTILE 4	15133	12336	18.5	81.5	99	3106	15.4	20.5	83	8421	18.0	55.6	96	4939	16.9	32.6	91
	QUINTILE 5	19250	14950	22.4	77.7	94	3194	15.9	16.6	67	9074	19.4	47.1	82	5236	17.9	27.2	75
NEWSPAPERS	QUINTILE 1	12413	10364	15.5	83.5	101	4093	20.4	33.0	133	7709	16.5	62.1	108	5274	18.1	42.5	118
	QUINTILE 2	24116	20597	30.8	85.4	104	6635	33.0	27.5	111	15066	32.2	62.5	108	9744	33.4	40.4	112
	QUINTILE 3	11261	9412	14.1	83.6	101	2900	14.4	25.8	104	6521	13.9	57.9	100	4043	13.9	35.9	100
	QUINTILE 4	20255	16429	24.6	81.1	98	4262	21.2	21.0	85	11571	24.7	57.1	99	6665	22.8	32.9	91
	QUINTILE 5	12940	10011	15.0	77.4	94	2221	11.0	17.2	69	5907	12.6	45.6	79	3462	11.9	26.8	74
OUTDOOR	QUINTILE 1	14852	12749	19.1	85.8	104	4266	21.2	28.7	116	9095	19.4	61.2	106	6111	20.9	41.1	114
	QUINTILE 2	15725	12865	19.3	81.8	99	3757	18.7	23.9	96	9283	19.8	59.0	102	5903	20.2	37.5	104
	QUINTILE 3	16330	13558	20.3	83.0	101	3813	19.0	23.3	94	9489	20.3	58.1	101	5995	20.5	36.7	102
	QUINTILE 4	16744	13711	20.5	81.9	99	4093	20.4	24.4	98	9513	20.3	56.8	98	5865	20.1	35.0	97
	QUINTILE 5	17334	13929	20.8	80.4	97	4182	20.8	24.1	97	9392	20.1	54.2	94	5315	18.2	30.7	85
RADIO-DRIVE TIME	QUINTILE 1	15911	13586	20.3	85.4	104	4526	22.5	28.4	115	9438	20.2	59.3	103	5987	20.5	37.6	104
	QUINTILE 2	14837	12228	18.3	82.4	100	3759	18.7	25.3	102	8893	19.0	59.9	104	5602	19.2	37.8	105
	QUINTILE 3	15339	12621	18.9	82.3	100	3837	19.1	25.0	101	8787	18.8	57.3	99	5640	19.3	36.8	102
	QUINTILE 4	16723	13430	20.1	80.3	97	4126	20.5	24.7	99	9471	20.2	56.6	98	5744	19.7	34.3	95
	QUINTILE 5	18176	14948	22.4	82.2	100	3863	19.2	21.3	86	10183	21.8	56.0	97	6217	21.3	34.2	95
RADIO-MID- DAY	TERCILE 1	21020	17543	26.3	83.5	101	5601	27.9	26.6	107	12492	26.7	59.4	103	7770	26.6	37.0	103
	TERCILE 2	21610	18050	27.0	83.5	101	5333	26.5	24.7	99	12627	27.0	58.4	101	7901	27.1	36.6	101
	TERCILE 3	38355	31220	46.7	81.4	99	9178	45.6	23.9	96	21653	46.3	56.5	98	13517	46.3	35.2	98
	QUINTILE 1	15988	13494	20.2	84.4	102	4258	21.2	26.6	107	9466	20.2	59.2	103	6081	20.8	38.0	106
	QUINTILE 2	15626	12837	19.2	82.2	100	4079	20.3	26.1	105	9022	19.3	57.7	100	5588	19.1	35.8	99
RADIO-TOTAL	QUINTILE 3	16723	13770	20.6	82.3	100	4162	20.7	24.9	100	10069	21.5	60.2	104	6317	21.6	37.8	105
	QUINTILE 4	16342	13434	20.1	82.2	100	4090	20.3	25.0	101	9339	20.0	57.1	99	5689	19.5	34.8	97
	QUINTILE 5	16306	13278	19.9	81.4	99	3521	17.5	21.6	87	8877	19.0	54.4	94	5514	18.9	33.8	94
	QUINTILE 1	15953	13277	19.9	83.2	101	3656	18.2	22.9	92	9038	19.3	56.7	98	5422	18.6	34.0	94
	QUINTILE 2	16137	13508	20.2	83.7	101	4134	20.6	25.6	103	9469	20.2	58.7	102	5960	20.4	36.9	102
TV-PRIME TIME	QUINTILE 3	16420	13635	20.4	83.0	101	4281	21.3	26.1	105	9686	20.7	59.0	102	6218	21.3	37.9	105
	QUINTILE 4	16687	13766	20.6	82.5	100	4092	20.3	24.5	99	9947	21.3	59.6	103	5982	20.5	35.8	99
	QUINTILE 5	15789	12626	18.9	80.0	97	3948	19.6	25.0	101	8632	18.5	54.7	95	5606	19.2	35.5	99
	TERCILE 1	27736	22486	33.7	81.1	98	5729	28.5	20.7	83	14737	31.5	53.1	92	8813	30.2	31.8	88
	TERCILE 2	26489	21884	32.8	82.6	100	6900	34.3	26.0	105	15335	32.8	57.9	100	9641	33.0	36.4	101
TV-DAYTIME	TERCILE 3	26761	22443	33.6	83.9	102	7481	37.2	28.0	113	16701	35.7	62.4	108	10735	36.8	40.1	111
	QUINTILE 1	16345	13112	19.6	80.2	97	3354	16.7	20.5	83	8671	18.5	53.0	92	4967	17.0	30.4	84
	QUINTILE 2	16447	13697	20.5	83.3	101	3659	18.2	22.2	90	9531	20.4	57.9	100	5655	19.4	34.4	95
	QUINTILE 3	15980	13448	20.1	84.2	102	4242	21.1	26.5	107	9431	20.2	59.0	102	6035	20.7	37.8	105
	QUINTILE 4	15887	13239	19.8	83.3	101	4440	22.1	27.9	113	9619	20.6	60.5	105	6478	22.2	40.8	113
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5	16326	13318	19.9	81.6	99	4416	22.0	27.0	109	9521	20.4	58.3	101	6054	20.7	37.1	103
	MAGAZINE IMPERATIVE	20721	17876	26.8	86.3	105	7070	35.2	34.1	137	13662	29.2	65.9	114	9264	31.7	44.7	124
	NEWSPAPER IMPERATIVE	19186	15960	23.9	83.2	101	4932	25.4	25.7	104	11703	25.0	61.0	106	7045	24.1	36.7	102
		21899	18140	27.2	82.8	100	5195	25.8	23.7	96	12336	26.4	56.3	98	7686	26.3	35.1	97
		15451	13423	20.1	86.9	105	4818	24.0	31.2	126	10163	21.7	65.8	114	6837	23.4	44.2	123
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	25953	21778	32.6	83.9	102	7453	37.1	28.7	116	16001	34.2	61.7	107	10094	34.6	38.9	108
	OUTDOOR IMPERATIVE	24400	19633	29.4	80.5	98	5014	24.9	20.5	83	13110	28.0	53.7	93	8103	27.8	33.2	92
		18049	15315	22.9	84.9	103	5316	26.4	29.5	119	11139	23.8	61.7	107	7382	25.3	40.9	113
		23571	20015	30.0	84.9	103	6924	34.4	29.4	118	15146	32.4	64.3	111	9635	33.0	40.9	113
		23278	18827	28.2	80.9	98	5084	25.3	21.8	88	12592	26.9	54.1	94	7658	26.2	32.9	91
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	15459	12929	19.4	83.6	101	4000	19.9	25.9	104	9570	20.5	61.9	107	5579	19.1	36.1	100
	RADIO IMPERATIVE	25829	22065	33.0	85.4	104	8544	42.5	33.1	133	16786	35.9	65.0	113	11564	39.6	44.8	124
		26039	20941	31.3	80.4	97	4725	23.5	18.1	73	13356	28.6	51.3	89	7722	26.5	29.7	82
		16605	14065	21.1	84.7	103	5173	25.7	31.2	125	10183	21.8	61.3	106	7270	24.9	43.8	121
		26834	22634	33.9	84.3	102	7323	36.4	27.3	110	16444	35.2	61.3	106	10098	34.6	37.6	104
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	23346	19003	28.4	81.4	99	4748	23.6	20.3	82	13193	28.2	56.5	98	7756	26.6	33.2	92
	OUTDOOR IMPERATIVE	17133	14569	21.8	85.0	103	5307	26.4	31.0	125	10417	22.3	60.8	105	7021	24.1	41.0	114
		25892	21746	32.5	84.0	102	7179	35.7	27.7	112	16059	34.3	62.0	107	10335	35.4	39.9	111
		23167	18815	28.2	81.2	98	4833	24.0	20.9	84	13006	27.8	56.1	97	7691	26.3	33.2	92
		17159	14702	22.0	85.7	104	4430	22.0	25.8	104	10287	22.0	60.0	104	6430	22.0	37.5	104
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	26214	22037	33.0	84.1	102	8248	41.0	31.5	127	16593	35.5	63.3	110	11194	38.4	42.7	118
	TELEVISION IMPERATIVE	23412	18502	27.7	79.0	96	4205	20.9	18.0	72	12062	25.8	51.5	89	6752	23.1	28.8	80
		15303	12932	19.4	84.5	102	4003	19.9	26.2	105	9339	20.0	61.0	106	58			

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	BANANAS				BLUEBERRIES				CANTALOUPE				CHERRIES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	66813	100.0	82.5	100	20111	100.0	24.8	100	46773	100.0	57.8	100	29189	100.0	36.0	100
ATLANTIC MONTHLY	415	372	0.6	89.6	109	*125	0.6	30.1	121	280	0.6	67.5	137	*221	0.8	53.3	148
BARRON'S	453	394	0.6	87.0	105	*213	1.1	47.0	189	352	0.8	77.7	135	*255	0.9	56.3	156
BETTER HOMES & GARDENS	16256	13968	20.9	85.9	104	5174	25.7	31.8	128	10539	22.5	64.8	112	7042	24.1	43.3	120
BON APPETIT	2535	2245	3.4	88.6	107	1078	5.4	42.5	171	1751	3.7	69.1	120	1274	4.4	50.3	139
BUSINESS WEEK	1278	1009	1.5	79.0	96	425	2.1	33.3	134	875	1.9	68.5	119	563	1.9	44.1	122
CAR AND DRIVER	378	295	0.4	78.0	95	**79	0.4	20.9	84	*234	0.5	61.9	107	**145	0.5	38.4	106
CBS MAGAZINE NETWORK (GROSS)	1498	1247	1.9	83.2	101	478	2.4	31.9	128	853	1.8	56.9	99	715	2.4	47.7	132
CHANGING TIMES	1505	1262	1.9	83.9	102	396	2.0	26.3	106	973	2.1	64.7	112	517	1.8	34.4	95
COLONIAL HOMES	1231	1060	1.6	86.1	104	433	2.2	35.2	142	680	1.5	55.2	96	508	1.7	41.3	114
CONDE NAST MAG. PKG. (GROSS)	14146	12002	18.0	84.8	103	4898	24.4	34.6	139	9290	19.9	65.7	114	6283	21.5	44.4	123
CONSUMERS DIGEST	1323	1136	1.7	85.9	104	443	2.2	33.5	135	901	1.9	68.1	118	472	1.6	35.7	99
COSMOPOLITAN	7102	5728	8.6	80.7	98	2191	10.9	30.9	124	4300	9.2	60.5	105	2933	10.0	41.3	115
COUNTRY LIVING	2481	2160	3.2	87.1	106	1040	5.2	41.9	169	1779	3.8	71.7	124	1124	3.9	45.3	126
CUISINE	1472	1219	1.8	82.8	100	535	2.7	36.3	146	1013	2.2	68.8	119	653	2.2	44.4	123
CYCLE WORLD	425	404	0.6	95.1	115	**182	0.9	42.8	172	*271	0.6	63.8	110	*251	0.9	59.1	164
DCI:CREATIVE IDEAS FOR LIV	2510	2228	3.3	88.8	108	723	3.6	28.8	116	1580	3.4	62.9	109	1220	4.2	48.6	135
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5833	8.7	87.1	106	1852	9.2	27.7	111	4289	9.2	64.1	111	2588	8.9	38.7	107
DISCOVER	894	724	1.1	81.0	98	257	1.3	28.7	116	557	1.2	62.3	108	395	1.4	44.2	123
EBONY	3507	2447	3.7	69.8	85	534	2.7	15.2	61	1532	3.3	43.7	76	1013	3.5	28.9	80
ESQUIRE	1083	855	1.3	78.9	96	270	1.3	24.9	100	573	1.2	52.9	92	356	1.2	32.9	91
ESSENCE	1830	1368	2.0	74.8	91	262	1.3	14.3	58	786	1.7	43.0	74	595	2.0	32.5	90
FAMILY CIRCLE	15930	13624	20.4	85.5	104	5075	25.2	31.9	128	10379	22.2	65.2	113	6547	22.4	41.1	114
THE FAMILY HANDYMAN	1126	1010	1.5	89.7	109	348	1.7	30.9	124	708	1.5	62.9	109	482	1.7	42.8	119
FAMILY WEEKLY	11468	10041	15.0	87.6	106	3028	15.1	26.4	106	7176	15.3	62.6	108	4244	14.5	37.0	103
FIELD & STREAM	2234	1993	3.0	89.2	108	654	3.3	29.3	118	1375	2.9	61.5	107	955	3.3	42.7	119
FOOD & WINE	579	455	0.7	78.6	95	*163	0.8	28.2	113	339	0.7	58.5	101	251	0.9	43.4	120
FORBES	728	610	0.9	83.8	102	*261	1.3	35.9	144	490	1.0	67.3	117	291	1.0	40.0	111
FORTUNE	906	760	1.1	83.9	102	308	1.5	34.0	137	643	1.4	71.0	123	408	1.4	45.0	125
GENTLEMEN'S QUARTERLY	791	668	1.0	84.5	102	292	1.5	36.9	149	448	1.0	56.6	98	364	1.2	46.0	128
GLAMOUR	5265	4445	6.7	84.4	102	1656	8.2	31.5	127	3470	7.4	65.9	114	2341	8.0	44.5	123
GOLF DIGEST	636	559	0.8	87.9	107	*188	0.9	29.6	119	421	0.9	66.2	115	*243	0.8	38.2	106
GOLF DIGEST/TENNIS (GROSS)	1186	1003	1.5	84.6	103	388	1.9	32.7	132	744	1.6	62.7	109	504	1.7	42.5	118
GOLF MAGAZINE	441	404	0.6	91.6	111	*182	0.9	41.3	166	318	0.7	72.1	125	*241	0.8	54.6	152
GOLF MAGAZINE/SKI (GROSS)	922	787	1.2	85.4	103	365	1.8	39.6	159	629	1.3	68.2	118	516	1.8	56.0	155
GOOD HOUSEKEEPING	16487	14343	21.5	87.0	105	5332	26.5	32.3	130	10838	23.2	65.7	114	6859	23.5	41.6	115
HARPER'S BAZAAR	2423	2125	3.2	87.7	106	888	4.4	36.6	148	1616	3.5	66.7	115	1115	3.8	46.0	128
HEALTH	1994	1740	2.6	87.3	106	526	2.6	26.4	106	1226	2.6	61.5	106	733	2.5	36.8	102
HEARST MAG CORP. BUY (GROSS)	44101	37740	56.5	85.6	104	14550	72.3	33.0	133	28558	61.1	64.8	112	18779	64.3	42.6	118
HEARST MAN POWER (GROSS)	1993	1715	2.6	86.1	104	710	3.5	35.6	143	1232	2.6	61.8	107	879	3.0	44.1	122
HEARST WOMAN POWER (GROSS)	31274	26737	40.0	85.5	104	9867	49.1	31.6	127	20181	43.1	64.5	112	13048	44.7	41.7	116
HOUSE BEAUTIFUL	3623	2995	4.5	82.7	100	1193	5.9	32.9	133	2379	5.1	65.7	114	1538	5.3	42.5	118
INC.	283	*237	0.4	83.7	102	*124	0.6	43.8	176	*168	0.4	59.4	103	*164	0.6	58.0	161
JET	2928	2044	3.1	69.8	85	434	2.2	14.8	60	1249	2.7	42.7	74	798	2.7	27.3	76
LADIES' HOME JOURNAL	11918	10381	15.5	87.1	106	3694	18.4	30.1	125	7904	16.9	66.3	115	4891	16.8	41.0	114
LHJ FAMILY GRP COMBO(GROSS)	16764	14585	21.8	87.0	105	5053	25.1	30.1	121	10917	23.3	65.1	113	6768	23.2	40.4	112
LIFE	4254	3480	5.2	81.8	99	1392	6.9	32.7	132	2699	5.8	63.4	110	1837	6.3	43.2	120
L.A. TIMES HOME MAGAZINE	1145	957	1.4	83.6	101	278	1.4	24.3	98	834	1.8	72.8	126	583	2.0	50.9	141
MADemoiselle	2884	2517	3.8	87.3	106	995	4.9	34.5	139	1968	4.2	68.2	118	1277	4.4	44.3	123
MC CALL'S	13460	11608	17.4	86.2	105	4085	20.3	30.3	122	8701	18.6	64.6	112	5538	19.0	41.1	114
MC CALL'S/WRK MOTHER (GROSS)	14606	12658	18.9	86.7	105	4485	22.3	30.7	124	9404	20.1	64.4	111	6100	20.9	41.8	116
MECHANIX ILLUSTRATED	772	680	1.0	88.1	107	*281	1.4	36.4	147	452	1.0	58.5	101	345	1.2	44.7	124
METROPOLITAN HOME	967	859	1.3	88.8	108	350	1.7	36.2	146	693	1.5	71.7	124	427	1.5	44.2	123
MONEY	1588	1325	2.0	83.4	101	601	3.0	37.8	152	1042	2.2	65.6	114	696	2.4	43.8	122
MOTHER EARTH NEWS	1002	912	1.4	91.0	110	416	2.1	41.5	167	678	1.4	67.7	117	541	1.9	54.0	150
MS.	825	709	1.1	85.9	104	252	1.3	30.5	123	497	1.1	60.2	104	350	1.2	42.4	118
NATIONAL ENQUIRER	10336	8543	12.8	82.7	100	2149	10.7	20.8	84	5800	12.4	56.1	97	3294	11.3	31.9	88
NATIONAL GEOGRAPHIC	9597	8270	12.4	86.2	104	3689	18.3	38.4	155	6532	14.0	68.1	118	4631	15.9	48.3	134
NATIONAL SUNDAY MAGAZINE PKG	49558	41783	62.5	84.3	102	13565	67.5	27.4	110	30379	64.9	61.3	106	19331	66.2	39.0	108
NATURAL HISTORY	573	487	0.7	85.0	103	*238	1.2	41.5	167	403	0.9	70.3	122	270	0.9	47.1	131
NEW WOMAN	1699	1401	2.1	82.5	100	455	2.3	26.8	108	1005	2.1	59.2	102	659	2.3	38.8	108
NEW YORK INCLUDING CUE	443	349	0.5	78.8	95	211	1.0	47.6	192	276	0.6	62.3	108	211	0.7	47.6	132
THE NEW YORKER	1270	1119	1.7	88.1	107	522	2.6	41.1	166	826	1.8	65.0	113	627	2.1	49.4	137
NEWSWEEK	6277	5370	8.0	85.6	104	2282	11.3	36.4	146	4139	8.8	65.9	114	2820	9.7	44.9	125
THE N.Y. TIMES DAILY EDITION	1205	1012	1.5	84.0	102	676	3.4	56.1	226	864	1.8	71.7	124	664	2.3	55.1	153
THE N.Y. TIMES MAGAZINE	2081	1749	2.6	84.0	102	1135	5.6	54.5	220	1437	3.1	69.1	120	1162	4.0	55.8	155
OMNI	788	732	1.1	92.9	113	*191	0.9	24.2	98	506	1.1	64.2	111	330	1.1	41.9	116
ON CABLE	1158	947	1.4	81.8	99	*267	1.3	23.1	93	665	1.4	57.4	99	435	1.5	37.6	104
1001 HOME IDEAS	2852	2465	3.7	86.4	105	833	4.1	29.2	118	1787	3.8	62.7	108	1144	3.9	40.1	111
ORGANIC GARDENING	1658	1534	2.3	92.5	112	571	2.8	34.4	139	1192	2.5	71.9	124	833	2.9	50.2	139
OUTDOOR LIFE	896	758	1.1	84.6	103	312	1.6	34.8	140	535	1.1	59.7	103	331	1.1	36.9	102
PARADE MAGAZINE	24275	20073	30.0	82.7	100	6929	34.5	28.5	115	14682	31.4	60.5	105	9676	33.1	39.9	111

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	BANANAS				BLUEBERRIES				CANTALOUPE				CHERRIES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
			DOWN				DOWN				DOWN				DOWN		
TOTAL FEMALE HOMEOWNERS	80956	66813	100.0	82.5	100	20111	100.0	24.8	100	46773	100.0	57.8	100	29189	100.0	36.0	100
PARENTS	3845	3424	51.1	89.1	108	1198	6.0	31.2	125	2479	5.3	64.5	112	1714	5.9	44.6	124
PENTHOUSE	831	674	1.0	81.1	98	*180	0.9	21.7	87	445	1.0	53.5	93	304	1.0	36.6	101
PEOPLE	11645	9710	14.5	83.4	101	3488	17.3	30.0	121	7412	15.8	63.6	110	4857	16.6	41.7	116
PLAYBOY	2006	1657	2.5	82.6	100	478	2.4	23.8	96	1114	2.4	55.5	96	733	2.5	36.5	101
POPULAR HOT RODDING	297	*260	0.4	87.5	106	**72	0.4	24.2	98	*142	0.3	47.8	83	**120	0.4	40.4	112
POPULAR MECHANICS	1018	815	1.2	80.1	97	378	1.9	37.1	150	599	1.3	58.8	102	465	1.6	45.7	127
POPULAR SCIENCE	878	732	1.1	83.4	101	*287	1.4	32.7	132	509	1.1	58.0	100	407	1.4	46.4	129
PREVENTION	3913	3561	5.3	91.0	110	1281	6.4	32.7	132	2653	5.7	67.8	117	1741	6.0	44.5	123
PSYCHOLOGY TODAY	1710	1461	2.2	85.4	104	581	2.9	34.0	137	1103	2.4	64.5	112	728	2.5	42.6	118
READER'S DIGEST	22204	19090	28.6	86.0	104	6297	31.3	28.4	114	14006	29.9	63.1	109	8578	29.4	38.6	107
REDBOOK	7684	6666	10.0	86.8	105	2345	11.7	30.5	123	5043	10.8	65.6	114	3256	11.2	42.4	118
ROAD & TRACK	410	335	0.5	81.7	99	*122	0.6	29.8	120	*290	0.6	70.7	122	*213	0.7	52.0	144
ROLLING STONE	969	809	1.2	83.5	101	343	1.7	35.4	143	639	1.4	65.9	114	468	1.6	48.3	134
RUNNER'S WORLD	298	275	0.4	92.3	112	*127	0.6	42.6	172	*207	0.4	69.5	120	*163	0.6	54.7	152
SATURDAY EVENING POST	1169	1012	1.5	86.6	105	350	1.7	29.9	121	755	1.6	64.6	112	514	1.8	44.0	122
SCIENCE 84	587	535	0.8	91.7	111	*152	0.8	25.9	104	456	1.0	77.7	135	329	1.1	56.0	156
SCIENCE DIGEST	482	438	0.7	90.9	110	*144	0.7	29.9	120	326	0.7	67.6	117	238	0.8	49.4	137
SCIENTIFIC AMERICAN	594	551	0.8	92.8	112	*237	1.2	39.9	161	410	0.9	69.0	120	*241	0.8	40.6	113
SELF	2089	1792	2.7	85.8	104	836	4.2	40.0	161	1309	2.8	62.7	108	913	3.1	43.7	121
SEVENTEEN	2411	2006	3.0	83.3	101	784	3.9	32.5	131	1459	3.1	60.5	105	1010	3.5	41.9	116
SKI	480	383	0.6	79.8	97	*183	0.9	38.1	154	311	0.7	64.8	112	274	0.9	57.1	158
SMITHSONIAN	2760	2391	3.6	86.6	105	1114	5.5	40.4	163	1908	4.1	69.1	120	1374	4.7	49.8	138
SOAP OPERA DIGEST	3013	2477	3.7	82.2	100	511	2.5	17.0	68	1637	3.5	54.3	94	1002	3.4	33.3	92
SOUTHERN LIVING	4184	3605	5.4	86.2	104	1128	5.6	27.0	109	2709	5.8	64.7	112	1368	4.7	32.7	91
SPORT	559	434	0.6	77.6	94	*102	0.5	18.2	73	304	0.6	54.4	94	*256	0.9	45.8	127
THE SPORTING NEWS	436	390	0.6	89.4	108	*115	0.6	26.4	106	*325	0.7	74.5	129	*247	0.8	56.7	157
SPORTS AFIELD	493	462	0.7	93.7	114	*188	0.9	38.1	154	307	0.7	62.3	108	*176	0.6	35.7	99
SPORTS ILLUSTRATED	2758	2343	3.5	85.0	103	877	4.4	31.8	128	1821	3.9	66.0	114	1217	4.2	44.1	122
STAR	7456	6056	9.1	81.2	98	1512	7.5	20.3	82	4026	8.6	54.0	93	2378	8.1	31.9	88
SUNDAY	24936	20611	30.8	82.7	100	7396	36.8	29.7	119	15328	32.8	61.5	106	10148	34.8	40.7	113
SUNSET	2124	1955	2.9	92.0	112	786	3.9	37.0	149	1630	3.5	76.7	133	1235	4.2	58.1	161
TV GUIDE	21661	18015	27.0	83.2	101	5307	26.4	24.5	99	12583	26.9	58.1	101	7901	27.1	36.5	101
TENNIS	550	444	0.7	80.7	98	*200	1.0	36.4	146	322	0.7	58.5	101	*262	0.9	47.6	132
TIME	8880	7581	11.3	85.4	103	3199	15.9	36.0	145	5899	12.6	66.4	115	4042	13.8	45.5	126
TOWN & COUNTRY	917	818	1.2	89.2	108	355	1.8	38.7	156	574	1.2	62.6	108	478	1.6	52.1	145
TRAVEL & LEISURE	972	885	1.3	91.4	111	353	1.8	36.3	146	714	1.5	73.5	127	497	1.7	51.1	142
TRUE STORY	3356	2695	4.0	80.3	97	592	2.9	17.6	71	1639	3.5	48.8	85	989	3.4	29.5	82
U.S. NEWS & WORLD REPORT	3410	2886	4.3	84.6	103	993	4.9	29.1	117	2142	4.6	62.8	109	1424	4.9	41.8	116
USA TODAY	1759	1493	2.2	84.9	103	589	2.9	33.5	135	1215	2.6	69.1	120	788	2.7	44.8	124
US	1873	1624	2.4	86.7	105	556	2.8	29.7	120	1240	2.7	66.2	115	678	2.3	36.2	100
VOGUE	3909	3249	4.9	83.1	101	1410	7.0	36.1	145	2543	5.4	65.1	113	1752	6.0	44.8	124
WALL STREET JOURNAL	1886	1662	2.5	88.1	107	742	3.7	39.3	158	1294	2.8	68.6	119	995	3.4	52.8	146
WEIGHT WATCHERS	2120	1853	2.8	87.4	106	746	3.7	35.2	142	1339	2.9	63.2	109	1005	3.4	47.4	132
WOMAN'S DAY	14172	12222	18.3	86.2	105	4601	22.9	32.5	131	9278	19.8	65.5	113	6341	21.7	44.7	124
WORKING MOTHER	1146	1050	1.6	91.6	111	400	2.0	34.9	141	702	1.5	61.3	106	562	1.9	49.0	136
WORKING WOMAN	1322	1098	1.6	83.1	101	444	2.2	33.6	135	863	1.8	65.3	113	571	2.0	43.2	120
WORLD TENNIS	*163	*140	0.2	85.9	104	*75	0.4	46.0	185	*90	0.2	55.2	96	*82	0.3	50.3	140
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2177	3.3	86.0	104	798	4.0	31.5	127	1530	3.3	60.4	105	1071	3.7	42.3	117
BLAIR INSERTS	43657	36577	54.7	83.8	102	12507	62.2	28.6	115	26749	57.2	61.3	106	17480	59.9	40.0	111
DAILY NEWSPAPERS																	
READ ANY	51633	43418	65.0	84.1	102	14006	69.6	27.1	109	31507	67.4	61.0	106	19945	68.3	38.6	107
READ ONE	43463	36517	54.7	84.0	102	11286	56.1	26.0	105	26515	56.7	61.0	106	16567	56.8	38.1	106
READ TWO OR MORE	8170	6901	10.3	84.5	102	2720	13.5	33.3	134	4993	10.7	61.1	106	3378	11.6	41.3	115
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	44398	66.5	84.3	102	14581	72.5	27.7	111	32124	68.7	61.0	106	20796	71.2	39.5	110
READ ONE	46126	38761	58.0	84.0	102	12251	60.9	26.6	107	27795	59.4	60.3	104	17915	61.4	38.8	108
READ TWO OR MORE	6552	5637	8.4	86.0	104	2330	11.6	35.6	143	4329	9.3	66.1	114	2881	9.9	44.0	122
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.18				29.45				28.56				29.52			
30 DAY REACH	71455	59039	88.4	82.6	100	17794	88.5	24.9	100	41618	89.0	58.2	101	26217	89.8	36.7	102
50 SHWG - 30 DAY AV FREQ	14.56	14.86				15.58				15.04				15.47			
30 DAY REACH	67742	56148	84.0	82.9	100	16848	83.8	24.9	100	39624	84.7	58.5	101	25072	85.9	37.0	103
25 SHWG - 30 DAY AV FREQ	7.94	8.09				8.49				8.17				8.33			
30 DAY REACH	62117	51584	77.2	83.0	101	15475	76.9	24.9	100	36459	77.9	58.7	102	23266	79.7	37.5	104
CABLE TV: HOME WIRED	32077	27505	41.2	85.7	104	8163	40.6	25.4	102	20071	42.9	62.6	108	12332	42.2	38.4	107
HOME NOT WIRED	48909	39308	58.8	80.4	97	11948	59.4	24.4	98	26702	57.1	54.6	95	16856	57.7	34.5	96
HAVE PAY CABLE	15935	13699	20.5	86.0	104	4367	21.7	27.4	110	10419	22.3	65.4	113	6852	23.5	43.0	119

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	66813	100.0	82.5	100	20111	100.0	24.8	100	46773	100.0	57.8	100	29189	100.0	36.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	36774	55.0	83.7	101	11860	59.0	27.0	109	26332	56.3	60.0	104	16582	56.8	37.8	105
10:00 AM - 3:00 PM	30659	25660	38.4	83.7	101	7919	39.4	25.8	104	18221	39.0	59.4	103	11395	39.0	37.2	103
3:00 PM - 7:00 PM	31045	26031	39.0	83.8	102	8357	41.6	26.9	108	18448	39.4	59.4	103	11471	39.3	36.9	103
7:00 PM - MIDNIGHT	15767	13024	19.5	82.6	100	3962	19.7	25.1	101	9057	19.4	57.4	99	5817	19.9	36.9	102
MIDNIGHT - 6:00 AM	9120	7619	11.4	83.5	101	2463	12.2	27.0	109	5337	11.4	58.5	101	3453	11.8	37.9	105
6:00 AM - MIDNIGHT	58527	48753	73.0	83.3	101	15197	75.6	26.0	105	34656	74.1	59.2	103	21846	74.8	37.3	104
ENTIRE DAY	59311	49335	73.8	83.2	101	15378	76.5	25.9	104	35080	75.0	59.1	102	22125	75.8	37.3	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	13758	20.6	85.1	103	4606	22.9	28.5	115	10122	21.6	62.6	108	6484	22.2	40.1	111
ALL NEWS	2256	1693	2.5	75.0	91	766	3.8	34.0	137	1328	2.8	58.9	102	937	3.2	41.5	115
AOR/PROGRESSIVE	3874	3307	4.9	85.4	103	1095	5.4	28.3	114	2351	5.0	60.7	105	1831	6.3	47.3	131
BEAUTIFUL MUSIC	5660	4786	7.2	84.6	102	1592	7.9	28.1	113	3529	7.5	62.3	108	2197	7.5	38.8	108
BLACK	2204	1681	2.5	76.3	92	412	2.0	18.7	75	1032	2.2	46.8	81	655	2.2	29.7	82
CLASSICAL	1418	1185	1.8	83.6	101	482	2.4	34.0	137	944	2.0	66.6	115	639	2.2	45.1	125
CHR/ROCK	9538	7868	11.8	82.5	100	2687	13.4	28.2	113	5674	12.1	59.5	103	3586	12.3	37.6	104
COUNTRY	12648	10838	16.2	85.7	104	2837	14.1	22.4	90	7202	15.4	56.9	99	4026	13.8	31.8	88
GOLDEN OLDIES	1191	884	1.3	74.2	90	*249	1.2	20.9	84	636	1.4	53.4	92	419	1.4	35.2	98
MOR/NOSTALGIA	4757	4124	6.2	86.7	105	1486	7.4	31.2	126	3107	6.6	65.3	113	1998	6.8	42.0	117
NEWS/TALK	3863	3151	4.7	81.6	99	1061	5.3	27.5	111	2412	5.2	62.4	108	1569	5.4	40.6	113
RELIGIOUS	3084	2584	3.9	83.8	102	612	3.0	19.8	80	1703	3.6	55.2	96	1095	3.8	35.5	99
SOFT ROCK	521	427	0.6	82.0	99	*198	1.0	38.0	153	342	0.7	65.6	114	*226	0.8	43.4	120
URBAN CONTEMPORARY	1585	1092	1.6	68.9	84	282	1.4	17.8	72	630	1.3	39.7	69	434	1.5	27.4	76
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2519	3.8	77.2	94	784	3.9	24.0	97	1803	3.9	55.3	96	989	3.4	30.3	84
ABC DIRECTION	2316	1929	2.9	83.3	101	585	2.9	25.3	102	1260	2.7	54.4	94	945	3.2	40.8	113
ABC ENTERTAINMENT	4834	4112	6.2	85.1	103	1251	6.2	25.9	104	2952	6.3	61.1	106	1729	5.9	35.8	99
ABC FM	2202	1869	2.8	84.9	103	515	2.6	23.4	94	1208	2.6	54.9	95	741	2.5	33.7	93
ABC INFORMATION	5425	4697	7.0	86.6	105	1444	7.2	26.6	107	3378	7.2	62.3	108	1955	6.7	36.0	100
ABC ROCK	1677	1393	2.1	83.1	101	473	2.4	28.2	114	945	2.0	56.4	98	729	2.5	43.5	121
CBS	4430	3753	5.6	84.7	103	1301	6.5	29.4	118	2775	5.9	62.6	108	1727	5.9	39.0	108
MUTUAL	4992	4187	6.3	83.9	102	1364	6.8	27.3	110	2949	6.3	59.1	102	1871	6.4	37.5	104
NBC	4679	4009	6.0	85.7	104	1612	8.0	34.5	139	2904	6.2	62.1	107	1970	6.7	42.1	117
RADIO RADIO	1994	1611	2.4	80.8	98	560	2.8	28.1	113	1084	2.3	54.4	94	718	2.5	36.0	100
RKO ONE	2298	1900	2.8	82.7	100	529	2.6	23.0	93	1300	2.8	56.6	98	752	2.6	32.7	91
RKO TWO	3311	2826	4.2	85.4	103	755	3.8	22.8	92	1814	3.9	54.8	95	1086	3.7	32.8	91
THE SOURCE	2114	1790	2.7	84.7	103	672	3.3	31.8	128	1271	2.7	60.1	104	890	3.0	42.1	117
NON-WIRED: BLAIR	8654	7366	11.0	85.1	103	2059	10.2	23.8	96	5245	11.2	60.6	105	3469	11.9	40.1	111
INTERNET	12025	10074	15.1	83.8	102	3193	15.9	26.6	107	7373	15.8	61.3	106	4757	16.3	39.6	110
KATZ RADIO GROUP	15359	12609	18.9	82.1	100	4334	21.6	28.2	114	9376	20.0	61.0	106	5951	20.4	38.7	108
SUPERNET	10628	8982	13.4	84.5	102	2853	14.2	26.8	108	6025	12.9	56.7	98	3873	13.3	36.4	101
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	7087	10.6	81.8	99	1956	9.7	22.6	91	4817	10.3	55.6	96	2811	9.6	32.5	90
MKDAY 9:00 AM - 1:00 PM	12163	9863	14.8	81.1	98	2473	12.3	20.3	82	6596	14.1	54.2	94	3833	13.1	31.5	87
MKDAY 1:00 PM - 4:30 PM	16150	13004	19.5	80.5	98	3333	16.6	20.6	83	8604	18.4	53.3	92	5114	17.5	31.7	88
MKDAY 4:30 PM - 7:30 PM	22463	18233	27.3	81.2	98	5014	24.9	22.3	90	12550	26.8	55.9	97	7617	26.1	33.9	94
MKDAY 7:30 PM - 8:00 PM	31795	26209	39.2	82.4	100	7318	36.4	23.0	93	17963	38.4	56.5	98	10789	37.0	33.9	94
MKDAY 11:00 PM - 11:30 PM	23977	19963	29.9	83.3	101	5914	29.4	24.7	99	13976	29.9	58.3	101	8641	29.6	36.0	100
MKDAY 11:30 PM - 1:00 AM	7703	6381	9.6	82.8	100	1807	9.0	23.5	94	4470	9.6	58.0	100	2728	9.3	35.4	98
M-SAT 8-11 PM+SUN 7-11 PM	33800	28061	42.0	83.0	101	8235	40.9	24.4	98	19589	41.9	58.0	100	12136	41.6	35.9	100
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5239	7.8	80.1	97	1454	7.2	22.2	90	3496	7.5	53.5	93	2283	7.8	34.9	97
ANOTHER WORLD	N 4620	3665	5.5	79.3	96	1002	5.0	21.7	87	2317	5.0	50.2	87	1474	5.0	31.9	89
AS THE WORLD TURNS	C 5614	4556	6.8	81.2	98	1035	5.1	18.4	74	2983	6.4	53.1	92	1594	5.5	28.4	79
CAPITOL	C 3396	2635	3.9	77.6	94	573	2.8	16.9	68	1716	3.7	50.5	87	869	3.0	25.6	71
CBS MORN. NEWS 1	C 1446	1078	1.6	74.6	90	271	1.3	18.7	75	700	1.5	48.4	84	333	1.1	23.0	64
CBS MORN. NEWS 2	C 1207	928	1.4	76.9	93	239	1.2	19.8	80	559	1.2	46.3	80	306	1.0	25.4	70
DAYS OF OUR LIVES	N 5877	4855	7.3	82.6	100	1474	7.3	25.1	101	3187	6.8	54.2	94	2100	7.2	35.7	99
FACTS OF LIFE - DAYTIME	N 2290	1800	2.7	78.6	95	441	2.2	19.3	78	1098	2.3	47.9	83	596	2.0	26.0	72
FAMILY FEUD	A 3023	2499	3.7	82.7	100	495	2.5	16.4	66	1674	3.6	55.4	96	878	3.0	29.0	81
GENERAL HOSPITAL	A 6097	4832	7.2	79.3	96	1292	6.4	21.2	85	3213	6.9	52.7	91	1912	6.6	31.4	87
GOOD MORNING, AMERICA-730A	A 3515	2953	4.4	84.0	102	727	3.6	20.7	83	1966	4.2	55.9	97	1160	4.0	33.0	92
GOOD MORNING, AMERICA-830A	A 2818	2474	3.7	87.8	106	583	2.9	20.7	83	1742	3.7	61.8	107	960	3.3	34.1	95
GUIDING LIGHT	C 5339	4259	6.4	79.8	97	1021	5.1	19.1	77	2790	6.0	52.3	90	1558	5.3	29.2	81
ONE LIFE TO LIVE	A 4478	3664	5.5	81.8	99	869	4.3	19.4	78	2407	5.1	53.8	93	1466	5.0	32.7	91
PRESS YOUR LUCK	C 2244	1839	2.8	82.0	99	331	1.6	14.8	59	1205	2.6	53.7	93	774	2.7	34.5	96
PRICE IS RIGHT 1	C 4348	3505	5.2	80.6	98	765	3.8	17.6	71	2311	4.9	53.2	92	1251	4.3	28.8	80
PRICE IS RIGHT 2	C 5014	4058	6.1	80.9	98	912	4.5	18.2	73	2704	5.8	53.9	93	1466	5.0	29.2	81
RYAN'S HOPE	A 3150	2495	3.7	79.2	96	752	3.7	23.9	96	1681	3.6	53.4	92	1122	3.8	35.6	95
SALE OF THE CENTURY	N 2695	2118	3.2	78.6	95	542	2.7	20.1	81	1361	2.9	50.5	87	807	2.8	29.9	83
SEARCH FOR TOMORROW	N 2319	1890	2.8	81.5	99	552	2.7	23.8	96	1292	2.8	55.7	96	668	2.3	28.8	80
TODAY SHOW 1	N 2693	2169	3.2	80.5	98	561	2.8	20.8	84	1488	3.2	55.3	96	809	2.8	30.0	83
TODAY SHOW 2	N 2498	1960	2.9	78.5	95	531	2.6	21.3	86	1422	3.0	56.9	99	772	2.6	30.9	86
\$25,000 PYRAMID	C 2753	2233	3.3	81.1	98	416	2.1	15.1	61	1573	3.4	57.1	99	1011	3.5	36.7	102
WHEEL OF FORTUNE	N 4388	3570	5.3	81.4	99	905	4.5	20.6	83	2475	5.3	56.4	98	1498	5.1	34.1	99
YOUNG AND THE RESTLESS	C 5695	4496	6.7	78.9	96	1054	5.2	18.5	75	2							

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAkers)

	TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	66813	100.0	82.5	100	20111	100.0	24.8	100	46773	100.0	57.8	100	29189	100.0	36.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	21527	32.2	82.6	100	5936	29.5	22.8	92	14802	31.6	56.8	98	8802	30.2	33.8	94
NETWORK AFFILIATES - LATE	20261	16973	25.4	83.8	102	4987	24.8	24.6	99	11970	25.6	59.1	102	7446	25.5	36.8	102
INDEPENDENTS - LATE	2076	1665	2.5	80.2	97	654	3.3	31.5	127	1318	2.8	63.5	110	859	2.9	41.4	115
TV EVENING NTKW 6 PM - 2 AM																	
A TEAM	N 10453	8706	13.0	83.3	101	2269	11.3	21.7	87	5882	12.6	56.3	97	3628	12.4	34.7	96
ABC MONDAY NIGHT MOVIE	A 6412	5472	8.2	85.3	103	1632	8.1	25.5	102	3840	8.2	59.9	104	2408	8.2	37.6	104
ABC SUNDAY NIGHT MOVIE	A 12407	10333	15.5	83.3	101	2897	14.4	23.3	94	7158	15.3	57.7	100	4576	15.7	36.9	102
ABC WORLD NEWS TONIGHT	A 6176	5171	7.7	83.7	101	1444	7.2	23.4	94	3527	7.5	57.1	99	2057	7.0	33.3	99
AFTERMASH	C 5863	4945	7.4	84.3	102	1296	6.4	22.1	89	3373	7.2	57.5	100	2213	7.6	37.7	105
ALICE	C 9594	8131	12.2	84.8	103	2420	12.0	25.2	102	5591	12.0	58.3	101	3546	12.1	37.0	103
AMERICAN PARADE	C 6622	5575	8.3	84.2	102	1585	7.9	23.9	96	3748	8.0	56.6	98	2217	7.6	33.5	93
BENSON	A 10886	8875	13.3	81.5	99	2722	13.5	25.0	101	6119	13.1	56.2	97	4055	13.9	37.2	103
BLUE THUNDER	A 5036	4248	6.4	84.4	102	1159	5.8	23.0	93	2916	6.2	57.9	100	1704	5.8	33.8	94
CAGNEY & LACEY	C 9965	8430	12.6	84.6	103	2602	12.9	26.1	105	5744	12.3	57.6	100	3819	13.1	38.3	106
CBS EVENING NEWS-DEAN	C 3491	2780	4.2	79.6	97	875	4.4	25.1	101	1996	4.3	57.2	99	1164	4.0	33.3	93
CBS EVENING NEWS-RATHER	C 7123	5902	8.8	82.9	100	1687	8.4	23.7	95	4122	8.8	57.9	100	2333	8.0	32.8	91
CBS SAT. NEWS-SCHIEFFER	C 3621	2998	4.5	82.8	100	812	4.0	22.4	90	2097	4.5	57.9	100	1190	4.1	32.9	91
CBS SATURDAY NIGHT MOVIE	C 5436	4607	6.9	84.7	103	1384	6.9	25.5	103	3235	6.9	59.5	103	2021	6.9	37.2	103
CBS WEDNESDAY NIGHT MOVIE	C 6100	5046	7.6	82.7	100	1333	6.6	21.9	88	3391	7.2	55.6	96	2147	7.4	35.2	98
CHEERS	N 8839	7454	11.2	83.9	102	2225	11.1	25.0	101	5456	11.7	61.4	106	3426	11.7	38.5	107
DALLAS	C 22109	18185	27.2	82.3	100	4846	24.1	21.9	88	12871	27.5	58.2	101	7902	27.1	35.7	99
DIFF'RENT STROKES	N 6940	5664	8.5	81.6	99	1490	7.4	21.5	86	3746	8.0	54.0	93	2047	7.0	29.5	82
DOUBLE TROUBLE	N 7223	6000	9.0	83.1	101	1649	8.2	22.8	92	4101	8.8	56.8	98	2290	7.8	31.7	88
DUCK FACTORY	N 5595	4687	7.0	83.8	102	1322	6.6	23.6	95	3354	7.2	59.9	104	2015	6.9	36.0	100
DUKES OF HAZZARD	C 5768	4762	7.1	82.6	100	1154	5.7	20.0	81	3192	6.8	55.3	96	1768	6.1	30.7	85
DYNASTY	A 20053	16310	24.4	81.3	99	4621	23.0	23.0	93	11447	24.5	57.1	99	6773	23.2	33.8	94
FACTS OF LIFE	N 8087	6782	10.2	83.9	102	1722	8.6	21.3	86	4598	9.8	56.9	98	2697	9.2	33.3	93
FALCON CREST	C 20046	16532	24.7	82.5	100	4250	21.1	21.2	85	11618	24.8	58.0	100	6966	23.9	34.8	96
FALL GUY	A 9084	7587	11.4	83.5	101	1873	9.3	20.6	83	5061	10.8	55.7	96	3092	10.3	33.0	92
FAMILY TIES	N 7964	6720	10.1	84.4	102	1896	9.4	23.8	96	4670	10.0	58.6	102	2850	9.8	35.8	99
FANTASY ISLAND	A 7687	6237	9.3	81.1	98	1827	9.1	23.8	96	4240	9.1	55.2	96	2732	9.4	35.5	99
FOULUPS, BLEEPES & BLUNDERS	A 8861	7375	11.0	83.2	101	2117	10.5	23.9	96	5231	11.2	59.0	102	3368	11.5	38.0	105
FOUR SEASONS	C 5095	4334	6.5	85.1	103	1187	5.9	23.3	94	2811	6.0	55.2	96	1932	6.6	37.9	105
GIMME A BREAK	N 8838	7151	10.7	80.9	98	1963	9.8	22.2	89	4836	10.3	54.7	95	2910	10.0	32.9	91
HART TO HART	A 8978	7482	11.2	83.3	101	1882	9.4	21.0	84	4986	10.7	55.5	96	3138	10.8	35.0	97
HILL STREET BLUES	N 8590	6952	10.4	80.9	98	2254	11.2	26.2	106	5014	10.7	58.4	101	3328	11.4	38.7	107
HOTEL	A 14085	11581	17.3	82.2	100	3337	16.6	23.7	95	7988	17.1	56.7	98	4842	16.6	34.4	95
JEFFERSONS	C 9360	7732	11.6	82.6	100	2234	11.1	23.9	96	5158	11.0	55.1	95	3322	11.4	35.5	98
JENNIFER SLEPT HERE	N 5841	4785	7.2	81.9	99	1385	6.9	23.7	95	3209	6.9	54.9	95	1948	6.7	33.4	93
KATE & ALLIE	C 9206	7650	11.4	83.1	101	2451	12.2	26.6	107	5403	11.6	58.7	102	3526	12.1	38.3	106
KNIGHT RIDER	N 7076	5894	8.8	83.3	101	1693	8.4	23.9	96	4206	9.0	59.4	103	2614	9.0	36.9	102
LOVE BOAT	A 12219	9922	14.9	81.2	98	2679	13.3	21.9	88	6597	14.1	54.0	93	4263	14.6	34.9	97
MAGNUM PI	C 11199	9317	13.9	83.2	101	2492	12.4	22.3	90	6282	13.4	56.1	97	3920	13.4	35.0	97
MAMA'S FAMILY	N 6057	4940	7.4	81.6	99	1384	6.9	22.8	92	3543	7.6	58.5	101	2099	7.2	34.7	96
MASTER, THE	N 3598	2941	4.4	81.7	99	840	4.2	23.3	94	2011	4.3	55.9	97	1190	4.1	33.1	92
MATT HOUSTON	A 6344	5436	8.1	85.7	104	1741	8.7	27.4	111	3853	8.2	60.7	105	2402	8.2	37.9	105
NBC MONDAY NIGHT MOVIE	N 11994	9888	14.8	82.4	100	2797	13.9	23.3	94	6989	14.9	58.3	101	4137	14.2	34.5	96
NBC NIGHTLY NEWS	N 5132	4168	6.2	81.2	98	1244	6.2	24.2	98	3008	6.4	58.6	101	1755	6.0	34.2	95
NBC NIGHTLY NEWS-SAT	N 3375	2748	4.1	81.4	99	778	3.9	23.1	93	1868	4.0	55.3	96	1079	3.7	32.0	89
NBC NIGHTLY NEWS-SUN	N 3130	2549	3.8	81.4	99	849	4.2	27.1	109	1804	3.9	57.6	100	1099	3.8	35.1	97
NBC SUNDAY NIGHT MOVIE	N 8284	6903	10.3	83.3	101	1975	9.8	23.8	96	4726	10.1	57.0	99	2760	9.5	33.3	92
NEWMART	C 9240	7736	11.6	83.7	101	2638	13.1	28.5	115	5395	11.5	58.4	101	3597	12.3	38.9	108
ONE DAY AT A TIME	C 7288	6093	9.1	83.6	101	1798	8.9	24.7	99	4106	8.8	56.3	98	2647	9.1	36.3	101
PEOPLE ARE FUNNY	N 4855	4047	6.1	83.4	101	1168	5.8	24.1	97	2888	6.2	59.5	103	1761	6.0	36.3	101
REAL PEOPLE	N 8869	7385	11.1	83.3	101	1951	9.7	22.0	89	5033	10.8	56.7	98	3006	10.3	33.9	94
REMINGTON STEELE	N 7743	6338	9.5	81.9	99	2062	10.3	26.6	107	4424	9.5	57.1	99	2742	9.4	35.4	98
RIPLY'S BELIEVE IT - NOT	A 5345	4634	6.9	86.7	105	1382	6.9	25.9	104	3334	7.1	62.4	108	2018	6.9	37.8	105
RIPTIDE	N 6988	5975	8.9	85.5	104	1770	8.8	25.3	102	4137	8.8	59.2	103	2498	8.6	35.7	99
SCARECROW & MRS. KING	C 10002	8200	12.3	82.0	99	2240	11.1	22.4	90	5610	12.0	56.1	97	3476	11.9	34.8	96
SIMON & SIMON	C 10638	8963	13.4	84.3	102	2441	12.1	22.9	92	6024	12.9	56.6	98	3558	12.2	33.4	93
60 MINUTES	C 13293	10977	16.4	82.6	100	3280	16.3	24.7	99	7655	16.4	57.6	100	4623	15.8	34.8	96
ST. ELSEWHERE	N 7017	5853	8.8	83.4	101	1876	9.3	26.7	108	4273	9.1	60.9	105	2676	9.2	38.1	106
THREE'S COMPANY	A 10917	9133	13.7	83.7	101	2431	12.1										

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CRANBERRIES				GRAPEFRUITS				GRAPES				HONEY DEW MELONS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	16957	100.0	20.9	100	44614	100.0	55.1	100	52491	100.0	64.8	100	25540	100.0	31.5	100
18 - 24	9282	1071	6.3	11.5	55	4072	9.1	43.9	80	5682	10.8	61.2	94	2508	9.8	27.0	86
25 - 34	19072	3624	21.4	19.0	91	10864	24.4	57.0	103	13683	26.1	71.7	111	6305	24.7	33.1	105
35 - 44	14591	3383	20.0	23.2	111	8419	18.9	57.7	105	10256	19.5	70.3	108	4848	19.0	33.2	101
45 - 54	11345	2651	15.6	23.4	112	6656	14.9	58.7	106	7694	14.7	67.8	105	3799	14.9	33.5	106
55 - 64	11635	2831	16.7	24.3	116	6836	15.3	58.8	107	7274	13.9	62.5	96	4114	16.1	35.4	112
65 OR OLDER	15061	3397	20.0	22.6	108	7768	17.4	51.6	94	7903	15.1	52.5	81	3967	15.5	26.3	84
18 - 34	28354	4696	27.7	16.6	79	14936	33.5	52.7	96	19365	36.9	68.3	105	8813	34.5	31.1	99
18 - 49	48339	9363	55.2	19.4	93	26592	59.6	55.0	100	33344	63.5	69.0	106	15531	60.8	32.1	102
25 - 54	45008	9658	57.0	21.5	102	25938	58.1	57.6	105	31633	60.3	70.3	108	14951	58.5	33.2	105
35 - 49	19985	4667	27.5	23.4	112	11656	26.1	58.3	106	13980	26.6	70.0	108	6718	26.3	33.6	107
50 OR OLDER	32647	7595	44.8	23.3	111	18022	40.4	55.2	100	19146	36.5	58.6	90	10009	39.2	30.7	97
GRADUATED COLLEGE	11155	3362	19.8	30.1	144	7473	16.8	67.0	122	8122	15.5	72.8	112	4566	17.9	40.9	130
ATTENDED COLLEGE	13682	3522	20.8	25.7	123	8346	18.7	61.0	111	10067	19.2	73.6	114	5366	21.0	39.2	124
GRADUATED HIGH SCHOOL	33880	6988	41.2	20.6	99	18799	42.1	55.5	101	22411	42.7	66.1	102	10653	41.7	31.4	100
DID NOT GRADUATE HIGH SCHOOL	22270	3085	18.2	13.9	66	9997	22.4	44.9	81	11891	22.7	53.4	82	4955	19.4	22.2	71
EMPLOYED	40306	8799	51.9	21.8	104	23461	52.6	58.2	106	28389	54.1	70.4	109	13804	54.0	34.2	109
EMPLOYED FULL-TIME	32850	7165	42.3	21.8	104	18934	42.4	57.6	105	23044	43.9	70.1	108	11433	44.8	34.8	110
EMPLOYED PART-TIME	7456	1634	9.6	21.9	105	4528	10.1	60.7	110	5344	10.2	71.7	111	2372	9.3	31.8	101
NOT EMPLOYED	40680	8158	48.1	20.1	96	21153	47.4	52.0	94	24102	45.9	59.2	91	11735	45.9	28.8	91
PROFESSIONAL/MANAGER	10392	2834	16.7	27.3	130	6575	14.7	63.3	115	7718	14.7	74.3	115	4117	16.1	39.6	126
TECH/CLERICAL/SALES	17574	3861	22.8	22.0	105	10526	23.6	59.9	109	12714	24.2	72.3	112	6322	24.7	36.0	114
PRECISION/CRAFT	985	**203	1.2	20.6	98	607	1.4	61.6	112	751	1.4	76.2	118	*353	1.4	35.8	114
OTHER EMPLOYED	11354	1901	11.2	16.7	80	5753	12.9	50.7	92	7206	13.7	63.5	98	3014	11.8	26.5	84
SINGLE	9863	1509	8.9	15.3	73	4826	10.8	48.9	89	5813	11.1	58.9	91	2938	11.5	29.8	94
MARRIED	51375	11355	67.0	22.1	106	29883	67.0	58.2	106	35353	67.4	68.8	106	17093	66.9	33.3	106
DIVORCED/SEPARATED/WIDOWED	19748	4094	24.1	20.7	99	9905	22.2	50.2	91	11326	21.6	57.4	88	5509	21.6	27.9	88
PARENTS	32590	6741	39.8	20.7	99	18640	41.8	57.2	104	23056	43.9	70.7	109	10456	40.9	32.1	102
WHITE	70416	15361	90.6	21.8	104	39512	88.6	56.1	102	46915	89.4	66.6	103	22869	89.5	32.5	103
BLACK	8778	1382	8.2	15.7	75	4031	9.0	45.9	83	4432	8.4	50.5	78	1859	7.3	21.2	67
OTHER	1791	**215	1.3	12.0	57	*1071	2.4	59.8	109	1144	2.2	63.9	99	*813	3.2	45.4	144
NORTHEAST-CENSUS	17786	3794	22.4	21.3	102	10587	23.7	59.5	108	11498	21.9	64.6	100	6708	26.3	37.7	120
NORTH CENTRAL	20741	4774	28.2	23.0	110	12183	27.3	58.7	107	14552	27.7	70.2	108	6169	24.2	29.7	94
SOUTH	27775	4662	27.5	16.8	80	13320	29.9	48.0	87	15959	30.4	57.5	89	6325	24.8	22.8	72
WEST	14683	3727	22.0	25.4	121	8523	19.1	58.0	105	10482	20.0	71.4	110	6338	24.8	43.2	137
NORTHEAST-MKTG.	17961	3918	23.1	21.8	104	10255	23.0	57.1	104	11079	21.1	61.7	95	6619	25.9	36.9	117
EAST CENTRAL	11885	2302	13.6	19.4	93	6769	15.2	57.0	103	7842	14.9	66.0	102	3619	14.2	30.5	97
WEST CENTRAL	14090	3573	21.1	25.4	121	8330	18.7	59.1	107	10296	19.6	73.1	113	4226	16.5	30.0	95
SOUTH	24081	3883	22.9	16.1	77	11742	26.3	48.8	89	14073	26.8	58.4	90	5443	21.3	22.6	72
PACIFIC	12969	3281	19.3	25.3	121	7518	16.9	58.0	105	9201	17.5	70.9	109	5633	22.1	43.4	138
COUNTY SIZE A	32439	7093	41.8	21.9	104	18798	42.1	57.9	105	21256	40.5	65.5	101	11946	46.8	36.8	117
COUNTY SIZE B	24915	4928	29.1	19.8	94	13608	30.5	54.6	99	16193	30.8	65.0	100	7377	28.9	29.6	94
COUNTY SIZE C	12930	2617	15.4	20.2	97	6862	15.4	53.1	96	8386	16.0	64.9	100	3785	14.8	29.3	93
COUNTY SIZE D	10703	2320	13.7	21.7	104	5346	12.0	49.9	91	6656	12.7	62.2	96	2432	9.5	22.7	72
METRO CENTRAL CITY	24518	4451	26.2	18.2	87	12918	29.0	52.7	96	15242	29.0	62.2	96	7724	30.2	31.5	100
METRO SUBURBAN	35919	8138	48.0	22.7	108	21274	47.7	59.2	108	24607	46.9	68.5	106	12974	50.8	36.1	115
NON METRO	20549	4368	25.8	21.3	102	10422	23.4	50.7	92	12642	24.1	61.5	95	4842	19.0	23.6	75
TOP 5 ADI'S	18341	3736	22.0	20.4	97	10736	24.1	58.5	106	11901	22.7	64.9	100	7232	28.3	39.4	125
TOP 10 ADI'S	25378	5424	32.0	21.4	102	14687	32.9	57.9	105	16315	31.1	64.3	99	9338	36.6	36.8	117
TOP 20 ADI'S	36488	7910	46.6	21.7	104	20957	47.0	57.4	104	23733	45.2	65.0	100	13146	51.5	36.0	114
HSHLD INC. \$50,000 OR MORE	6612	2056	12.1	31.1	149	4826	10.8	73.0	132	5122	9.8	77.5	120	3342	13.1	50.5	160
\$40,000 OR MORE	12659	3871	22.8	30.6	146	8799	19.7	69.5	126	9800	18.7	77.4	119	5949	23.3	47.0	149
\$30,000 OR MORE	24698	7102	41.9	28.8	137	16203	36.3	65.6	119	18628	35.5	75.4	116	10352	40.5	41.9	133
\$25,000 OR MORE	32077	8656	51.0	27.0	129	20883	46.8	65.1	118	24139	46.0	75.3	116	13171	51.6	41.1	130
\$20,000 - \$24,999	9144	1843	10.9	20.2	96	5217	11.7	57.1	104	6051	11.5	66.2	102	2612	10.2	28.6	91
\$15,000 - \$19,999	8728	1612	9.5	18.5	88	4465	10.0	51.2	93	5444	10.4	62.4	96	2495	9.8	28.6	91
\$10,000 - \$14,999	12562	2098	12.4	16.7	80	6182	13.9	49.2	89	7399	14.1	58.9	91	3366	13.2	26.8	85
UNDER \$10,000	18475	2749	16.2	14.9	71	7868	17.6	42.6	77	9458	18.0	51.2	79	3896	15.3	21.1	67
HOUSEHOLD OF 1 PERSON	11987	2363	13.9	19.7	94	5858	13.1	48.9	89	6401	12.2	53.4	82	3270	12.8	27.3	87
2 PEOPLE	26577	5653	33.3	21.3	102	14338	32.1	53.9	98	16458	31.4	61.9	96	8279	32.4	31.2	99
3 OR 4 PEOPLE	30617	6469	38.1	21.1	101	17585	39.4	57.4	104	21402	40.8	69.9	108	10517	41.2	34.4	109
5 OR MORE PEOPLE	11804	2471	14.6	20.9	100	6834	15.3	57.9	105	8230	15.7	69.7	108	3474	13.6	29.4	93
NO CHILD IN HSHLD	46165	9874	58.2	21.4	102	24778	55.5	53.7	97	28027	53.4	60.7	94	14464	56.6	31.3	95
CHILD(REN) UNDER 2 YRS	5325	991	5.8	18.6	89	2757	6.2	51.8	94	3720	7.1	69.9	108	1461	5.7	27.4	87
2 - 5 YEARS	14221	2604	15.4	18.3	87	7616	17.1	53.6	97	10006	19.1	70.4	109	4477	17.5	31.5	100
6 - 11 YEARS	15117	3030	17.9	20.0	96	8676	19.4	57.4	104	10598	20.2	70.1	108	4460	17.5	29.5	94
12 - 17 YEARS	16611	3631	21.4	21.9	104	9973	22.4	60.0	109	11747	22.4	70.7	109	5480	21.5	33.0	105
RESIDENCE OWNED	55884	13380	78.9	23.9	114	33250	74.5	59.5	108	37816	72.0	67.7	104	18624	72.9	33.3	106
VALUE: \$50,000 OR MORE	31744	8704	51.3	27.4	131	20303	45.5	64.0	116	22395	42.7	70.5	109	12433	48.7	39.2	124
VALUE: UNDER \$50,000	24140	4676	27.6	19.4	93	12947	29.0	53.6	97	15421	29.4	63.9	99	6191	24.2	25.6	81

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEOWNERS)

			CRANBERRIES				GRAPEFRUITS				GRAPES				HONEY DEW MELONS				
			TOTAL U.S. '000	A '000	B % DMH	C ACROSS % INDX	D INDX	A '000	B % DMH	C ACROSS % INDX	D INDX	A '000	B % DMH	C ACROSS % INDX	D INDX	A '000	B % DMH	C ACROSS % INDX	D INDX
TOTAL FEMALE HOMEOWNERS			80986	16957	100.0	20.9	100	44614	100.0	55.1	100	52491	100.0	64.8	100	25540	100.0	31.5	100
MAGAZINES	QUINTILE 1	15799	4245	25.0	26.9	128	9814	22.0	62.1	113	11387	21.7	72.1	111	6123	24.0	38.8	123	
	QUINTILE 2	17259	4418	26.1	25.6	122	10636	23.8	61.6	112	12298	23.4	71.3	110	6039	23.6	35.0	111	
	QUINTILE 3	13545	2854	16.8	21.1	101	7531	16.9	55.6	101	8681	16.5	64.1	99	4402	17.2	32.5	103	
	QUINTILE 4	15133	2577	15.2	17.0	81	7864	17.6	52.0	94	9530	18.2	63.0	97	4289	16.8	28.3	90	
	QUINTILE 5	19250	2864	16.9	14.9	71	8769	19.7	45.6	83	10595	20.2	55.0	85	4686	18.3	24.3	77	
NEWSPAPERS	QUINTILE 1	12413	3151	18.6	25.4	122	7554	16.9	60.9	110	8526	16.2	68.7	106	4973	19.5	40.1	127	
	QUINTILE 2	24116	5786	34.1	24.0	115	14230	31.9	59.0	107	16186	30.8	67.1	104	8667	33.9	35.9	114	
	QUINTILE 3	11261	2384	14.1	21.2	101	6463	14.5	57.4	104	7503	14.3	66.6	103	3493	13.7	31.0	98	
	QUINTILE 4	20255	3758	22.2	18.6	89	10545	23.6	52.1	95	13054	24.9	64.4	99	5527	21.6	27.3	87	
	QUINTILE 5	12940	1872	11.0	14.5	69	5623	13.1	45.0	82	7221	13.8	55.8	86	2850	11.3	22.3	71	
OUTDOOR	QUINTILE 1	14852	3184	18.8	21.4	102	8589	19.3	57.8	105	10510	20.0	70.8	109	5165	20.2	34.8	110	
	QUINTILE 2	15725	3612	21.3	23.0	110	9045	20.3	57.5	104	10268	19.6	65.3	101	4676	18.3	29.7	94	
	QUINTILE 3	16330	3227	19.0	19.8	94	9132	20.5	55.9	102	10915	20.8	66.8	103	5468	21.4	33.5	106	
	QUINTILE 4	16744	3556	21.0	21.2	101	9101	20.4	54.4	99	10429	19.9	62.3	96	5192	20.3	31.0	98	
	QUINTILE 5	17334	3379	19.9	19.5	93	8747	19.6	50.5	92	10369	19.8	59.8	92	5038	19.7	29.1	92	
RADIO-DRIVE TIME	QUINTILE 1	15911	3743	22.1	23.5	112	9054	20.3	56.9	103	10752	20.5	67.6	104	4823	18.9	30.3	96	
	QUINTILE 2	14837	3130	18.5	21.1	101	8155	18.3	55.0	100	9792	18.7	66.0	102	4949	19.4	33.4	106	
	QUINTILE 3	15339	3279	19.3	21.4	102	8499	19.1	55.4	101	10393	19.8	67.8	105	5146	20.1	33.5	106	
	QUINTILE 4	16723	3199	18.9	19.1	91	8951	20.1	53.5	97	10622	20.2	63.5	98	5169	20.2	30.9	98	
	QUINTILE 5	18176	3607	21.3	19.8	95	9957	22.3	54.8	99	10932	20.8	60.1	93	5453	21.4	30.0	95	
RADIO-MID- DAY	QUINTILE 1	21020	4415	26.0	21.0	100	11783	26.4	56.1	102	14048	26.8	66.8	103	6573	25.7	31.3	99	
	QUINTILE 2	21610	4302	25.4	19.9	95	12342	27.7	57.1	104	14469	27.6	67.0	103	7113	27.9	32.9	104	
	QUINTILE 3	38355	8240	48.6	21.5	103	20490	45.9	53.4	97	23975	45.7	62.5	96	11853	46.4	30.9	98	
	QUINTILE 4	15988	3659	21.6	22.9	109	9049	20.3	56.6	103	10723	20.4	67.1	103	4860	19.0	30.4	96	
	QUINTILE 5	15626	3115	18.4	19.9	95	8641	19.4	55.3	100	10252	19.5	65.6	101	4904	19.2	31.4	100	
RADIO-TOTAL	QUINTILE 1	16723	3458	20.4	20.7	99	9392	21.1	56.2	102	11159	21.3	66.7	103	5715	22.4	34.2	108	
	QUINTILE 2	16342	3468	20.5	21.2	101	8947	20.1	54.7	99	10780	20.5	66.0	102	5316	20.8	32.5	103	
	QUINTILE 3	16306	3257	19.2	20.0	95	8585	19.2	52.6	96	9577	18.2	58.7	91	4746	18.6	29.1	92	
	QUINTILE 4																		
	QUINTILE 5																		
TV-PRIME TIME	QUINTILE 1	15953	3411	20.1	21.4	102	8774	19.7	55.0	100	10210	19.5	64.0	99	5019	19.7	31.5	100	
	QUINTILE 2	16137	3359	19.8	20.8	99	9022	20.2	55.9	101	10222	19.5	63.3	98	5229	20.5	32.4	103	
	QUINTILE 3	16420	3549	20.9	21.6	103	9368	21.0	57.1	104	10580	20.7	66.3	102	5346	20.9	32.6	103	
	QUINTILE 4	16687	3312	19.5	19.8	95	9203	20.6	55.2	100	10955	20.9	65.6	101	5307	20.8	31.8	101	
	QUINTILE 5	15789	3326	19.6	21.1	101	8247	18.5	52.2	95	10224	19.5	64.8	100	4639	18.2	29.4	93	
TV-DAYTIME	QUINTILE 1	27736	5176	30.5	18.7	89	14165	31.8	51.1	93	16784	32.0	60.5	93	7897	30.9	28.5	90	
	QUINTILE 2	26489	5590	33.0	21.1	101	14873	33.3	56.1	102	17600	33.5	66.4	103	8531	33.4	32.2	102	
	QUINTILE 3	26761	6191	36.5	23.1	110	15576	34.9	58.2	106	18107	34.5	67.7	104	9112	35.7	34.0	108	
	QUINTILE 4	16345	3043	17.9	18.6	89	8475	19.0	51.9	94	9868	18.8	60.4	93	4684	18.3	28.7	91	
	QUINTILE 5	16447	3408	20.1	20.7	99	8930	20.0	54.3	99	10356	19.7	63.0	97	5611	22.0	34.1	108	
TV-TOTAL	QUINTILE 1	15980	3623	21.4	22.7	108	8829	19.8	55.3	100	10738	20.5	67.2	104	4864	19.0	30.4	97	
	QUINTILE 2	15887	3332	19.6	21.0	100	9264	20.8	58.3	106	10662	20.3	67.1	104	5233	20.5	32.9	104	
	QUINTILE 3	16326	3552	20.9	21.8	104	9117	20.4	55.8	101	10867	20.7	66.6	103	5148	20.2	31.5	100	
	QUINTILE 4																		
	QUINTILE 5																		
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 1	20721	5989	35.3	28.9	138	13084	29.3	63.1	115	14836	28.3	71.6	110	8643	33.8	41.7	132	
	QUINTILE 2	19186	4096	24.2	21.3	102	11072	24.8	57.7	105	13310	25.4	69.4	107	5605	21.9	29.2	93	
	QUINTILE 3	21899	4203	24.8	19.2	92	11820	26.5	54.0	98	13662	26.0	62.4	96	6884	27.0	31.4	100	
	QUINTILE 4																		
	QUINTILE 5																		
MAGAZINES-OUTDOOR: DUAL	QUINTILE 1	15451	4119	24.3	26.7	127	9813	22.0	63.5	115	11240	21.4	72.7	112	5733	22.4	37.1	118	
	QUINTILE 2	25953	6146	36.2	23.7	113	15160	34.0	58.4	106	17596	33.5	67.8	105	9136	35.8	35.2	112	
	QUINTILE 3	24400	4287	25.3	17.6	84	12659	28.4	51.9	94	15306	29.2	62.7	97	6949	27.2	28.5	90	
	QUINTILE 4																		
	QUINTILE 5																		
MAGAZINES-RADIO: DUAL	QUINTILE 1	18049	4212	24.8	23.3	111	10877	24.4	60.3	109	12596	24.0	69.8	108	5823	23.1	32.6	103	
	QUINTILE 2	23571	6071	35.8	25.8	123	14442	32.4	61.3	111	16403	31.2	69.6	107	8950	35.0	38.0	120	
	QUINTILE 3	23278	4198	24.8	18.0	86	11958	26.8	51.4	93	14415	27.5	61.9	96	6577	25.8	28.3	90	
	QUINTILE 4																		
	QUINTILE 5																		
MAGAZINES-TELEVISION: DUAL	QUINTILE 1	15459	3519	20.8	22.8	109	9020	20.2	58.3	106	10377	19.8	67.1	104	5560	21.8	36.0	114	
	QUINTILE 2	25829	6812	40.2	26.4	126	16013	35.9	62.0	113	18685	35.6	72.3	112	9174	35.9	35.5	113	
	QUINTILE 3	26039	4453	26.3	17.1	82	12630	28.3	48.5	88	15214	29.0	58.4	90	7083	27.7	27.2	86	
	QUINTILE 4																		
	QUINTILE 5																		
NEWSPAPERS-OUTDOOR: DUAL	QUINTILE 1	16605	4163	24.6	25.1	120	10279	23.0	61.9	112	11531	22.0	69.4	107	6016	23.6	36.2	115	
	QUINTILE 2	26834	6075	35.8	22.6	108	15409	34.5	57.4	104	17660	33.6	65.8	102	9622	37.7	35.9	114	
	QUINTILE 3	23366	4250	25.1	18.2	87	12286	27.5	52.6	96	15211	29.0	65.2	101	6561	25.7	28.1	89	
	QUINTILE 4																		
	QUINTILE 5																		
NEWSPAPERS-RADIO: DUAL	QUINTILE 1																		

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CRANBERRIES				GRAPEFRUITS				GRAPES				HONEY DEW MELONS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80756	16957	100.0	20.9	100	44614	100.0	55.1	100	52491	100.0	64.8	100	25540	100.0	31.5	100
ATLANTIC MONTHLY	415	*160	0.9	38.6	184	254	0.6	61.2	111	269	0.5	64.8	100	*167	0.7	40.2	128
BARRON'S	453	**162	1.0	35.8	171	318	0.7	70.2	127	349	0.7	81.5	126	*169	0.7	37.3	118
BETTER HOMES & GARDENS	16256	4402	26.0	27.1	129	10199	22.9	62.7	114	11730	22.3	72.2	111	6154	24.1	37.9	120
BON APPETIT	2595	934	5.5	36.8	176	1747	3.9	68.9	125	1934	3.7	76.3	118	1327	5.2	52.3	166
BUSINESS WEEK	1278	296	1.7	23.2	111	753	1.7	58.9	107	899	1.7	70.3	109	587	2.3	45.9	146
CAR AND DRIVER	378	**81	0.5	21.4	102	*198	0.4	52.4	95	*259	0.5	68.5	106	*170	0.7	45.0	143
CBS MAGAZINE NETWORK (GROSS)	1498	307	1.8	20.5	98	*182	1.9	57.9	105	1094	2.1	73.0	113	567	2.2	37.9	120
CHANGING TIMES	1505	487	2.9	32.4	155	915	2.1	60.8	110	1064	2.0	70.7	109	549	2.1	36.5	116
COLONIAL HOMES	1231	451	2.7	36.6	175	766	1.7	62.2	113	847	1.7	70.6	109	446	1.7	36.2	115
CONDE NAST MAG. PKG. (GROSS)	14146	3325	20.0	23.9	114	8395	18.8	59.3	108	10382	19.8	73.4	113	5345	20.9	37.8	120
CONSUMERS DIGEST	1323	437	2.6	33.0	158	781	1.8	59.0	107	865	1.6	65.4	101	510	2.0	38.5	122
COSMOPOLITAN	7102	1302	7.7	18.3	88	3900	8.7	54.9	100	4941	9.4	69.6	107	2616	10.2	36.8	117
COUNTRY LIVING	2481	970	5.7	39.1	187	1673	3.7	67.4	122	1870	3.6	75.4	116	990	3.9	39.9	127
CUISINE	1472	502	3.0	34.1	163	903	2.0	61.3	111	1061	2.0	72.1	111	750	2.9	51.0	162
CYCLE WORLD	425	**138	0.8	32.5	155	*280	0.6	65.9	120	400	0.8	94.1	145	*157	0.6	36.9	117
DCI:CREATIVE IDEAS FOR LIV	2510	787	4.6	31.4	150	1608	3.6	64.1	116	1842	3.5	73.4	113	928	3.6	37.0	117
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1900	11.2	28.4	136	4227	9.5	63.1	115	4679	8.9	69.9	108	2359	9.2	35.2	112
DISCOVER	894	*173	1.0	19.4	92	506	1.1	56.6	103	587	1.1	65.7	101	319	1.2	35.7	113
EBONY	3507	544	3.2	15.5	74	1727	3.9	49.2	89	1949	3.7	55.6	86	842	3.3	24.0	76
ESQUIRE	1083	*213	1.3	19.7	94	507	1.1	46.8	85	888	1.3	63.5	98	327	1.3	30.2	96
ESSENCE	1830	273	1.6	14.9	71	985	2.2	53.8	98	1097	2.1	59.9	92	442	1.7	24.2	77
FAMILY CIRCLE	15930	4198	24.8	26.4	126	9644	21.6	60.5	110	11162	21.3	70.1	108	5651	22.1	35.5	112
THE FAMILY HANDYMAN	1126	377	2.2	33.5	160	743	1.7	66.0	120	890	1.7	79.0	122	364	1.4	32.3	103
FAMILY WEEKLY	11468	2652	15.6	23.1	110	6327	14.2	55.2	100	7803	14.9	68.0	105	3543	13.9	30.9	98
FIELD & STREAM	2234	527	3.1	23.6	113	1309	2.9	58.6	106	1540	2.9	68.9	106	738	2.9	33.0	105
FOOD & WINE	579	*164	1.0	28.3	135	351	0.8	60.6	110	387	0.7	66.8	103	293	1.1	50.6	160
FORBES	728	*230	1.4	31.6	151	453	1.0	62.2	113	501	1.0	68.8	106	333	1.3	45.7	145
FORTUNE	906	*189	1.1	20.9	100	585	1.3	64.6	117	712	1.4	78.6	121	392	1.5	43.3	137
GENTLEMEN'S QUARTERLY	791	*178	1.0	22.5	107	438	1.0	55.4	101	589	1.1	74.5	115	285	1.1	36.0	114
GLAMOUR	5265	1132	6.7	21.5	103	3179	7.1	60.4	110	3865	7.4	73.4	113	2024	7.9	38.4	122
GOLF DIGEST	636	*176	1.0	27.7	132	450	1.0	70.8	128	418	0.8	65.7	101	*191	0.7	30.0	95
GOLF DIGEST/TENNIS (GROSS)	1186	287	1.7	24.2	116	802	1.8	67.6	123	871	1.7	73.4	113	362	1.4	30.5	97
GOLF MAGAZINE	441	*182	1.1	41.3	197	311	0.7	70.5	128	298	0.6	67.6	104	*229	0.9	51.9	165
GOLF MAGAZINE/SKI (GROSS)	922	332	2.0	36.0	172	626	1.4	67.9	123	660	1.3	71.6	110	388	1.5	42.1	133
GOOD HOUSEKEEPING	16487	4161	24.5	25.2	121	10006	22.4	60.7	110	11674	22.2	70.8	109	6038	23.6	36.6	116
HARPER'S BAZAAR	2423	621	3.7	25.6	122	1410	3.2	58.2	106	1819	3.5	75.1	116	997	3.9	41.1	130
HEALTH	1994	429	2.5	21.5	103	1206	2.7	60.5	110	1420	2.7	71.2	110	740	2.9	37.1	118
HEARST MAG CORP. BUY (GROSS)	44101	11248	66.3	25.5	122	26622	59.7	60.4	110	31309	59.6	71.0	110	16155	63.3	36.6	116
HEARST MAN POWER (GROSS)	1993	651	3.8	32.7	156	1274	2.9	63.9	116	1353	2.6	67.9	105	612	2.4	30.7	97
HEARST WOMAN POWER (GROSS)	31274	7330	43.2	23.4	112	18613	41.7	59.5	108	22107	42.1	70.7	109	11260	44.1	36.0	114
HOUSE BEAUTIFUL	3623	922	5.4	25.4	122	2182	4.9	60.2	109	2481	4.7	68.5	106	1400	5.5	38.6	123
INC.	283	**62	0.4	21.9	105	*163	0.4	57.6	105	*218	0.4	77.0	119	*136	0.5	48.1	152
JET	2928	477	2.8	16.3	78	1444	3.2	49.3	90	1528	2.9	52.2	81	704	2.8	24.0	76
LADIES' HOME JOURNAL	11918	3136	18.5	26.3	126	7356	16.5	61.7	112	8610	16.4	72.2	111	4373	17.1	36.7	116
LHJ FAMILY GRP COMBO(GROSS)	16764	4328	25.5	25.8	123	10332	23.2	61.6	112	12054	23.0	71.9	111	6097	23.9	36.4	115
LIFE	4254	1056	6.2	24.8	119	2363	5.3	55.5	101	3057	5.8	71.9	111	1674	6.6	39.4	125
L.A. TIMES HOME MAGAZINE	1145	389	2.3	34.0	162	794	1.8	69.3	126	793	1.5	69.3	107	493	1.9	43.1	137
MADEMOISELLE	2884	645	3.8	22.4	107	1663	3.7	57.7	105	2178	4.1	75.5	117	1160	4.5	40.2	128
MC CALL'S	13460	3466	20.4	25.8	123	8208	18.4	61.0	111	9627	18.3	71.5	110	4949	19.4	36.8	117
MC CALL'S/WRK MOTHER (GROSS)	14606	3696	21.8	25.3	121	8868	19.9	60.7	110	10432	19.9	71.4	110	5361	21.0	36.7	116
MECHANIX ILLUSTRATED	772	*243	1.4	31.5	150	507	1.1	65.7	119	522	1.0	67.6	104	278	1.1	36.0	114
METROPOLITAN HOME	967	244	1.4	25.2	121	661	1.5	68.4	124	678	1.3	70.1	108	441	1.7	45.6	145
MONEY	1588	441	2.6	27.8	133	982	2.2	61.8	112	1015	1.9	63.9	99	615	2.4	38.7	123
MOTHER EARTH NEWS	1002	365	2.2	36.4	174	593	1.3	59.2	107	738	1.4	73.7	114	404	1.6	40.3	128
MS.	825	*170	1.0	20.6	98	542	1.2	65.7	119	550	1.0	66.7	103	315	1.2	38.2	121
NATIONAL ENQUIRER	10336	1849	10.9	17.9	85	5317	11.9	51.4	93	6447	12.3	62.4	96	2903	11.4	28.1	89
NATIONAL GEOGRAPHIC	9597	3277	19.3	34.1	163	6432	14.4	67.0	122	7029	13.4	73.2	113	3994	15.6	41.6	132
NATIONAL SUNDAY MAGAZINE PKG	49558	11331	66.8	22.9	109	28647	64.2	57.8	105	33243	63.3	67.1	103	17382	68.1	35.1	111
NATURAL HISTORY	573	275	1.6	48.0	229	392	0.9	68.4	124	470	0.9	82.0	127	*194	0.8	33.9	107
NEW WOMAN	1699	342	2.0	20.1	96	1087	2.4	64.0	116	1257	2.4	74.0	114	560	2.2	33.0	105
NEW YORK INCLUDING CUE	443	*122	0.7	27.5	132	272	0.6	61.4	111	325	0.6	73.4	113	199	0.8	44.9	142
THE NEW YORKER	1270	382	2.3	30.1	144	881	2.0	69.4	126	948	1.8	74.6	115	548	2.1	43.1	137
NEWSWEEK	6277	1737	10.2	27.7	132	3860	8.7	61.5	112	4394	8.4	70.0	108	2684	10.5	42.8	136
THE N.Y. TIMES DAILY EDITION	1205	393	2.3	32.6	156	826	1.9	68.5	124	844	1.6	70.0	108	655	2.6	54.4	172
THE N.Y. TIMES MAGAZINE	2081	631	3.7	30.3	145	1477	3.3	71.0	129	1497	2.9	71.9	111	1124	4.4	54.0	171
OMNI	788	*219	1.3	27.8	133	448	1.0	56.9	103	593	1.1	75.3	116	294	1.2	37.3	118
ON CABLE	1158	*242	1.4	20.9	100	573	1.3	49.5	90	766	1.5	66.1	102	404	1.6	34.9	111
1001 HOME IDEAS	2852	763	4.5	26.8	128	1769	4.0	62.0	113	2024	3.9	71.0	109	984	3.9	34.5	109
ORGANIC GARDENING	1658	642	3.8	38.7	185	1132	2.5	68.3	124	1283	2.4	77.4	119	709	2.8	42.8	136
OUTDOOR LIFE	896	*288	1.7	32.1	154	571	1.3	63.7	116	599	1.1	66.9	103	310	1.2	34.6	110
PARADE MAGAZINE	24275	5604	33.0	23.1	110	14117	31.6	58.2	106	16136	30.7	66.5	103	8961	35.1	36.9	117

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FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CHAMBERRIES				GRAPEFRUITS				GRAPES				HONEY DEW MELONS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEMAKERS	50986	16957	100.0	20.9	100	44614	100.0	55.1	100	52491	100.0	64.8	100	25540	100.0	31.5	100
PARENTS	3845	887	5.2	23.1	110	2285	5.1	59.4	108	2878	5.5	74.9	115	1406	5.5	36.6	116
PENTHOUSE	831	*133	0.8	16.0	76	478	1.1	57.5	104	556	1.1	66.9	103	*270	1.1	32.5	103
PEOPLE	11645	2646	15.6	22.7	109	6721	15.1	57.7	105	8134	15.5	69.8	108	4098	16.0	35.2	112
PLAYBOY	2006	367	2.2	18.3	87	1107	2.5	55.2	100	1363	2.6	67.9	105	586	2.3	29.2	93
POPULAR HOT RODDING	297	**56	0.3	18.9	90	*147	0.3	49.5	90	*188	0.4	63.3	98	**89	0.3	30.0	95
POPULAR MECHANICS	1018	358	2.1	35.2	168	672	1.5	66.0	120	553	1.2	64.1	99	*249	1.0	24.5	78
POPULAR SCIENCE	878	332	2.0	37.8	181	582	1.3	66.3	120	670	1.3	76.3	118	298	1.2	33.9	108
PREVENTION	3913	1138	6.7	29.1	139	2577	5.8	65.9	120	2726	5.2	69.7	107	1512	5.9	38.6	123
PSYCHOLOGY TODAY	1710	540	3.2	31.6	151	1028	2.3	60.1	109	1178	2.2	68.9	106	615	2.4	36.0	114
READER'S DIGEST	22204	5640	33.3	25.4	121	13486	30.2	60.7	110	15255	29.1	68.7	106	7541	29.5	34.0	108
REDBOOK	7684	1867	11.0	24.3	116	4707	10.6	61.3	111	5492	10.5	71.5	110	2606	10.2	33.9	108
ROAD & TRACK	410	**60	0.4	14.6	70	*268	0.6	65.4	119	*303	0.6	73.9	114	*168	0.7	41.0	130
ROLLING STONE	969	197	1.2	20.3	97	612	1.4	63.2	115	726	1.4	74.9	116	473	1.9	48.8	155
RUNNER'S WORLD	298	**97	0.6	32.6	155	*182	0.4	61.1	111	*244	0.5	81.9	126	*146	0.6	49.0	155
SATURDAY EVENING POST	1169	330	1.9	28.2	135	766	1.7	65.5	119	832	1.6	71.2	110	542	2.1	46.4	147
SCIENCE 84	587	*143	0.8	24.4	116	444	1.0	75.6	137	425	0.8	72.4	112	318	1.2	54.2	172
SCIENCE DIGEST	482	*148	0.9	30.7	147	266	0.6	55.2	100	357	0.7	74.1	114	199	0.8	41.3	131
SCIENTIFIC AMERICAN	594	*211	1.2	35.5	170	410	0.9	69.0	125	435	0.8	73.2	113	*217	0.8	36.5	116
SELF	2089	544	3.2	26.0	124	1294	2.9	61.9	112	1600	3.0	76.6	118	839	3.3	40.2	127
SEVENTEEN	2411	594	3.5	24.6	118	1454	3.3	60.3	109	1738	3.3	72.1	111	887	3.5	36.8	117
SKI	480	*149	0.9	31.0	148	314	0.7	65.4	119	362	0.7	75.4	116	*159	0.6	33.1	105
SMITHSONIAN	2760	967	5.7	35.0	167	1839	4.1	66.6	121	1985	3.8	71.9	111	1330	5.2	48.2	153
SOAP OPERA DIGEST	3013	459	2.7	15.2	73	1550	3.5	51.4	93	1961	3.7	65.1	100	878	3.4	29.1	92
SOUTHERN LIVING	4184	1113	6.6	26.6	127	2619	5.9	62.6	114	2837	5.4	67.8	105	1432	5.6	34.2	109
SPORT	559	*126	0.7	22.5	108	313	0.7	56.0	102	411	0.8	73.5	113	**114	0.4	20.4	65
THE SPORTING NEWS	436	**112	0.7	25.7	123	*268	0.6	61.5	112	*376	0.7	86.2	133	**193	0.8	44.3	140
SPORTS AFIELD	493	*145	0.9	29.4	140	336	0.8	68.2	124	343	0.7	69.6	107	*165	0.6	33.5	106
SPORTS ILLUSTRATED	2758	726	4.3	26.3	126	1862	4.2	67.5	123	2128	4.1	77.2	119	1133	4.4	41.1	130
STAR	7456	1278	7.5	17.1	82	3776	8.5	50.6	92	4656	8.9	62.4	96	2182	8.5	29.3	93
SUNDAY	24936	5748	33.9	23.1	110	14640	32.8	58.7	107	16726	31.9	67.1	103	9531	37.3	38.2	121
SUNSET	2124	887	5.2	41.8	199	1492	3.3	70.2	128	1629	3.1	76.7	118	1209	4.7	56.9	180
TV GUIDE	21661	4448	26.2	20.5	98	11681	26.2	53.9	98	14321	27.3	66.1	102	6828	26.7	31.5	100
TENNIS	550	**111	0.7	20.2	96	352	0.8	64.0	116	454	0.9	82.5	127	*171	0.7	31.1	99
TIME	8880	2405	14.2	27.1	129	5592	12.5	63.0	114	6505	12.4	73.3	113	3622	14.2	40.8	129
TOWN & COUNTRY	917	274	1.6	29.9	143	581	1.3	63.4	115	689	1.3	75.1	116	359	1.4	39.1	124
TRAVEL & LEISURE	972	313	1.8	32.2	154	679	1.5	69.9	127	760	1.4	78.2	121	415	1.6	42.7	135
TRUE STORY	3356	598	3.5	17.8	85	1590	3.6	47.4	86	2106	4.0	62.8	97	755	3.0	22.5	71
U.S. NEWS & WORLD REPORT	3410	1111	6.6	32.6	156	2203	4.9	64.6	117	2376	4.5	69.7	108	1399	5.5	41.0	130
USA TODAY	1759	513	3.0	29.2	139	1219	2.7	69.3	126	1288	2.5	73.2	113	824	3.2	46.8	149
US	1873	312	1.8	16.7	80	987	2.2	52.7	96	1309	2.5	69.9	108	775	3.0	41.4	131
VOGUE	3909	1063	6.3	27.2	130	2258	5.1	57.8	105	2739	5.2	70.1	108	1322	5.2	33.8	107
HALL STREET JOURNAL	1886	574	3.4	30.4	145	1273	2.9	67.5	123	1397	2.7	74.1	114	879	3.4	46.6	148
WEIGHT WATCHERS	2120	408	3.6	28.7	137	1307	2.9	61.7	112	1508	2.9	71.1	110	890	3.5	42.0	133
WOMAN'S DAY	14172	3918	23.1	27.6	132	8845	19.8	62.4	113	10128	19.3	71.5	110	5130	20.1	36.2	115
WORKING MOTHER	1146	*230	1.4	20.1	96	661	1.5	57.7	105	805	1.5	70.2	108	412	1.6	36.0	114
WORKING WOMAN	1322	291	1.7	22.0	105	806	1.8	61.0	111	1013	1.9	76.6	118	633	2.5	47.9	152
WORLD TENNIS	*163	**33	0.2	20.2	97	*107	0.2	65.6	119	*134	0.3	82.2	127	**95	0.4	58.3	185
ZIFF-DAVIS MAG NETWK (GROSS)	2532	600	3.5	23.7	113	1554	3.5	61.4	111	1859	3.5	73.4	113	1034	4.0	40.8	129
BLAIR INSERTS	43657	10135	59.8	23.2	111	25621	57.4	58.7	107	29228	55.7	66.9	103	15848	62.1	36.3	115
DAILY NEWSPAPERS																	
READ ANY	51633	11891	70.1	23.0	110	29973	67.2	58.1	105	34539	65.8	66.9	103	17930	70.2	34.7	110
READ ONE	43463	9868	58.2	22.7	108	25024	56.1	57.6	105	28858	55.0	66.4	102	14911	58.4	34.3	109
READ TWO OR MORE	8170	2022	11.9	24.7	118	4949	11.1	60.6	110	5681	10.8	69.5	107	3019	11.8	37.0	117
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12133	71.6	23.0	110	30619	68.6	58.1	106	35348	67.3	67.1	104	18456	72.3	35.0	111
READ ONE	46126	10367	61.1	22.5	107	26424	59.2	57.3	104	30686	58.5	66.5	103	15637	61.2	33.9	107
READ TWO OR MORE	6552	1766	10.4	27.0	129	4194	9.4	64.0	116	4663	8.9	71.2	110	2820	11.0	43.0	136
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.70				28.28				28.90				28.77			
30 DAY REACH	71455	15182	89.5	31.2	101	39669	88.9	55.5	101	46801	89.2	65.5	101	22760	89.1	31.9	101
50 SHWG - 30 DAY AV FREQ	14.56	14.59				14.86				15.24				15.22			
30 DAY REACH	67742	14456	85.3	21.3	102	37889	84.9	55.9	102	44475	84.7	65.7	101	21535	84.3	31.8	101
25 SHWG - 30 DAY AV FREQ	7.94	7.97				8.04				8.25				8.20			
30 DAY REACH	62117	13215	77.9	21.3	102	35037	78.5	56.4	102	41111	78.3	66.2	102	19990	78.3	32.2	102
CABLE TV: HOME WIRED	32077	6704	39.5	20.9	100	18399	41.2	57.4	104	22230	42.4	69.3	107	10837	42.4	33.8	107
HOME NOT WIRED	48909	10253	60.5	21.0	100	26216	58.8	53.6	97	30261	57.6	61.9	95	14703	57.6	30.1	95
HAVE PAY CABLE	15935	3315	19.5	20.8	99	9656	21.6	60.6	110	11794	22.5	74.0	114	5652	22.1	35.5	112

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CRANBERRIES				GRAPEFRUITS				GRAPES				HONEY DEW MELONS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	16957	100.0	20.9	100	44614	100.0	55.1	100	52491	100.0	64.8	100	25540	100.0	31.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	9745	57.5	22.2	106	24799	55.6	56.5	102	29697	56.6	67.6	104	14264	55.8	32.5	103
10:00 AM - 3:00 PM	30659	6336	37.4	20.7	99	17227	38.6	56.2	102	20561	39.2	67.1	103	9683	37.9	31.6	100
3:00 PM - 7:00 PM	31045	6707	39.6	21.6	103	17265	38.7	55.6	101	21051	40.1	67.8	105	10208	40.0	32.9	104
7:00 PM - MIDNIGHT	15767	3273	19.3	20.8	99	8835	19.8	56.0	102	10373	19.8	65.8	102	4871	19.1	30.9	98
MIDNIGHT - 6:00 AM	9120	2145	12.6	23.5	112	5238	11.7	57.4	104	6177	11.8	67.7	104	3073	12.0	33.7	107
6:00 AM - MIDNIGHT	58527	12516	73.8	21.4	102	32789	73.5	56.0	102	39165	74.6	66.9	103	18910	74.0	32.3	102
ENTIRE DAY	59311	12684	74.8	21.4	102	33250	74.5	56.1	102	39627	75.5	66.8	103	19162	75.0	32.3	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3844	22.7	23.8	114	9387	21.0	58.0	105	11390	21.7	70.4	109	5560	21.8	34.4	109
ALL NEWS	2256	629	3.7	27.9	133	1283	2.9	56.9	103	1417	2.7	62.8	97	975	3.8	43.2	137
AOR/PROGRESSIVE	3874	783	4.6	20.2	97	2351	5.3	60.7	110	2843	5.4	73.4	113	1528	6.0	39.4	125
BEAUTIFUL MUSIC	5660	1472	8.7	26.0	124	3294	7.4	58.2	106	3870	7.4	68.4	105	2056	8.1	36.3	115
BLACK	2204	383	2.3	17.3	83	1021	2.3	46.3	84	1341	2.6	60.8	94	545	2.1	24.7	78
CLASSICAL	1418	334	2.0	23.9	114	857	1.9	60.4	110	966	1.8	68.1	105	567	2.2	40.0	127
CHR/ROCK	5538	1645	9.7	17.2	82	5006	11.2	52.5	95	6359	12.1	66.7	103	2973	11.6	31.2	99
COUNTRY	12648	2594	15.3	20.5	98	6910	15.5	54.6	99	8394	16.0	66.4	102	3236	12.7	25.6	81
GOLDEN OLDIES	1191	*178	1.0	14.9	71	638	1.4	53.6	97	719	1.4	60.4	93	379	1.5	31.8	101
MOR/NOSTALGIA	4757	1111	6.6	23.4	112	2976	6.7	62.6	114	3389	6.5	71.2	110	1749	6.8	36.8	117
NEWS/TALK	3863	997	5.9	25.8	123	2287	5.1	59.2	107	2513	4.8	65.1	100	1443	5.6	37.4	118
RELIGIOUS	3084	625	3.7	20.3	97	1701	3.8	55.2	100	1997	3.8	64.8	100	927	3.6	30.1	95
SOFT ROCK	521	**140	0.8	26.9	128	299	0.7	57.4	104	292	0.6	56.0	86	*156	0.6	29.9	95
URBAN CONTEMPORARY	1585	213	1.3	13.4	64	737	1.7	46.5	84	854	1.6	53.9	83	399	1.6	25.2	80
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	490	2.9	15.0	72	1654	3.7	50.7	92	1943	3.7	59.6	92	868	3.4	26.6	84
ABC DIRECTION	2316	521	3.1	22.5	107	1312	2.9	56.6	103	1583	3.0	68.4	105	734	2.9	31.7	100
ABC ENTERTAINMENT	4834	901	5.3	18.7	89	2798	6.3	57.9	105	3415	6.5	70.6	109	1587	6.2	32.8	104
ABC FM	2202	344	2.0	15.6	75	1072	2.4	48.7	88	1398	2.7	63.5	98	596	2.3	27.1	86
ABC INFORMATION	5425	1381	8.1	25.5	122	3267	7.3	60.2	109	3750	7.1	69.1	107	1844	7.2	34.0	108
ABC ROCK	1677	381	2.2	22.7	109	993	2.2	59.2	107	1139	2.2	67.9	105	595	2.3	35.5	113
CBS	4430	1413	8.3	31.9	152	2719	6.1	61.4	111	3054	5.8	68.9	106	1551	6.1	35.0	111
MUTUAL	4992	1300	7.7	26.0	124	2967	6.7	59.4	108	3225	6.1	64.6	100	1742	6.8	34.9	111
NBC	4679	1231	7.3	26.3	126	2969	6.7	63.5	115	3255	6.2	69.6	107	1654	6.5	35.3	112
RADIORADIO	1994	328	1.9	16.4	79	1119	2.5	56.1	102	1311	2.5	65.7	101	593	2.3	29.7	94
RKO ONE	2298	414	2.4	18.0	86	1264	2.8	55.0	100	1530	2.9	66.6	103	655	2.6	28.5	90
RKO TWO	3311	615	3.6	18.6	89	1843	4.1	55.7	101	2076	4.0	62.7	97	1023	4.0	30.9	98
THE SOURCE	2114	395	2.3	18.7	89	1202	2.7	56.9	103	1534	2.9	72.6	112	671	2.6	31.7	101
NON-WIRED : BLAIR	8654	1733	10.2	20.0	96	4924	11.0	56.9	103	6037	11.5	69.8	108	2633	10.3	30.4	96
INTERNET	12025	2738	16.1	22.8	109	9666	15.6	57.9	105	8281	15.8	68.9	106	4137	16.2	34.4	109
KATZ RADIO GROUP	15359	3652	21.5	23.8	114	9066	20.3	59.0	107	10612	20.2	69.1	107	5511	21.6	35.9	114
SUPERNET	10628	2342	13.8	22.0	105	5788	13.0	54.5	99	6943	13.2	65.3	101	3159	12.4	29.7	94
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1748	10.3	20.2	96	4758	10.7	54.9	100	5372	10.2	62.0	96	2597	10.2	30.0	95
MKDAY 9:00 AM - 1:00 PM	12163	2280	13.4	18.7	90	6253	14.0	51.4	93	7437	14.2	61.1	94	3550	13.9	29.2	93
MKDAY 1:00 PM - 4:30 PM	16150	2939	17.3	18.2	87	8232	18.5	51.0	93	9851	18.8	61.0	94	4559	17.9	28.2	90
MKDAY 4:30 PM - 7:30 PM	22463	4534	26.7	20.2	96	11899	26.7	53.0	96	13935	26.5	62.0	96	6975	27.3	31.1	98
MKDAY 7:30 PM - 8:00 PM	31795	6617	39.0	20.8	99	17103	38.3	53.8	98	19903	37.9	62.6	97	9679	37.9	30.4	97
MKDAY 11:00 PM - 11:30 PM	23977	5152	30.4	21.5	103	13405	30.0	55.9	101	15722	30.0	65.6	101	7666	30.0	32.0	101
MKDAY 11:30 PM - 1:00 AM	7703	1513	8.9	19.6	94	4166	9.3	54.1	98	4989	9.5	64.8	100	2458	9.6	31.9	101
M-SAT 8-11 PM-SUN 7-11 PM	33800	7141	42.1	21.1	101	18761	42.1	55.5	101	21814	41.6	64.5	100	10781	42.2	31.9	101
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1356	8.0	20.7	99	3428	7.7	52.4	95	4107	7.8	62.8	97	2205	8.6	33.7	107
ANOTHER WORLD	N 4620	983	5.8	21.3	102	2413	5.4	52.2	95	2862	5.5	61.9	96	1247	4.9	27.0	86
AS THE WORLD TURNS	C 5614	999	5.9	17.8	85	2803	6.3	49.9	91	3362	6.4	59.9	92	1338	5.2	23.8	76
CAPITOL	C 3396	601	3.5	17.7	85	1609	3.6	47.4	86	1958	3.7	57.7	89	802	3.1	23.6	75
CBS MORN. NEWS 1	C 1446	223	1.3	15.4	74	742	1.7	51.3	93	792	1.5	54.8	85	334	1.3	23.1	73
CBS MORN. NEWS 2	C 1207	191	1.1	15.8	76	601	1.3	49.8	90	673	1.3	55.8	86	295	1.2	24.4	78
DAYS OF OUR LIVES	N 5877	1198	7.1	20.4	97	3060	6.9	52.1	95	3738	7.1	63.6	98	1854	7.3	31.5	100
FACTS OF LIFE - DAYTIME	N 2290	403	2.4	17.6	84	1110	2.5	48.5	88	1331	2.5	58.1	90	562	2.3	25.4	81
FAMILY FEUD	A 3023	526	3.1	17.4	83	1426	3.2	47.2	86	1811	3.5	59.9	92	857	3.4	28.3	90
GENERAL HOSPITAL	A 6097	968	5.7	15.9	76	3142	7.0	51.5	94	3695	7.0	60.6	94	1763	6.9	28.9	92
GOOD MORNING, AMERICA-730	A 3515	690	4.1	19.6	94	1894	4.2	53.9	98	2143	4.1	61.0	94	1096	4.3	31.2	99
GOOD MORNING, AMERICA-830	A 2818	638	3.8	22.6	108	1608	3.6	57.1	104	1812	3.5	64.3	99	921	3.6	32.7	104
GUIDING LIGHT	C 5339	926	5.5	17.3	83	2680	6.0	50.2	91	3180	6.1	59.6	92	1329	5.2	24.9	79
ONE LIFE TO LIVE	A 4478	741	4.4	16.5	79	2166	4.9	48.4	88	2626	5.0	58.6	90	1258	4.9	28.1	89
PRESS YOUR LUCK	C 2244	322	1.9	14.3	69	1165	2.6	51.9	94	1516	2.9	67.6	104	659	2.6	29.4	93

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	CRANBERRIES				GRAPEFRUITS				GRAPES				HONEY DEW				MELONS			
			A '000	B DOWN	C ACROSS %	D INDEX	A '000	B DOWN	C ACROSS %	D INDEX	A '000	B DOWN	C ACROSS %	D INDEX	A '000	B DOWN	C ACROSS %	D INDEX				
TOTAL FEMALE HOMEMAKERS			80586	16957	100.0	20.9	100	44614	100.0	55.1	100	52491	100.0	64.8	100	25540	100.0	31.5	100			
WKDAY LOCAL EVENING TV NEWS																						
NETWORK AFFILIATES - EARLY	N	26063	5485	32.3	21.0	101	13923	31.2	53.4	97	15995	30.5	61.4	95	7746	30.3	29.7	94				
NETWORK AFFILIATES - LATE	N	20261	4448	26.2	22.0	105	11465	25.7	56.6	103	13333	25.4	65.8	102	6489	25.4	32.0	102				
INDEPENDENTS - LATE	N	2076	483	2.8	23.3	111	1242	2.8	59.8	109	1345	2.6	64.8	100	854	3.3	41.1	130				
TV EVENING NTWK 6 PM - 2 AM																						
A TEAM	N	10453	1990	11.7	19.0	91	5801	13.0	55.5	101	6773	12.9	64.8	100	3048	11.9	29.2	92				
ABC MONDAY NIGHT MOVIE	A	6412	1497	8.8	23.3	112	3744	8.4	58.4	106	4362	8.3	68.0	105	2157	8.4	33.6	107				
ABC SUNDAY NIGHT MOVIE	A	12407	2720	16.0	21.9	105	6990	15.7	56.3	102	8099	15.4	65.3	101	3948	15.5	31.8	101				
ABC WORLD NEWS TONIGHT	A	6176	1228	7.2	19.9	95	3335	7.5	54.0	98	3659	7.0	59.2	91	1879	7.4	30.4	96				
AFTERMASH	C	5863	1304	7.7	22.2	106	3366	7.5	57.4	104	3620	6.9	61.7	95	1781	7.0	30.4	96				
ALICE	C	9594	2081	12.3	21.7	104	5348	12.0	55.7	101	6129	11.7	63.9	99	3018	11.8	31.5	100				
AMERICAN PARADE	C	6622	1664	9.8	25.1	120	3743	8.4	56.5	103	4154	7.9	62.7	97	1959	7.7	29.6	94				
BENSON	A	10886	2532	14.9	23.3	111	6132	13.7	56.3	102	6983	13.3	64.1	99	3533	13.8	32.5	103				
BLUE THUNDER	A	5036	997	5.9	19.8	95	2856	6.4	56.7	103	3482	6.6	69.1	107	1563	6.1	31.0	98				
CAGNEY & LACEY	C	9965	2146	12.7	21.5	103	5712	12.8	57.3	104	6576	12.5	66.0	102	3290	12.9	33.0	105				
CBS EVENING NEWS-DEAN	C	3491	791	4.7	22.7	108	2008	4.5	57.5	104	2102	4.0	60.2	93	1118	4.4	32.0	102				
CBS EVENING NEWS-RATHER	C	7123	1572	9.3	22.1	105	3986	8.9	56.0	102	4514	8.6	63.4	98	2229	8.7	31.3	99				
CBS SAT. NEWS-SCHIEFFER	C	3621	647	3.8	17.9	85	1908	4.3	52.7	96	2322	4.4	64.1	99	1091	4.3	30.1	96				
CBS SATURDAY NIGHT MOVIE	C	5436	1116	6.6	20.5	98	2930	6.6	53.9	98	3424	6.5	63.0	97	1650	6.5	30.4	96				
CBS WEDNESDAY NIGHT MOVIE	C	6100	1246	7.3	20.4	98	3370	7.6	55.2	100	3777	7.2	61.9	96	1843	7.2	30.2	96				
CHEERS	N	8889	1905	11.2	21.4	102	5221	11.7	58.7	107	6002	11.4	67.5	104	3121	12.2	35.1	111				
DALLAS	C	22109	4756	28.0	21.5	103	12341	27.7	55.8	101	14000	26.7	63.3	98	7040	27.6	31.8	101				
DIFF'RENT STROKES	N	6940	1330	7.8	19.2	92	3713	8.3	53.5	97	4012	7.6	57.8	89	1891	7.4	27.2	86				
DOUBLE TROUBLE	N	7223	1648	9.7	22.8	109	4035	9.0	55.9	101	4779	9.1	66.2	102	2051	8.0	28.4	90				
DUCK FACTORY	N	5595	1127	6.6	20.1	96	3253	7.3	58.1	106	3796	7.2	67.8	105	1755	6.9	31.4	99				
DUKES OF HAZZARD	C	5768	1080	6.4	18.7	89	2974	6.7	51.6	94	3603	6.9	62.5	96	1582	6.2	27.4	87				
DYNASTY	A	20053	3862	22.8	19.3	92	10845	24.3	54.1	98	12947	24.7	64.6	100	6193	24.2	30.9	98				
FACTS OF LIFE	N	8087	1614	9.5	20.0	95	4536	10.2	56.1	102	5078	9.7	62.8	97	2440	9.6	30.2	96				
FALCON CREST	C	20046	4262	25.1	21.3	102	11372	25.5	56.7	103	12694	24.2	63.3	98	6094	23.9	30.4	96				
FALL GUY	A	9084	1708	10.1	18.8	90	4896	11.0	53.9	98	5734	10.9	63.1	97	2492	9.8	27.4	87				
FAMILY TIES	N	7964	1860	11.0	23.4	112	4509	10.1	56.6	103	5078	9.7	63.8	98	2467	9.7	31.0	98				
FANTASY ISLAND	A	7687	1599	9.4	20.8	99	4247	9.5	55.2	100	4807	9.2	62.5	96	2470	9.7	32.1	102				
FOULUPS, BLEEPES & BLUNDERS	A	8861	1942	11.5	21.9	105	5104	11.4	57.6	105	5893	11.2	66.5	103	2836	11.1	32.0	101				
FOUR SEASONS	C	5095	1150	6.8	22.6	108	3010	6.7	59.1	107	3120	5.9	61.2	94	1613	6.3	31.7	100				
GIMME A BREAK	N	8838	1944	11.5	22.0	105	4764	10.7	53.9	98	5427	10.3	61.4	95	2657	10.4	30.1	95				
HART TO HART	A	8978	1848	10.9	20.6	98	4880	10.9	54.4	99	5756	11.0	64.1	99	2909	11.4	32.4	103				
HILL STREET BLUES	N	8590	1795	10.6	20.9	100	4828	10.8	56.2	102	5731	10.9	66.7	103	2938	11.5	34.2	108				
HOTEL	A	14085	2963	17.5	21.0	100	7746	17.4	55.0	100	8868	16.9	63.0	97	4245	16.6	30.1	96				
JEFFERSONS	C	9360	2051	12.1	22.0	105	5121	11.5	54.7	99	5823	11.1	62.2	96	2893	11.3	30.9	98				
JENNIFER SLEPT HERE	N	5841	1197	7.1	20.5	98	3132	7.0	53.6	97	3711	7.1	63.5	98	1712	6.7	29.3	93				
KATE & ALLIE	C	9206	1950	11.5	21.2	101	5352	12.0	58.1	106	5897	11.2	64.1	99	2944	11.5	32.0	101				
KNIGHT RIDER	N	7076	1478	8.7	20.9	100	4061	9.1	57.4	104	4663	8.9	65.9	102	2312	9.1	32.7	104				
LOVE BOAT	A	12219	2595	15.3	21.2	101	6563	14.7	53.7	98	7667	14.6	62.7	97	3753	14.7	30.7	97				
MAGNUM PI	C	11199	2093	12.3	18.7	89	6144	13.8	54.9	100	7359	14.0	65.7	101	3408	13.3	30.4	96				
MAMA'S FAMILY	N	6057	1383	8.2	22.8	109	3545	7.9	58.5	106	3803	7.2	62.8	97	1893	7.4	31.3	99				
MASTER, THE	N	3598	768	4.5	21.3	102	2035	4.6	56.6	103	2310	4.4	64.2	99	1055	4.1	29.3	93				
MATT HOUSTON	A	6344	1355	8.0	21.4	102	3696	8.3	58.3	106	4463	8.5	70.3	109	2239	8.8	35.3	112				
NBC MONDAY NIGHT MOVIE	N	11994	2383	14.1	19.9	95	6376	14.3	53.2	96	7579	14.4	63.2	97	3649	14.3	30.4	96				
NBC NIGHTLY NEWS	N	5132	1146	6.8	22.3	107	2753	6.2	53.6	97	3155	6.0	61.5	95	1550	6.1	30.2	96				
NBC NIGHTLY NEWS-SAT	N	3375	694	4.1	20.6	98	1818	4.1	53.9	98	1992	3.8	59.0	91	879	3.4	26.0	83				
NBC NIGHTLY NEWS-SUN	N	3130	683	4.0	21.8	104	1745	3.9	55.8	101	2014	3.8	64.3	99	943	3.7	30.1	96				
NBC SUNDAY NIGHT MOVIE	N	8284	1589	9.4	19.2	92	4347	9.7	52.5	95	5453	10.4	65.8	102	2392	9.4	28.9	92				
NEWHART	C	9240	1978	11.7	21.4	102	5363	12.0	58.0	105	5966	11.4	64.6	100	2934	11.5	31.8	101				
ONE DAY AT A TIME	C	7288	1411	8.3	19.4	92	4111	9.2	56.4	102	4800	9.1	65.9	102	2330	9.1	32.0	101				
PEOPLE ARE FUNNY	N	4855	1139	6.7	23.5	112	2746	6.2	56.6	103	3066	5.8	63.2	97	1513	5.9	31.2	99				
REAL PEOPLE	N	8849	1809	10.7	20.4	97	4929	11.0	55.6	101	5498	10.5	62.0	96	2620	10.3	29.5	94				
REMINGTON STEELE	N	7743	1438	8.5	18.6	89	4238	9.5	54.7	99	5062	9.6	65.4	101	2236	8.8	28.9	92				
RIPLEY'S BELIEVE IT - NOT	A	5345	1072	6.3	20.1	96	3058	6.9	57.2	104	3760	7.2	70.3	109	1831	7.2	34.3	109				
RIPTIDE	N	8988	1498	8.8	21.4	102	3887	8.7	55.6	101	4671	8.9	66.8	103	2125	8.3	30.4	96				
SCARECROW & MRS. KING	C	10002	1916	11.3	19.2	91	5276	11.8	52.7	96	6271	11.9	62.7	97	2851	11.2	28.5	90				
SIMON & SIMON	C	10638	2099	12.4	19.7	94	5811	13.0	54.6	99	6720	12.8	63.2	97	3061	12.0	28.8	91				
60 MINUTES	C	13293	3037	17.9	22.8	109	7670	17.2	57.7	105	8470	16.1	63.7	98	4273	16.7.						

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	KIWIS				LEMONS				LIMES				MANGOES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	9896	100.0	12.2	100	38985	100.0	48.1	100	15355	100.0	19.0	100	8443	100.0	10.4	100
18 - 24	9282	975	9.9	10.5	86	3876	9.9	41.8	87	1617	10.5	17.4	92	979	11.6	10.5	101
25 - 34	19072	2874	29.0	15.1	123	9842	25.2	51.6	107	4160	27.1	21.8	115	2403	28.5	12.6	121
35 - 44	14591	1861	18.8	12.8	104	7762	19.9	53.2	111	3464	22.6	23.7	125	1381	16.4	9.5	93
45 - 54	11345	1372	13.9	12.1	99	5734	14.7	50.5	105	1996	13.0	17.6	93	1270	15.0	11.2	107
55 - 64	11635	1485	15.0	12.8	104	5901	15.1	50.7	105	2253	14.7	19.4	102	1215	14.4	10.4	100
65 OR OLDER	15061	1329	13.4	8.8	72	5869	15.1	39.0	81	1865	12.1	12.4	65	1195	14.2	7.9	76
18 - 34	28354	3849	38.9	13.6	111	13719	35.2	48.4	101	5778	37.6	20.4	107	3382	40.1	11.9	114
35 - 49	48339	6512	65.8	13.5	110	24460	62.7	50.6	105	10267	66.9	21.2	112	5381	63.7	11.1	107
50 OR OLDER	45008	6107	61.7	13.6	111	23339	59.9	51.9	108	9620	62.7	21.4	113	5054	59.9	11.2	108
GRADUATED COLLEGE	11155	2335	23.6	20.9	171	6936	17.8	62.2	129	3666	23.9	32.9	173	1657	19.6	14.9	142
ATTENDED COLLEGE	13682	2447	24.7	17.9	146	7797	20.0	57.0	118	3516	22.9	25.7	136	1471	17.4	10.8	103
GRADUATED HIGH SCHOOL	33880	3623	36.6	10.7	88	15451	39.6	45.6	95	5467	35.6	16.1	85	3259	38.6	9.6	92
DID NOT GRADUATE HIGH SCHOOL	22270	1492	15.1	6.7	55	8801	22.6	39.5	82	2706	17.6	12.2	64	2057	24.4	9.2	89
EMPLOYED	40306	5742	58.0	14.2	117	21235	54.5	52.7	109	9208	60.0	22.8	120	4631	54.9	11.5	110
EMPLOYED FULL-TIME	32850	4556	46.0	13.9	114	17231	44.2	52.5	109	7486	48.8	22.8	120	3902	46.2	11.9	114
EMPLOYED PART-TIME	7456	1186	12.0	15.9	130	4004	10.3	53.7	112	1722	11.2	23.1	122	729	8.6	9.8	94
NOT EMPLOYED	40680	4154	42.0	10.2	84	17750	45.5	43.6	91	6148	40.0	15.1	80	3812	45.1	9.4	90
PROFESSIONAL/MANAGER	10392	1958	19.8	18.8	154	6282	16.1	60.5	126	3386	22.1	32.6	172	1376	16.3	13.2	127
TECH/CLERICAL/SALES	17574	2557	25.8	14.5	119	9424	24.2	53.6	111	3944	25.7	22.4	118	1975	23.4	11.2	108
PRECISION/CRAFT	985	**133	1.3	13.5	111	482	1.2	48.9	102	**204	1.3	20.7	109	**96	1.1	9.7	93
OTHER EMPLOYED	11354	1093	11.0	9.6	79	5047	12.9	44.5	92	1673	10.9	14.7	78	1184	14.0	10.4	100
SINGLE	9863	1166	11.8	11.8	97	4463	11.4	45.2	94	1919	12.5	19.5	103	1072	12.7	10.9	104
MARRIED	51375	6687	67.6	13.0	107	26061	66.8	50.7	105	10259	66.8	20.0	105	5241	62.1	10.2	98
DIVORCED/SEPARATED/WIDOWED	19748	2042	20.6	10.3	85	8462	21.7	42.8	89	3177	20.7	16.1	85	2131	25.2	10.8	104
PARENTS	32590	3923	39.6	12.0	99	16485	42.3	50.6	105	6420	41.8	19.7	104	3602	42.7	11.1	106
WHITE	70416	8798	88.9	12.5	102	33830	86.8	48.0	100	13760	89.6	19.5	103	6995	82.8	9.9	95
BLACK	8778	764	7.7	8.7	71	4196	10.8	47.8	99	1186	7.7	13.5	71	1027	12.2	11.7	112
OTHER	1791	**333	3.4	18.6	152	*959	2.5	53.5	111	**410	2.7	22.9	121	**421	5.0	23.5	225
NORTHEAST-CENSUS	17786	2197	22.2	12.4	101	8422	21.6	47.4	98	4020	26.2	22.6	119	1641	19.4	9.2	89
NORTH CENTRAL	20741	1848	18.7	8.9	73	7903	20.3	38.1	79	2907	18.9	14.0	74	1716	20.3	8.3	79
SOUTH	27775	2564	25.9	9.2	76	13656	35.0	49.2	102	4931	32.1	17.8	94	2869	34.0	10.3	99
WEST	14683	3287	33.2	22.4	183	9003	23.1	61.3	127	3497	22.8	23.8	126	2217	26.3	15.1	145
NORTHEAST-MKTG.	17961	2257	22.8	12.6	103	8386	21.5	46.7	97	4288	27.9	23.9	126	1976	23.4	11.0	106
EAST CENTRAL	11885	982	9.9	8.3	68	4656	11.9	39.2	81	1554	10.1	13.1	69	1026	12.2	8.6	83
WEST CENTRAL	14090	1467	14.8	10.4	85	5544	14.2	39.3	82	2164	14.1	15.4	81	965	11.4	6.8	66
SOUTH	24081	2157	21.8	9.0	73	12348	31.7	51.3	107	4257	27.7	17.7	93	2408	28.5	10.0	96
PACIFIC	12969	3034	30.7	23.4	191	8051	20.7	62.1	129	3094	20.1	23.9	126	2068	24.5	15.9	153
COUNTY SIZE A	32439	4790	48.4	14.8	121	17268	44.3	53.2	111	7706	50.2	23.8	125	4472	53.0	13.8	132
COUNTY SIZE B	24915	2711	27.4	10.9	89	11332	29.1	45.5	94	4252	27.7	17.1	90	2160	25.6	8.7	83
COUNTY SIZE C	12930	1737	17.6	13.4	110	5897	15.1	45.6	95	2244	14.6	17.4	92	1019	12.1	7.9	76
COUNTY SIZE D	10703	659	6.7	6.2	50	4489	11.5	41.9	87	1154	7.5	10.8	57	792	9.4	7.4	71
METRO CENTRAL CITY	24518	3221	32.5	13.1	108	12067	31.0	49.2	102	4621	30.1	18.8	99	2964	35.1	12.1	116
METRO SUBURBAN	35919	4985	50.4	13.9	114	18183	46.6	50.6	105	7996	52.1	22.3	117	3900	46.2	10.9	104
NON METRO	20549	1690	17.1	8.2	67	8735	22.4	42.5	88	2739	17.8	13.3	70	1580	18.7	7.7	74
TOP 5 ADI'S	18341	2857	28.9	15.6	127	9952	25.5	54.3	113	4143	27.0	22.6	119	2625	31.1	14.3	137
TOP 10 ADI'S	25378	4017	40.6	15.8	130	13633	35.0	53.7	112	6101	39.7	24.0	127	3480	41.2	13.7	132
TOP 20 ADI'S	36488	5479	55.4	15.0	123	18944	48.6	51.9	108	8361	54.5	22.9	121	4876	57.8	13.4	128
HSOLD INC. \$50,000 OR MORE	6612	1366	13.8	20.7	169	4402	11.3	66.6	138	2540	16.5	38.4	203	795	9.4	12.0	115
\$40,000 OR MORE	12659	2452	24.8	19.4	159	8230	21.1	65.0	135	4395	28.6	34.7	183	1634	19.4	12.9	124
\$30,000 OR MORE	24698	4556	46.0	18.4	151	14671	37.6	59.4	123	7481	48.7	30.3	160	3248	38.5	13.2	126
\$25,000 OR MORE	32077	5655	57.1	17.6	144	18531	47.5	57.8	120	9116	59.4	28.4	150	4081	48.3	12.7	122
\$20,000 - \$24,999	9144	1044	10.5	11.4	93	4447	11.4	48.6	101	1576	10.3	17.2	91	748	8.9	8.2	78
\$15,000 - \$19,999	8728	903	9.1	10.3	85	3858	9.9	44.2	92	1335	8.7	15.3	81	804	9.5	9.2	88
\$10,000 - \$14,999	12562	1070	10.8	8.5	70	4947	12.7	39.4	82	1614	10.5	12.8	68	1253	14.8	10.0	96
UNDER \$10,000	18475	1223	12.4	6.6	54	7203	18.5	39.0	81	1715	11.2	9.3	49	1556	18.4	8.4	81
HOUSEHOLD OF 1 PERSON	11987	1157	11.7	9.7	79	4864	12.5	40.6	84	1669	10.9	13.9	73	871	10.3	7.3	70
2 PEOPLE	26577	3535	35.7	13.3	109	12573	32.3	47.3	98	5241	34.1	19.7	104	2815	33.3	10.6	102
3 OR 4 PEOPLE	30617	3910	39.5	12.8	105	15442	39.6	50.4	105	6087	39.6	19.9	105	3357	39.8	11.0	105
5 OR MORE PEOPLE	11804	1295	13.1	11.0	90	6106	15.7	51.7	107	2358	15.4	20.0	105	1401	16.6	11.9	114
NO CHILD IN HSHLD	46165	5845	59.1	12.7	104	21444	55.0	46.5	96	8612	56.1	18.7	98	4612	54.6	10.0	96
CHILD(REN) UNDER 2 YRS	5325	*664	6.7	12.5	102	2405	6.2	45.2	94	881	5.7	16.5	87	*563	6.7	10.6	101
2 - 5 YEARS	14221	1497	15.1	10.5	86	7123	18.3	50.1	104	2565	16.7	18.0	95	1549	18.3	10.9	104
6 - 11 YEARS	15117	1510	15.3	10.0	82	7707	19.8	51.0	106	2847	18.5	18.8	99	1763	20.9	11.7	112
12 - 17 YEARS	16611	1936	19.6	11.7	95	8722	22.4	52.5	109	3530	23.0	21.3	112	1798	21.3	10.8	104
RESIDENCE OWNED	55884	7102	71.8	12.7	104	28280	72.5	50.6	105	11172	72.8	20.0	105	5414	64.1	9.7	93
VALUE: \$50,000 OR MORE	31744	5004	50.6	15.8	129	17791	45.6	56.0	116	8048	52.4	25.4	134	3490	41.3	11.0	105
VALUE: UNDER \$50,000	24140	2098	21.2	8.7	71	10488	26.9	43.4	90	3123	20.3	12.9	68	1924	22.8	8.0	76

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	KIMIS				LEMONS				LIMES				MANGOES			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	9896	100.0	12.2	100	38985	100.0	48.1	100	15355	100.0	19.0	100	8443	100.0	10.4	100
MAGAZINES	QUINTILE 1	15799	2692	27.2	17.0	139	9123	23.4	57.7	120	4135	26.9	26.2	138	1983	23.5	12.6	120
	QUINTILE 2	17259	2503	25.3	14.5	119	8795	22.6	51.0	106	3736	24.3	21.6	114	1802	21.3	10.4	100
	QUINTILE 3	13545	1712	17.3	12.6	103	6807	17.5	50.3	104	2872	18.7	21.2	112	1551	18.4	11.5	110
	QUINTILE 4	15133	1489	15.0	9.8	81	6839	17.5	45.2	94	2251	14.7	14.9	78	1367	16.2	9.0	87
	QUINTILE 5	19250	1501	15.2	7.8	64	7421	19.0	38.6	80	2362	15.4	12.3	65	1740	20.6	9.0	87
NEWSPAPERS	QUINTILE 1	12413	1924	19.4	15.5	127	6577	16.9	53.0	110	3156	20.6	25.4	134	1278	15.1	10.3	99
	QUINTILE 2	24116	3315	33.5	13.7	112	12200	31.3	50.6	105	5020	32.7	20.8	110	2497	29.6	10.4	99
	QUINTILE 3	11261	1532	15.5	13.6	111	5519	14.2	49.0	102	2263	14.7	20.1	106	1413	16.7	12.5	120
	QUINTILE 4	20255	2083	21.0	10.3	84	9157	23.5	45.2	94	3188	20.8	15.7	83	1969	23.3	9.7	93
	QUINTILE 5	12940	1042	10.5	8.1	66	5532	14.2	42.8	89	1730	11.3	13.4	71	1287	15.2	9.9	95
OUTDOOR	QUINTILE 1	14852	2351	23.8	15.8	130	7754	19.9	52.2	108	3567	23.2	24.0	127	1703	20.2	11.5	110
	QUINTILE 2	15725	1919	19.4	12.2	100	7707	19.8	49.0	102	3007	19.6	19.1	101	1742	20.6	11.1	106
	QUINTILE 3	16330	2002	20.2	12.3	100	7946	20.4	48.7	101	3182	20.7	19.5	103	1610	19.1	9.9	95
	QUINTILE 4	16744	1938	19.6	11.6	95	7500	19.2	44.8	93	2847	18.5	17.0	90	1738	20.6	10.4	100
	QUINTILE 5	17334	1687	17.0	9.7	80	8079	20.7	46.6	97	2752	17.9	15.9	84	1652	19.6	9.5	91
RADIO-DRIVE TIME	QUINTILE 1	15911	2031	20.5	12.8	104	7940	20.4	49.9	104	3029	19.7	19.0	100	1665	19.7	10.5	100
	QUINTILE 2	14837	2045	20.7	13.8	113	7223	18.5	48.7	101	2929	19.1	19.7	104	1446	17.1	9.7	93
	QUINTILE 3	15339	1925	19.5	12.5	103	7636	19.6	49.8	103	3242	21.1	21.1	111	1979	23.4	12.9	124
	QUINTILE 4	16723	1705	17.2	10.2	83	7731	19.8	46.2	96	3053	19.9	18.3	96	1632	19.3	9.8	94
	QUINTILE 5	18176	2190	22.1	12.0	99	8454	21.7	46.5	97	3103	20.2	17.1	90	1721	20.4	9.5	91
RADIO-MID- DAY	QUINTILE 1	21020	2720	27.5	12.9	106	10181	26.1	48.4	101	3800	24.7	18.1	95	2169	25.7	10.3	99
	QUINTILE 2	21610	2616	26.4	12.1	99	10421	26.7	48.2	100	4259	27.7	19.7	104	2175	25.8	10.1	97
	QUINTILE 3	38355	4560	46.1	11.9	97	18382	47.2	47.9	100	7296	47.5	19.0	100	4099	48.5	10.7	103
	QUINTILE 4	15988	2217	22.4	13.9	113	7890	20.2	49.3	103	2857	18.6	17.9	94	1667	19.7	10.4	100
	QUINTILE 5	15626	1697	17.1	10.9	89	7547	19.4	48.3	100	3078	20.0	19.7	104	1633	19.3	10.5	100
RADIO-TOTAL	QUINTILE 1	16723	2221	22.4	13.3	109	8109	20.8	48.5	101	3292	21.4	19.7	104	1790	21.2	10.7	103
	QUINTILE 2	16342	1911	19.3	11.7	96	7993	20.5	48.9	102	3497	22.8	21.4	113	1828	21.7	11.2	107
	QUINTILE 3	16306	1851	18.7	11.4	93	7446	19.1	45.7	95	2632	17.1	16.1	85	1525	18.1	9.4	90
	QUINTILE 4	15953	1610	16.3	10.1	83	7685	19.7	48.2	100	2616	17.0	16.4	86	1361	16.1	8.5	82
	QUINTILE 5	16137	2004	20.3	12.4	102	7665	19.7	47.5	99	3000	19.5	18.6	98	1820	21.6	11.3	108
TV-PRIME TIME	QUINTILE 1	16420	2227	22.5	13.6	111	7927	20.3	48.3	100	3326	21.7	20.3	107	1739	20.6	10.6	102
	QUINTILE 2	16687	2127	21.5	12.7	104	8461	21.7	50.7	105	3709	24.2	22.2	117	1997	23.7	12.0	115
	QUINTILE 3	15789	1929	19.5	12.2	100	7247	18.6	45.9	95	2704	17.6	17.1	90	1527	18.1	9.7	93
	QUINTILE 4	27736	2650	26.8	9.6	78	12697	32.6	45.8	95	4207	27.4	15.2	80	2546	30.2	9.2	88
	QUINTILE 5	26489	3074	31.1	11.6	95	12177	31.2	46.0	95	4978	32.4	18.8	99	2670	31.6	10.1	97
TV-DAYTIME	QUINTILE 1	26761	4172	42.2	15.6	128	14111	36.2	52.7	110	6171	40.2	23.1	122	3227	38.2	12.1	116
	QUINTILE 2	16345	1629	16.5	10.0	82	7492	19.2	45.8	95	2220	14.5	13.6	72	1376	16.3	8.4	81
	QUINTILE 3	16447	1904	19.2	11.6	95	7604	19.5	46.2	96	2966	19.3	18.0	95	1911	22.6	11.6	111
	QUINTILE 4	15980	1929	19.5	12.1	99	7777	19.9	48.7	101	3239	21.1	20.3	107	1623	19.2	10.2	97
	QUINTILE 5	15887	2130	21.5	13.4	110	7914	20.3	49.8	103	3506	22.8	22.1	116	1767	20.9	11.1	107
TV-TOTAL	QUINTILE 1	16326	2304	23.3	14.1	115	8198	21.0	50.2	104	3424	22.3	21.0	111	1766	20.9	10.8	104
	QUINTILE 2	20721	3294	33.3	15.9	130	11594	29.7	56.0	116	5701	37.1	27.5	145	2467	29.2	11.9	114
	QUINTILE 3	19186	2732	27.6	14.2	117	9712	24.9	50.6	105	3659	23.8	19.1	101	2260	26.8	11.8	113
	QUINTILE 4	21899	2680	27.1	12.2	100	9926	25.5	45.3	94	3654	23.8	16.7	88	2128	25.2	9.7	93
	QUINTILE 5	15451	2611	26.4	16.9	138	8618	22.1	55.8	116	3994	26.0	25.8	136	1882	22.3	12.2	117
MAGAZINES-OUTDOOR: DUAL	QUINTILE 1	25953	3523	35.6	13.6	111	13537	34.7	52.2	108	5571	36.3	21.5	113	2841	33.6	10.9	105
	QUINTILE 2	24400	2583	26.1	10.6	87	10948	28.1	44.9	93	3949	25.7	16.2	85	2418	28.6	9.9	95
	QUINTILE 3	18049	2394	24.2	13.3	109	9588	24.6	53.1	110	3568	25.8	22.0	116	1890	22.4	10.5	100
	QUINTILE 4	23571	3791	38.3	16.1	132	12580	32.3	53.4	111	5813	37.9	24.7	130	2799	33.2	11.9	114
	QUINTILE 5	23278	2331	23.6	10.0	82	10184	26.1	43.7	91	3575	23.3	15.4	81	2292	27.1	9.8	94
MAGAZINES-RADIO: DUAL	QUINTILE 1	25829	4137	41.8	16.0	131	14134	36.3	54.7	114	6702	43.6	25.9	137	2977	35.3	11.5	116
	QUINTILE 2	26039	2361	23.9	9.1	74	10793	27.7	41.4	86	3477	22.6	13.4	70	2424	28.7	9.3	89
	QUINTILE 3	15459	2109	21.3	13.6	112	8050	20.6	52.1	108	3053	20.1	19.9	105	1711	20.3	11.1	106
	QUINTILE 4	25829	4137	41.8	16.0	131	14134	36.3	54.7	114	6702	43.6	25.9	137	2977	35.3	11.5	116
	QUINTILE 5	26039	2361	23.9	9.1	74	10793	27.7	41.4	86	3477	22.6	13.4	70	2424	28.7	9.3	89
MAGAZINES-TELEVISION: DUAL	QUINTILE 1	25829	4137	41.8	16.0	131	14134	36.3	54.7	114	6702	43.6	25.9	137	2977	35.3	11.5	116
	QUINTILE 2	26039	2361	23.9	9.1	74	10793	27.7	41.4	86	3477	22.6	13.4	70	2424	28.7	9.3	89
	QUINTILE 3	15459	2109	21.3	13.6	112	8050	20.6	52.1	108	3053	20.1	19.9	105	1711	20.3	11.1	106
	QUINTILE 4	25829	4137	41.8	16.0	131	14134	36.3	54.7	114	6702	43.6	25.9	137	2977	35.3	11.5	116
	QUINTILE 5	26039	2361	23.9	9.1	74	10793	27.7	41.4	86	3477	22.6	13.4	70	2424	28.7	9.3	89
NEWSPAPERS-OUTDOOR: DUAL	QUINTILE 1	26834	3514	35.5	13.1	107	13218	33.9	49.3	102	5392	35.1	20.1	106	2711	32.1	10.1	97
	QUINTILE 2	23346	2650	26.8	11.4	93	11049	28.3	47.3	98	4122	26.8	17.7	93	2495	29.6	10.7	103
	QUINTILE 3	17133	2392	24.2	14.0	114	8647	22.2	50.5	105	3720	24.2	21.7	115	1884	22.3	11.0	105
	QUINTILE 4	25892	3690	37.3	14.3	117	13198	33.9	51.0	106	5746	37.4	22.2	117	2682	31.8	10.4	99
	QUINTILE 5	23167	2482	25.1	10.7	88	10609	27.2	45.8	95	3712	24.2	16.0	85	2318	27.5	10.0	96
NEWSPAPERS-RADIO: DUAL	QUINTILE 1	25892	3690	37.3	14.3	117	13198	33.9	51.0	106	5746	37.4	22.2	117	2682	31.8	10.4	99

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	KIWIS B DOWN	C ACROSS %	D INDX	A '000	LEMONS B DOWN	C ACROSS %	D INDX	A '000	LIMES B DOWN	C ACROSS %	D INDX	A '000	MANGOES B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	9896	100.0	12.2	100	80986	100.0	48.1	100	15355	100.0	19.0	100	8443	100.0	10.4	100
ATLANTIC MONTHLY	415	**95	1.0	22.9	187	*194	0.5	46.7	97	*147	1.0	35.4	187	**44	0.5	10.6	102
BARRON'S	453	**181	1.8	40.0	327	*278	0.7	61.4	127	*187	1.2	41.3	218	**83	1.0	18.3	170
BETTER HOMES & GARDENS	16256	2365	23.9	14.5	119	8754	22.5	53.9	112	3619	23.6	22.3	117	1797	21.3	11.1	106
BON APPETIT	2535	745	7.5	29.4	241	1706	4.4	67.3	140	1041	6.8	41.1	217	424	5.0	16.7	160
BUSINESS WEEK	1278	*281	2.8	22.0	180	706	1.8	55.2	115	462	3.0	36.2	191	*235	2.8	18.4	176
CAR AND DRIVER	378	**48	0.5	12.7	104	*245	0.6	64.8	135	**121	0.8	32.0	169	**56	0.7	14.8	142
CBS MAGAZINE NETWORK (GROSS)	1498	287	2.9	19.2	157	884	2.3	59.0	123	459	3.0	30.6	162	*147	1.7	9.8	94
CHANGING TIMES	1505	*240	2.4	15.9	131	811	2.1	53.9	112	370	2.4	24.6	130	*139	1.6	9.2	89
COLONIAL HOMES	1231	*208	2.1	16.9	138	723	1.9	58.7	122	326	2.1	26.5	140	*206	2.4	16.7	161
CONDE NAST MAG. PKG. (GROSS)	14146	2690	27.2	19.0	156	8009	20.5	56.6	118	4177	27.2	29.5	156	2100	24.9	14.8	142
CONSUMERS DIGEST	1323	*153	1.5	11.6	95	751	1.9	56.8	118	317	2.1	24.0	126	*191	2.3	14.4	138
COSMOPOLITAN	7102	1161	11.7	16.3	134	3790	9.7	53.4	111	1694	11.0	23.9	126	1021	12.1	14.4	138
COUNTRY LIVING	2481	358	3.6	14.4	118	1555	4.0	62.7	130	641	4.2	25.8	136	260	3.1	10.5	101
CUISINE	1472	361	3.6	24.5	201	845	2.2	57.4	119	442	2.9	30.0	158	292	3.5	19.8	190
CYCLE WORLD	425	**87	0.9	20.5	168	*279	0.7	65.6	136	**149	1.0	35.1	185	**32	0.4	7.5	72
DCI:CREATIVE IDEAS FOR LIV	2510	*243	2.5	9.7	79	1374	3.5	54.7	114	386	2.5	15.4	81	*288	3.4	11.5	110
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	720	7.3	10.8	88	3833	9.8	57.3	119	1299	8.5	19.4	102	752	8.9	11.2	108
DISCOVER	894	*185	1.9	20.7	169	455	1.2	50.9	106	*144	0.9	16.1	85	*102	1.2	11.4	109
ENQUIRY	3507	301	3.0	8.6	70	1789	4.6	51.0	106	520	3.4	14.8	78	450	5.3	12.8	123
ESQUIRE	1083	*137	1.4	12.7	104	553	1.4	51.1	106	*226	1.5	20.9	110	**144	1.7	13.3	128
ESSENCE	1830	*184	1.9	10.1	82	1066	2.7	58.3	121	275	1.8	15.0	79	274	3.2	15.0	144
FAMILY CIRCLE	15930	2038	20.6	12.8	105	8519	21.9	53.5	111	3461	22.5	21.7	115	1541	18.3	9.7	93
THE FAMILY HANDYMAN	1126	*162	1.6	14.4	118	589	1.5	52.3	109	*253	1.6	22.5	119	**68	0.8	6.0	58
FAMILY WEEKLY	11468	1536	15.5	13.4	110	5585	14.3	48.7	101	1973	12.8	17.2	91	970	11.5	8.5	81
FIELD & STREAM	2234	*221	2.2	9.9	81	1121	2.9	50.2	104	356	2.3	15.9	84	*152	1.8	6.8	65
FOOD & WINE	579	*89	0.9	15.4	126	353	0.9	61.0	127	*159	1.0	27.5	145	*76	0.9	13.1	126
FORBES	728	*291	2.9	40.0	327	456	1.2	62.6	130	320	2.1	44.0	232	**128	1.5	17.6	169
FORTUNE	906	*297	3.0	32.8	268	521	1.3	57.5	119	372	2.4	41.1	217	*135	1.6	14.9	143
GENTLEMEN'S QUARTERLY	791	*173	1.7	21.9	179	441	1.1	55.8	116	281	1.8	35.5	187	*170	2.0	21.5	206
GLAMOUR	5265	1001	10.1	19.0	156	2949	7.6	56.0	116	1499	9.8	28.5	150	711	8.4	13.5	130
GOLF DIGEST	636	*146	1.5	23.0	188	394	1.0	61.9	129	*205	1.3	32.2	170	**79	0.9	12.4	119
GOLF DIGEST/TENNIS (GROSS)	1186	287	2.9	24.2	198	755	1.9	63.7	132	368	2.4	31.0	164	*154	1.8	13.0	125
GOLF MAGAZINE	441	**105	1.1	23.8	195	*293	0.8	66.4	138	**171	1.1	38.8	205	**44	0.5	10.0	96
GOLF MAGAZINE/SKI (GROSS)	922	*237	2.4	25.7	210	572	1.5	62.0	129	316	2.1	34.3	181	**107	1.3	11.6	111
GOOD HOUSEKEEPING	16487	2147	21.7	13.0	107	8500	21.8	51.6	107	3746	24.4	22.7	120	1487	17.6	9.0	87
HARPER'S BAZAAR	2423	586	5.9	24.2	198	1514	3.9	62.5	130	759	4.9	31.3	165	389	4.6	16.1	154
HEALTH	1994	358	3.6	18.0	147	1108	2.8	55.6	115	392	2.6	19.7	104	*217	2.6	10.9	104
HEARST MAG CORP. BUY (GROSS)	44101	6681	67.5	15.1	124	23935	61.4	54.3	113	10650	69.4	24.1	127	4923	58.3	11.2	107
HEARST MAN POWER (GROSS)	1993	371	3.7	18.6	152	970	2.5	48.7	101	441	2.9	22.1	117	*186	2.2	9.3	90
HEARST WOMAN POWER (GROSS)	31274	4291	43.4	13.7	112	16364	42.0	52.3	109	7271	47.4	23.2	123	3213	38.1	10.3	99
HOUSE BEAUTIFUL	3623	550	5.6	15.2	124	2140	5.5	59.1	123	794	5.2	21.9	116	461	5.5	12.7	122
INC.	283	**88	0.9	31.1	254	*189	0.5	66.8	139	*148	1.0	52.3	276	**57	0.7	20.1	193
JET	2928	271	2.7	9.3	76	1461	3.7	49.9	104	389	2.5	13.3	70	415	4.9	14.2	136
LADIES' HOME JOURNAL	11918	1480	15.0	12.4	102	6262	16.1	52.5	109	2459	16.0	20.6	109	1215	14.4	10.2	98
LHJ FAMILY GRP COMBO(GROSS)	16764	2214	22.4	13.2	108	8806	22.6	52.5	109	3426	22.3	20.4	108	1768	20.9	10.5	101
LIFE	4254	662	6.7	15.6	127	2486	6.4	58.4	121	1059	6.9	24.9	131	610	7.2	14.3	138
L.A. TIMES HOME MAGAZINE	1145	339	3.4	29.6	242	864	2.2	75.5	157	438	2.9	38.3	202	*256	3.0	22.4	214
MADAMOISELLE	2884	488	4.9	16.9	138	1711	4.4	59.3	123	849	5.5	29.4	155	379	4.5	13.1	126
MC CALL'S	13460	1609	16.3	12.0	98	6864	17.6	51.0	106	2877	18.7	21.4	113	1334	15.8	9.9	95
MC CALL'S/WRK MOTHER (GROSS)	14606	1742	17.6	11.9	98	7401	19.0	50.7	105	3163	20.6	21.7	114	1488	17.6	10.2	98
MECHANIX ILLUSTRATED	772	*181	1.8	23.4	192	393	1.0	50.9	106	*212	1.4	27.5	145	**77	0.9	10.0	96
METROPOLITAN HOME	967	*193	2.0	20.0	163	707	1.8	73.1	152	288	1.9	29.8	157	*172	2.0	17.8	171
MONEY	1588	357	3.6	22.5	184	943	2.4	59.4	123	479	3.1	30.2	159	*175	2.1	11.0	106
MOTHER EARTH NEWS	1002	*227	2.3	22.7	185	569	1.5	56.8	118	288	1.9	28.7	152	**131	1.6	13.1	125
MS.	825	*155	1.6	18.8	154	459	1.2	55.6	116	202	1.3	24.5	129	*110	1.3	13.3	128
NATIONAL ENQUIRER	10336	1102	11.1	10.7	87	4699	12.1	45.5	94	1602	10.4	15.5	82	1166	13.8	11.3	108
NATIONAL GEOGRAPHIC	9597	2054	20.8	21.4	175	5809	14.9	60.5	126	2838	18.5	29.6	156	1435	17.0	15.0	143
NATIONAL SUNDAY MAGAZINE PKG	49558	6902	69.7	13.9	114	24992	64.1	50.4	105	10552	68.7	21.3	112	5439	64.4	11.0	105
NATURAL HISTORY	573	*219	2.2	38.2	313	394	1.0	68.8	143	*230	1.5	40.1	212	**93	1.1	16.2	156
NEW WOMAN	1699	296	3.0	17.4	143	1041	2.7	61.3	127	467	3.0	27.5	145	*229	2.7	13.5	129
NEW YORK INCLUDING CUE	443	*117	1.2	26.4	216	253	0.6	57.1	119	150	1.0	33.9	179	*72	0.9	16.3	156
THE NEW YORKER	1270	359	3.6	28.3	231	803	2.1	63.2	131	506	3.3	39.8	210	185	2.2	14.6	140
NEWSWEEK	6277	1363	13.8	21.7	178	3475	8.9	55.4	115	1645	10.7	26.2	138	853	10.1	13.6	130
THE N.Y. TIMES DAILY EDITION	1205	309	3.1	25.6	210	861	2.2	71.5	148	528	3.4	43.8	231	259	3.1	21.5	206
THE N.Y. TIMES MAGAZINE	2081	479	4.8	23.0	188	1449	3.7	69.6	145	913	5.9	43.9	231	362	4.3	17.4	167
OWN	788	*183	1.8	23.2	190	418	1.1	53.0	110	*193	1.3	24.5	129	**115	1.4	14.6	140
ON CABLE	1158	**79	0.8	6.8	56	488	1.3	42.1	88	*193	1.3	16.7	88	**130	1.5	11.2	108
1001 HOME IDEAS	2852	376	3.8	13.2	108	1437	3.7	50.4	105	575	3.7	20.2	106	336	4.0	11.8	113
ORGANIC GARDENING	1658	309	3.1	18.6	153	986	2.5	59.5	124	407	2.7	24.5	129	*183	2.2	11.0	106
OUTDOOR LIFE	896	**69	0.7	7.7	63	439	1.1	49.0	102	*145	0.9	16.2	85	**56	0.7	6.3	60
PARADE MAGAZINE	24275	3496	35.3	14.4	118	12282	31.5	50.6	105	5452	35.5	22.5	118	2703	32.0	11.1	107

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	KIMIS B % DOWN	C ACROSS %	D INDX	A '000	LEMONS B % DOWN	C ACROSS %	D INDX	A '000	LIMES B % DOWN	C ACROSS %	D INDX	A '000	MANGOES B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	9896	100.0	12.2	100	38985	100.0	48.1	100	15355	100.0	19.0	100	8443	100.0	10.4	100
PARENTS	3845	509	5.1	13.2	108	1968	5.0	51.2	106	705	4.6	18.3	97	388	4.6	10.1	97
PENTHOUSE	831	*180	1.8	21.7	177	483	1.2	58.1	121	*211	1.4	25.4	134	**86	1.0	10.3	99
PEOPLE	11645	1761	17.8	15.1	124	6334	16.2	54.4	113	2785	18.1	23.9	126	1325	15.7	11.4	109
PLAYBOY	2006	376	3.8	18.7	153	1094	2.8	54.5	113	455	3.0	22.7	120	*224	2.7	11.2	107
POPULAR HOT RODDING	297	**22	0.2	7.4	61	**140	0.4	47.1	98	**35	0.2	11.8	62	**14	0.2	4.7	45
POPULAR MECHANICS	1018	*166	1.7	16.3	133	521	1.3	51.2	106	*229	1.5	22.5	119	**100	1.2	9.8	94
POPULAR SCIENCE	878	*187	1.9	21.3	174	490	1.3	55.8	116	*299	1.9	34.1	180	**90	1.1	10.3	98
PREVENTION	3913	771	7.8	19.7	161	2169	5.6	55.4	115	741	4.8	18.9	100	548	6.5	14.0	134
PSYCHOLOGY TODAY	1710	266	2.7	15.6	127	922	2.4	53.9	112	377	2.5	22.0	116	*173	2.0	10.1	97
READER'S DIGEST	22204	2921	29.5	13.2	108	11540	29.6	52.0	108	4538	29.6	20.4	108	2202	26.1	9.9	95
REDBOOK	7684	982	9.9	12.8	105	4074	10.5	53.0	110	1831	11.9	23.8	126	705	8.4	9.2	88
ROAD & TRACK	410	**79	0.8	19.3	158	*280	0.7	68.3	142	**145	0.9	35.4	187	**36	0.4	8.8	84
ROLLING STONE	969	*200	2.0	20.6	169	602	1.5	62.1	129	331	2.2	34.2	180	**99	1.2	10.2	98
RUNNER'S WORLD	298	**69	0.7	23.2	189	*197	0.5	66.1	137	**107	0.7	35.9	189	**45	0.5	15.1	145
SATURDAY EVENING POST	1169	*136	1.4	11.6	95	657	1.7	56.2	117	295	1.9	25.2	133	*137	1.6	11.7	112
SCIENCE 84	587	*148	1.5	25.2	206	392	1.0	66.8	139	*262	1.7	44.6	235	**116	1.4	19.8	190
SCIENCE DIGEST	482	*142	1.4	29.5	241	248	0.6	51.5	107	*137	0.9	28.4	150	**45	0.5	9.3	90
SCIENTIFIC AMERICAN	594	*214	2.2	36.0	295	403	1.0	67.8	141	*266	1.7	44.8	236	**69	0.8	11.6	111
SELF	2089	409	4.1	19.6	160	1121	2.9	53.7	111	619	4.0	29.6	156	320	3.8	15.3	147
SEVENTEEN	2411	342	3.5	14.2	116	1407	3.6	58.4	121	663	4.3	27.5	145	298	3.5	12.4	119
SKI	480	**132	1.3	27.5	225	280	0.7	58.3	121	*144	0.9	30.0	158	**62	0.7	12.9	124
SMITHSONIAN	2760	796	8.0	28.8	236	1652	4.2	59.9	124	942	6.1	34.1	180	477	5.6	17.3	166
SOAP OPERA DIGEST	3013	*284	2.9	9.4	77	1400	3.6	46.5	97	455	3.0	15.1	80	320	3.8	10.6	102
SOUTHERN LIVING	4184	476	4.8	11.4	93	2459	6.3	58.8	122	913	5.9	21.8	115	464	5.5	11.1	106
SPORT	559	**79	0.8	14.1	116	359	0.9	64.2	133	**132	0.9	23.6	125	**60	0.7	10.7	103
THE SPORTING NEWS	436	**49	0.5	11.2	92	*305	0.8	70.0	145	**101	0.7	23.2	122	**29	0.3	6.7	64
SPORTS AFIELD	493	**64	0.6	13.0	106	*202	0.5	41.0	85	**75	0.5	15.2	80	**42	0.5	8.5	82
SPORTS ILLUSTRATED	2758	520	5.3	18.9	154	1693	4.3	61.4	128	735	4.8	26.6	141	*248	2.9	9.0	86
STAR	7456	675	6.8	9.1	74	3400	8.7	45.6	95	1324	8.6	17.8	94	753	8.9	10.1	97
SUNDAY	24936	3408	34.4	13.7	112	12556	32.2	50.4	105	5811	37.8	23.3	123	3015	35.7	12.1	116
SUNSET	2124	709	7.2	33.4	273	1386	3.6	65.3	136	673	4.4	31.7	167	388	4.6	18.3	175
TV GUIDE	21661	2455	24.8	11.3	93	10747	27.6	49.6	103	3874	25.2	17.9	94	2195	26.0	10.1	97
TENNIS	550	*141	1.4	25.6	210	361	0.9	65.6	136	*163	1.1	29.6	156	**75	0.9	13.6	131
TIME	8880	1814	18.3	20.4	167	5232	13.4	58.9	122	2660	17.3	30.0	158	1369	16.2	15.4	148
TOWN & COUNTRY	917	269	2.7	29.3	240	574	1.5	62.6	130	347	2.3	37.8	200	*172	2.0	18.8	180
TRAVEL & LEISURE	972	208	2.1	21.4	175	632	1.6	65.0	135	321	2.1	33.0	174	*200	2.4	20.6	197
TRUE STORY	3356	**117	1.2	3.5	29	1434	3.7	42.7	89	390	2.5	11.6	61	295	3.5	8.8	84
U.S. NEWS & WORLD REPORT	3410	618	6.2	18.1	148	1842	4.7	54.0	112	928	6.0	27.2	144	443	5.2	13.0	125
USA TODAY	1759	412	4.2	23.4	192	978	2.5	55.6	116	533	3.5	30.3	160	*186	2.2	10.6	101
US	1873	*213	2.2	11.4	93	920	2.4	49.1	102	410	2.7	21.9	115	*240	2.8	12.8	123
VOGUE	3909	793	8.0	20.3	166	2228	5.7	57.0	118	1210	7.9	31.0	163	691	8.2	17.7	170
MALL STREET JOURNAL	1886	488	4.9	25.9	212	1119	2.9	59.3	123	732	4.8	38.8	205	357	4.2	18.9	182
WEIGHT WATCHERS	2120	329	3.3	15.5	127	1208	3.1	57.0	118	478	3.1	22.5	119	271	3.2	12.8	123
WOMAN'S DAY	14172	2042	20.6	14.4	118	7598	19.5	53.6	111	3263	21.3	23.0	121	1571	18.6	11.1	106
WORKING MOTHER	1146	*134	1.4	11.7	96	538	1.4	46.9	98	286	1.9	25.0	132	*154	1.8	13.4	129
WORKING WOMAN	1322	270	2.7	20.4	167	733	1.9	55.4	115	356	2.3	26.9	142	*174	2.1	13.2	126
WORLD TENNIS	*163	**49	0.5	30.1	246	**103	0.3	63.2	131	**68	0.4	41.7	220	**20	0.2	12.3	118
ZIFF-DAVIS MAG NETWK (GROSS)	2532	465	4.7	18.4	150	1493	3.8	59.0	122	719	4.7	28.4	150	383	4.5	15.1	145
BLAIR INSERTS	43657	6291	63.6	14.4	118	22389	57.4	51.3	107	9959	64.9	22.8	120	5003	59.3	11.5	110
DAILY NEWSPAPERS																	
READ ANY	51633	6810	68.8	13.2	108	25680	65.9	49.7	103	10398	67.7	20.1	106	5284	62.6	10.2	98
READ ONE	43463	5695	57.5	13.1	107	21320	54.7	49.1	102	8333	54.3	19.2	101	4381	51.9	10.1	97
READ TWO OR MORE	8170	1114	11.3	13.6	112	4360	11.2	53.4	111	2065	13.4	25.3	133	904	10.7	11.1	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7377	74.5	14.0	115	26661	68.4	50.6	105	11438	74.5	21.7	115	5786	68.5	11.0	105
READ ONE	46126	6279	63.4	13.6	111	23092	59.2	50.1	104	9529	62.1	20.7	109	5122	60.7	11.1	107
READ TWO OR MORE	6552	1099	11.1	16.8	137	3570	9.2	54.5	113	1909	12.4	29.1	154	664	7.9	10.1	97
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.71				28.71				30.29				28.31			
30 DAY REACH	71455	9019	91.1	12.6	103	34418	88.3	48.2	100	13652	88.9	19.1	101	7426	88.0	10.4	100
50 SHWG - 30 DAY AV FREQ	14.56	16.26				15.18				15.79				14.88			
30 DAY REACH	67742	8531	86.2	12.6	103	32634	83.7	48.2	100	13127	85.5	19.4	102	7086	83.9	10.5	100
25 SHWG - 30 DAY AV FREQ	7.94	8.75				8.21				8.45				7.91			
30 DAY REACH	62117	7958	80.4	12.8	105	30193	77.4	48.6	101	12320	80.2	19.8	105	6650	78.8	10.7	103
CABLE TV: HOME WIRED	32077	4100	41.4	12.8	105	16028	41.1	50.0	104	6657	43.4	20.8	109	3215	38.1	10.0	96
HOME NOT WIRED	48909	5796	58.6	11.9	97	22957	58.9	46.9	98	8699	56.7	17.8	94	5228	61.9	10.7	103
HAVE PAY CABLE	15935	2083	21.0	13.1	107	8498	21.8	53.3	111	3763	24.5	23.6	125	1665	19.7	10.4	100

	TOTAL U.S. '000	KIWIS				LEMONS				LIMES				MANGOES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	9896	100.0	12.2	100	28985	100.0	48.1	100	15355	100.0	19.0	100	8443	100.0	10.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5644	57.0	12.9	105	21808	55.9	49.7	103	8786	57.2	20.0	106	4560	54.0	10.4	100
10:00 AM - 3:00 PM	30659	3829	38.7	12.5	102	14761	37.9	48.1	100	5772	37.6	18.8	99	3080	36.5	10.0	96
3:00 PM - 7:00 PM	31045	4066	41.1	13.1	107	15282	39.2	49.2	102	6296	41.0	20.3	107	3369	39.9	10.9	104
7:00 PM - MIDNIGHT	15767	1998	20.2	12.7	104	7978	20.5	50.6	105	3150	20.5	20.0	105	1775	21.0	11.3	108
MIDNIGHT - 6:00 AM	9120	1233	12.5	13.5	111	4404	11.3	48.3	100	1897	12.4	20.8	110	932	11.0	10.2	98
6:00 AM - MIDNIGHT	58527	7383	74.6	12.6	103	28835	74.0	49.3	102	11705	76.2	20.0	105	6259	74.1	10.7	103
ENTIRE DAY	59311	7468	75.5	12.6	103	29138	74.7	49.1	102	11904	77.5	20.1	106	6307	74.7	10.6	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2166	21.9	13.4	110	7903	20.3	48.9	102	3373	22.0	20.9	110	1676	19.9	10.4	99
ALL NEWS	2256	454	4.6	20.1	165	1355	3.5	60.1	125	615	4.0	27.3	144	331	3.9	14.7	141
AOR/PROGRESSIVE	3874	722	7.3	18.6	153	2261	5.8	58.4	121	1101	7.2	28.4	150	538	6.4	13.9	133
BEAUTIFUL MUSIC	5660	732	7.4	12.9	106	2940	7.7	52.8	110	1240	8.1	21.9	116	562	6.7	9.9	95
BLACK	2204	250	2.5	11.3	93	1094	2.8	49.6	103	314	2.0	14.2	75	*186	2.2	8.4	81
CLASSICAL	1418	296	3.0	20.9	171	862	2.2	60.8	126	479	3.1	33.8	178	*218	2.6	15.4	147
CHR/ROCK	9538	1280	12.9	13.4	110	4673	12.0	49.0	102	1993	13.0	20.9	110	1131	13.4	11.9	114
COUNTRY	12648	1214	12.3	9.6	79	5765	14.8	45.6	95	2065	13.4	16.3	86	988	11.7	7.8	75
GOLDEN OLDIES	1191	**107	1.1	9.0	74	544	1.4	45.7	95	*215	1.4	18.1	95	*180	2.1	15.1	145
MOR/NOSTALGIA	4757	696	7.0	14.6	120	2299	5.9	48.3	100	933	6.1	19.6	103	436	5.2	9.2	88
NEWS/TALK	3863	606	6.1	15.7	128	1930	5.0	50.0	104	720	4.7	18.6	98	383	4.5	9.9	95
RELIGIOUS	3084	307	3.1	10.0	81	1333	3.4	43.2	90	515	3.4	16.7	88	287	3.4	9.3	89
SOFT ROCK	521	**50	0.5	9.6	79	306	0.5	39.5	82	**91	0.6	17.5	92	**53	0.6	10.2	98
URBAN CONTEMPORARY	1585	*130	1.3	8.2	67	784	2.0	49.5	103	*205	1.3	12.9	68	*237	2.8	15.0	143
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	259	2.6	7.9	65	1240	3.2	38.0	79	526	3.4	16.1	85	*181	2.1	5.6	53
ABC DIRECTION	2316	*251	2.5	10.8	89	1100	2.8	47.5	99	318	2.1	13.7	72	176	2.1	7.6	73
ABC ENTERTAINMENT	4834	419	4.2	8.7	71	2431	6.2	50.3	104	814	5.3	16.8	89	413	4.9	8.5	82
ABC FM	2202	*185	1.9	8.4	69	1078	2.8	49.0	102	444	2.9	20.2	106	284	3.4	12.9	124
ABC INFORMATION	5425	720	7.3	13.3	109	2778	7.1	51.2	106	1030	6.7	19.0	100	589	7.0	10.9	104
ABC ROCK	1677	*223	2.3	13.3	109	894	2.3	53.3	111	413	2.7	24.6	130	*212	2.5	12.6	121
CBS	4430	681	6.9	15.4	126	2215	5.7	50.0	104	886	5.8	20.0	105	454	5.4	10.2	98
MUTUAL	4992	772	7.8	15.5	127	2357	6.0	47.2	98	992	6.5	19.9	105	470	5.6	9.4	90
NBC	4679	628	6.3	13.4	110	2275	5.8	48.6	101	924	6.0	19.7	104	387	4.6	8.3	79
RADIORADIO	1994	*248	2.5	12.4	102	974	2.5	48.8	101	332	2.2	16.6	88	*103	1.2	5.2	50
RKO ONE	2298	330	3.3	14.4	118	1183	3.0	51.5	107	475	3.1	20.7	109	*286	3.4	12.4	119
RKO TWO	3311	261	2.6	7.9	65	1595	4.1	48.2	100	540	3.5	16.3	86	283	3.4	8.5	82
THE SOURCE	2114	310	3.1	14.7	120	1237	3.2	58.5	122	575	3.7	27.2	143	373	4.4	17.6	169
NON-WIRED: BLAIR	8654	1048	10.6	12.1	99	4262	10.9	49.2	102	1795	11.7	20.7	109	890	10.5	10.3	99
INTERNET	12025	1700	17.2	14.1	116	6226	16.0	51.8	108	2693	17.5	22.4	118	1489	17.6	12.4	119
KATZ RADIO GROUP	15359	2281	23.0	14.1	122	8019	20.6	52.2	108	3329	21.7	21.7	114	1630	19.3	10.6	102
SUPERNET	10628	1205	12.2	11.1	99	5180	13.3	48.7	101	1771	11.5	16.7	88	832	9.9	7.8	75
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	951	9.6	11.0	90	4204	10.8	48.6	101	1435	9.3	16.6	87	902	10.7	10.4	100
WKDAY 9:00 AM - 1:00 PM	12163	1250	12.6	10.3	84	5526	14.2	45.4	94	1844	12.0	15.2	80	1176	13.9	9.7	93
WKDAY 1:00 PM - 4:30 PM	16150	1550	15.7	9.6	79	7240	18.6	44.8	93	2395	15.6	14.8	78	1531	18.1	9.5	91
WKDAY 4:30 PM - 7:30 PM	22463	2533	25.6	11.3	92	10339	26.5	46.0	96	3803	24.8	16.9	89	2288	27.1	10.2	98
WKDAY 7:30 PM - 8:00 PM	31795	3667	37.1	11.5	94	14813	38.0	46.6	97	5454	35.5	17.2	90	3171	37.6	10.0	96
WKDAY 11:00 PM - 11:30 PM	23977	2697	27.3	11.2	92	11515	29.5	48.0	100	4419	28.8	18.4	97	2283	27.0	9.5	91
WKDAY 11:30 PM - 1:00 AM	7703	888	9.0	11.5	94	3571	9.2	46.4	96	1332	8.7	17.3	91	766	9.1	9.9	95
M-SAT 8-11 PM-SUN 7-11 PM	33800	3999	40.4	11.8	97	16299	41.8	48.2	100	6243	40.7	18.5	97	3448	40.8	10.2	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 4538	728	7.4	11.1	91	3049	7.8	46.6	97	985	6.4	15.1	79	772	9.1	11.8	113
ANOTHER WORLD	N 4620	516	5.2	11.2	91	2172	5.6	47.0	98	750	4.9	16.2	86	463	5.5	10.0	96
AS THE WORLD TURNS	C 5614	477	4.8	8.5	70	2324	6.0	41.4	86	727	4.7	12.9	68	429	5.1	7.6	73
CAPITOL	C 3396	215	2.2	6.3	52	1382	3.5	40.7	85	407	2.7	12.0	63	195	2.3	5.7	55
CBS MORN. NEWS 1	C 1446	132	1.3	9.1	75	578	1.5	40.0	83	158	1.0	10.9	58	100	1.2	6.9	66
CBS MORN. NEWS 2	C 1207	154	1.6	12.8	104	491	1.3	40.7	85	140	0.9	11.6	61	77	0.9	6.4	66
DAYS OF OUR LIVES	N 5877	602	6.1	10.2	84	2656	6.8	45.2	94	980	6.4	16.7	88	583	6.9	9.9	95
FACTS OF LIFE - DAYTIME	N 2290	269	2.7	11.7	96	*99	2.6	43.6	91	396	2.6	17.3	91	262	3.1	11.4	110
FAMILY FEUD	A 3023	317	3.2	10.5	86	1496	3.8	49.5	103	509	3.3	16.8	89	333	3.9	11.0	106
GENERAL HOSPITAL	A 6097	613	6.2	10.1	82	2708	6.9	44.4	92	894	5.8	14.7	77	554	6.6	9.1	87
GOOD MORNING, AMERICA-730	A 3515	409	4.1	11.6	95	1788	4.6	50.9	106	660	4.3	18.8	99	273	3.2	7.8	74
GOOD MORNING, AMERICA-830	A 2818	326	3.3	11.6	95	1411	3.6	50.1	104	502	3.3	17.8	94	209	2.5	7.4	71
GUIDING LIGHT	C 5339	388	3.9	7.3	60	2346	6.0	43.9	91	754	4.9	14.1	74	488	5.8	9.1	88
ONE LIFE TO LIVE	A 4478	397	4.0	8.9	73	2018	5.2	45.1	94	647	4.2	14.4	76	487	5.8	10.9	104
PRESS YOUR LUCK	C 2244	219	2.2	9.8	80	1000	2.6	44.6	93	331	2.2	14.8	78	160	1.9	7.1	68
PRICE IS RIGHT 1	C 4348	356	3.6	8.2	67	1878	4.8	43.2	90	582	3.8	13.4	71	381	4.5	8.8	84
PRICE IS RIGHT 2	C 5014	423	4.3	8.4	69	2189	5.6	43.7	91	710	4.6	14.2	75	419	5.0	8.4	80
RYAN'S HOPE	A 3150	298	3.0	9.5	77	1484	3.8	47.1	98	522	3.4	16.6	87	318	3.8	10.1	97
SALE OF THE CENTURY	N 2695	326	3.3	12.1	99	1236	3.2	45.9	95	446	2.9	16.5	87	275	3.3	10.2	98
SEARCH FOR TOMORROW	N 2319	213	2.2	9.2	75	1029	2.6	44.4	92	361	2.4	15.6	82	209	2.5	9.0	86
TODAY SHOW 1	N 2693	313	3.2	11.6	95	1256	3.2	46.6	97	420	2.7	15.6	82	298	3.5	11.1	106
TODAY SHOW 2	N 2498	265	2.7	10.6	87	1093	2.8	43.8	91	378	2.5	15.1	80	261	3.1	10.4	100
\$25,000 PYRAMID	C 2753	262	2.6	9.5	78	1173	3.0	42.6	89	366	2.4	13.3	70	233	2.8	8.5	81
WHEEL OF FORTUNE	N 4388	461	4.7	10.5	86	2060	5.3	46.9	98	644	4.2	14.7	77	430	5.1	9.8	94
YOUNG AND THE RESTLESS	C 5695	408	4.1	7.2	59	2296	5.9	40.3	84	734							

		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	LEMONS '000	B % DOWN	C ACROSS %	D INDX	LIMES '000	B % DOWN	C ACROSS %	D INDX	MANGOES '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80984	9896	100.0	12.2	100	38985	100.0	48.1	100	15355	100.0	19.0	100	8443	100.0	10.4	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2941	29.7	11.3	92	11804	30.3	45.3	94	4314	28.1	16.6	87	2455	29.1	9.4	90
NETWORK AFFILIATES - LATE		20261	2301	23.3	11.4	93	9856	25.3	48.6	101	3734	24.3	18.4	97	1961	23.2	9.7	93
INDEPENDENTS - LATE		2076	362	3.7	17.4	143	1136	2.9	54.7	114	547	3.6	26.3	139	254	3.0	12.2	117
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1111	11.2	10.6	87	5107	13.1	48.9	101	1767	11.5	16.9	89	847	10.0	8.1	78
ABC MONDAY NIGHT MOVIE	A	6412	739	7.5	11.5	94	3385	8.7	52.8	110	1257	8.2	19.6	103	695	8.2	10.8	104
ABC SUNDAY NIGHT MOVIE	A	12407	1566	15.8	12.6	103	6025	15.5	48.6	101	2270	14.8	18.3	96	1337	15.8	10.8	103
ABC WORLD NEWS TONIGHT	A	6176	694	7.0	11.2	92	2789	7.2	45.2	94	1078	7.0	17.5	92	531	6.3	8.6	88
AFTERMASH	C	5863	761	7.7	13.0	106	2798	7.2	47.7	99	1153	7.5	19.7	104	642	7.6	11.0	101
ALICE	C	9594	1106	11.2	11.5	94	4666	12.0	48.6	101	1744	11.4	18.2	96	858	10.2	8.9	86
AMERICAN PARADE	C	6622	744	7.5	11.2	92	2850	7.3	43.0	89	1149	7.5	17.4	92	589	7.0	8.9	85
BENSON	A	10886	1343	13.6	12.3	101	5207	13.4	47.8	99	1903	12.4	17.5	92	1104	13.1	10.1	97
BLUE THUNDER	A	5036	549	5.5	10.9	89	2432	6.2	48.3	100	785	5.1	15.6	82	556	6.6	11.0	106
CAGNEY & LACEY	C	9965	1177	11.9	11.8	97	4627	11.9	46.4	96	1836	12.0	18.4	97	1033	12.2	10.4	99
CBS EVENING NEWS-DEAN	C	3491	398	4.0	11.4	93	1736	4.5	49.7	103	688	4.4	19.1	101	250	3.0	7.2	69
CBS EVENING NEWS-RATHER	C	7123	828	8.4	11.6	95	3129	8.0	43.9	91	1237	8.1	17.4	92	610	7.2	8.6	82
CBS SAT. NEWS-SCHIEFFER	C	3621	374	3.8	10.3	85	1648	4.2	45.5	95	634	4.1	17.5	92	297	3.5	8.2	79
CBS SATURDAY NIGHT MOVIE	C	5436	551	5.6	10.1	83	2562	6.6	47.1	98	997	6.5	18.3	97	574	6.8	10.6	101
CBS WEDNESDAY NIGHT MOVIE	C	6100	656	6.6	10.8	88	2796	7.2	45.8	95	1075	7.0	17.6	93	472	5.6	7.7	74
CHEERS	N	8889	1296	13.1	14.6	119	4480	11.5	50.4	105	1913	12.5	21.5	114	926	11.0	10.4	100
DALLAS	C	22109	2488	25.1	11.3	92	10354	26.6	46.8	97	3887	25.3	17.6	93	2471	29.3	11.2	107
DIFF'RENT STROKES	N	6940	738	7.5	10.6	87	3166	8.1	45.6	95	985	6.4	14.2	75	597	7.1	8.6	83
DOUBLE TROUBLE	N	7223	780	7.9	10.8	88	3476	8.9	48.1	100	1359	8.9	18.8	99	692	8.2	9.6	92
DUCK FACTORY	N	5595	723	7.3	12.9	106	2766	7.1	49.4	103	1111	7.2	19.9	105	808	7.2	10.9	104
DUKES OF HAZZARD	C	5768	548	5.5	9.5	78	2711	7.0	47.0	98	867	5.6	15.0	79	547	6.5	9.5	91
DYNASTY	A	20053	2286	23.1	11.4	93	9716	24.9	48.5	101	3658	23.8	18.2	96	2169	25.7	10.8	104
FACTS OF LIFE	N	8087	904	9.1	11.2	91	3850	9.9	47.6	99	1359	8.9	16.8	89	779	9.2	9.6	92
FALCON CREST	C	20046	2233	22.6	11.1	91	9534	24.5	47.6	99	3493	22.7	17.4	92	2312	27.4	11.5	111
FALL GUY	A	9084	979	9.9	10.8	88	4134	10.6	45.5	95	1341	8.7	14.8	78	824	9.8	9.1	87
FAMILY TIES	N	7964	1111	11.2	14.0	114	3872	9.9	48.6	101	1413	9.2	17.7	94	814	9.6	10.2	98
FANTASY ISLAND	A	7687	858	8.7	11.2	91	3602	9.2	46.9	97	1305	8.5	17.0	90	804	9.5	10.5	100
FOULUPS, BLEEPS & BLUNDERS	A	8861	902	9.1	10.2	83	4399	11.3	49.6	103	1662	10.8	18.8	99	923	10.9	10.4	100
FOUR SEASONS	C	5095	574	5.8	11.3	92	2513	6.4	49.3	102	991	6.5	19.5	103	566	6.7	11.1	107
GIMME A BREAK	N	8838	1189	12.0	13.5	110	4259	10.9	48.2	100	1475	9.6	16.7	88	988	11.7	11.2	107
HART TO HART	A	8978	957	9.7	10.7	87	4097	10.5	45.6	95	1469	9.6	16.4	86	814	9.6	9.1	87
HILL STREET BLUES	N	8590	1231	12.4	14.3	117	4425	11.4	51.5	107	1942	12.6	22.6	119	976	11.6	11.4	109
HOTEL	A	14085	1601	16.2	11.8	93	6895	17.7	49.0	102	2411	15.7	17.1	90	1468	17.4	10.4	100
JEFFERSONS	C	9360	1008	10.2	10.8	88	4544	11.7	48.5	101	1632	10.6	17.4	92	753	8.9	8.0	77
JENNIFER SLEPT HERE	N	5841	681	6.9	11.7	95	2639	6.8	45.2	94	920	6.0	15.8	83	471	5.6	8.1	77
KATE & ALLIE	C	9206	943	9.5	10.2	84	4188	10.7	45.5	95	1702	11.1	18.5	98	821	9.7	8.9	86
KNIGHT RIDER	N	7076	931	9.4	13.2	108	3490	9.0	49.3	102	1252	8.2	17.7	93	787	9.3	11.1	107
LOVE BOAT	A	12219	1390	14.0	11.4	93	5658	14.5	46.3	96	1995	13.0	16.3	86	1166	13.8	9.5	92
MAGNUM PI	C	11199	1186	12.0	10.6	87	5577	14.3	49.8	103	1965	12.8	17.5	93	1125	13.3	10.0	96
MAMA'S FAMILY	N	6057	789	8.0	13.0	107	2930	7.5	48.4	100	1081	7.0	17.8	94	583	6.9	9.6	92
MASTER, THE	N	3598	419	4.2	11.6	95	1763	4.5	49.0	102	882	4.4	19.0	100	339	4.0	9.4	90
MATT HOUSTON	A	6344	785	7.9	12.4	101	3145	8.1	49.6	103	1161	7.6	18.3	97	607	7.2	9.6	92
NBC MONDAY NIGHT MOVIE	N	11994	1361	13.8	11.3	93	5569	14.3	46.4	96	2030	13.2	16.9	89	1204	14.3	10.0	96
NBC NIGHTLY NEWS	N	5132	610	6.2	11.9	97	2500	6.4	48.7	101	989	6.4	19.3	102	611	7.2	11.9	114
NBC NIGHTLY NEWS-SAT	N	3375	309	3.1	9.2	75	1471	3.8	43.6	91	484	3.2	14.3	76	342	4.1	10.1	97
NBC NIGHTLY NEWS-SUN	N	3130	458	4.6	14.6	120	1485	3.8	47.4	99	634	4.1	20.3	107	385	4.6	12.3	118
NBC SUNDAY NIGHT MOVIE	N	8284	858	8.7	10.4	85	3905	10.0	47.1	98	1471	9.6	17.8	94	924	10.9	11.2	107
NEWMART	C	9240	1034	10.4	11.2	92	4256	10.9	46.1	96	1633	10.6	17.7	93	796	9.4	8.6	83
ONE DAY AT A TIME	C	7288	801	8.1	11.0	90	3552	9.1	48.7	101	1293	8.4	17.7	94	744	8.8	10.2	98
PEOPLE ARE FUNNY	N	4855	646	6.5	13.3	109	2274	5.8	46.8	97	866	5.6	17.8	94	386	4.6	8.0	76
REAL PEOPLE	N	8869	888	9.0	10.0	82	4277	11.0	48.2	100	1450	9.4	16.3	86	782	9.3	8.8	85
REMINGTON STEELE	N	7743	770	7.8	9.9	81	3445	8.8	44.5	92	1318	8.6	17.0	90	710	8.4	9.2	88
REPLY'S BELIEVE IT - NOT	A	5345	699	7.1	13.1	107	2748	7.0	51.4	107	988	6.4	18.5	97	650	7.7	12.2	117
RIPTIDE	N	6988	794	8.0	11.4	93	3281	8.4	47.0	98	1100	7.2	15.7	83	588	7.0	8.4	81
SCARECROW & MRS. KING	C	10002	943	9.5	9.4	77	4560	11.7	45.6	95	1556	10.1	15.6	82	1040	12.3	10.4	100
SIMON & SIMON	C	10638	1123	11.3	10.6	86	5073	13.0	47.7	99	1726	11.2	16.2	86	1070	12.7	10.1	96
60 MINUTES	C	13293	1793	18.1	13.5	110	6576	16.9	49.5	103	2751	17.9	20.7	109	1410	16.7	10.6	102
ST. ELSEWHERE	N	7017	807	8.2	11.5	94	3514	9.0	50.1	104	1415	9.2	20.2	106	717	8.5	10.2	98
THREE'S COMPANY	A	10917	1300	13.1	11.9	97	5212	13.4	47.7	99	1966	12.8	18.0					

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	NECTARINES				ORANGES				PAPAYAS				PEACHES			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	25324	100.0	31.3	100	61988	100.0	76.5	100	7504	100.0	9.3	100	48828	100.0	60.3	100
18 - 24	9282	2533	10.0	27.3	87	6694	10.8	72.1	94	706	9.4	7.6	82	5117	10.5	55.1	91
25 - 34	19072	6894	27.2	36.1	116	15682	25.3	82.2	107	1699	22.6	8.9	96	12337	25.3	64.7	107
35 - 44	14591	4582	19.7	34.1	109	11470	18.5	78.6	103	1266	16.9	8.7	94	9157	18.8	62.8	104
45 - 54	11345	3749	14.8	33.0	106	8944	14.4	78.8	103	1168	15.6	10.3	111	7064	14.5	62.3	103
55 - 64	11635	3644	14.4	31.3	100	8848	14.3	76.0	99	1162	15.5	10.0	108	7037	14.4	60.5	100
65 OR OLDER	15061	3523	13.9	23.4	75	10351	16.7	68.7	90	1504	20.0	10.0	108	8116	16.6	53.9	89
18 - 34	28354	9427	37.2	33.2	106	22376	36.1	78.9	103	2404	32.0	8.5	92	17454	35.7	61.6	102
18 - 49	48339	16208	64.0	33.5	107	38088	61.4	78.8	103	4285	57.1	8.9	96	30016	61.5	62.1	103
25 - 54	45008	15624	61.7	34.7	111	36096	58.2	80.2	105	4133	55.1	9.2	99	28558	58.5	63.5	105
35 - 49	19985	6782	26.8	33.9	109	15712	25.3	78.6	103	1881	25.1	9.4	102	12562	25.7	62.9	104
50 OR OLDER	32647	9116	36.0	27.9	89	23900	38.6	73.2	96	3218	42.9	9.9	106	18813	38.5	57.6	96
GRADUATED COLLEGE	11155	4645	18.3	41.6	133	8293	15.0	83.3	109	1481	19.7	13.3	143	7688	15.7	68.9	114
ATTENDED COLLEGE	13682	5074	20.0	37.1	119	11458	18.5	83.7	109	1300	17.3	9.5	103	9281	19.0	67.8	113
GRADUATED HIGH SCHOOL	33880	10591	41.8	31.3	100	26180	42.2	77.3	101	2728	36.4	8.1	87	20390	41.8	60.2	100
DID NOT GRADUATE HIGH SCHOOL	22270	5014	19.8	22.5	72	15057	24.3	67.6	88	1994	26.6	9.0	97	11468	23.5	51.5	85
EMPLOYED	40306	13961	55.1	34.6	111	32209	52.0	79.9	104	3876	51.7	9.6	104	25507	52.2	63.3	105
EMPLOYED FULL-TIME	32850	11094	43.8	33.8	108	26022	42.0	79.2	103	3254	43.4	9.9	107	20652	42.3	62.9	104
EMPLOYED PART-TIME	7456	2867	11.3	38.5	123	6187	10.0	83.0	108	622	8.3	8.3	90	4856	9.9	65.1	108
NOT EMPLOYED	40680	11363	44.9	27.9	89	29779	48.0	73.2	96	3628	48.3	8.9	96	23321	47.8	57.3	95
PROFESSIONAL/MANAGER	10392	3900	15.4	37.5	120	8726	14.1	84.0	110	1078	14.4	10.4	112	7308	15.0	70.3	117
TECH/CLERICAL/SALES	17574	6491	25.6	36.9	118	14320	23.1	81.5	106	1619	21.6	9.2	99	11328	23.2	64.5	107
PRECISION/CRAFT	985	*296	1.2	30.1	96	768	1.2	78.0	102	**70	0.9	7.1	77	529	1.1	53.7	89
OTHER EMPLOYED	11354	3274	12.9	28.8	92	8394	13.5	73.9	97	1109	14.8	9.8	105	6342	13.0	55.9	93
SINGLE	9863	2706	10.7	27.4	88	7042	11.4	71.4	93	954	12.7	9.7	104	5271	10.8	53.4	89
MARRIED	51375	17064	67.4	33.2	106	41296	66.6	80.4	105	4457	59.4	8.7	94	32998	67.6	64.2	107
DIVORCED/SEPARATED/WIDOWED	19748	5554	21.9	28.1	90	13651	22.0	69.1	90	2092	27.9	10.6	114	10559	21.6	53.5	89
PARENTS	32590	11175	44.1	34.3	110	26483	42.7	81.3	106	2733	36.4	8.4	91	20575	42.1	63.1	105
WHITE	70416	23690	89.6	32.2	103	55187	89.0	78.4	102	6035	80.4	8.6	92	43649	89.4	62.0	103
BLACK	8778	1930	7.6	22.0	70	5452	8.8	62.1	81	1099	14.6	12.5	135	4213	8.6	48.0	80
OTHER	1791	*704	2.8	39.3	126	1349	2.2	75.3	98	**369	4.9	20.6	222	*966	2.0	53.9	89
NORTHEAST-CENSUS	17786	6710	26.5	37.7	121	13724	22.1	77.2	101	1469	19.6	8.3	89	11198	22.9	63.0	104
NORTH CENTRAL	20741	6244	24.7	30.1	96	16972	27.4	81.8	107	1105	14.7	5.3	57	12617	25.8	60.8	101
SOUTH	27775	6180	24.4	22.3	71	19217	31.0	69.2	90	2323	31.0	8.4	90	15384	31.5	55.4	92
WEST	14683	6190	24.4	42.2	135	12074	19.5	82.2	107	2607	34.7	17.8	192	9630	19.7	65.6	109
NORTHEAST-MKTG.	17961	6606	26.1	36.8	118	13339	21.5	74.3	97	1710	22.8	9.5	103	10828	22.2	60.3	100
EAST CENTRAL	11885	3639	14.4	30.6	98	9150	14.8	77.0	101	500	6.7	4.2	45	6921	14.2	58.2	97
WEST CENTRAL	14090	4241	16.7	30.1	96	11875	19.2	84.3	110	927	12.4	6.6	71	8947	18.3	63.5	105
SOUTH	24081	5240	20.7	21.8	70	17049	27.5	70.8	92	1947	25.9	8.1	87	13663	28.0	56.7	94
PACIFIC	12969	5598	22.1	43.2	138	10576	17.1	81.5	107	2421	32.3	18.7	201	8470	17.3	65.3	108
COUNTY SIZE A	32439	11742	46.4	36.2	116	24545	39.6	75.7	99	3980	53.0	12.3	132	19554	40.0	60.3	100
COUNTY SIZE B	24915	7452	29.4	29.9	96	19322	31.2	77.6	101	1861	24.8	7.5	81	15172	31.1	60.9	101
COUNTY SIZE C	12930	3644	14.4	28.2	90	10035	16.2	77.6	101	1019	13.6	7.9	85	7874	16.1	60.9	101
COUNTY SIZE D	10703	2487	9.8	23.2	74	8085	13.0	75.5	99	644	8.6	6.0	65	6229	12.8	58.2	97
METRO CENTRAL CITY	24518	7336	29.0	29.9	96	18045	29.1	73.6	96	2694	35.9	11.0	119	14124	28.9	57.6	96
METRO SUBURBAN	35919	13075	51.6	36.4	116	28694	46.3	79.9	104	3424	45.6	9.5	103	22791	46.7	63.5	105
NON METRO	20549	4912	19.4	23.9	76	15249	24.6	74.2	97	1386	18.5	6.7	73	11914	24.4	58.0	96
TOP 5 ADI'S	18341	7183	28.4	39.2	125	13959	22.5	76.1	99	2323	31.0	12.7	137	11256	23.1	61.4	102
TOP 10 ADI'S	25378	9367	37.0	36.9	118	19056	30.7	75.1	98	3120	41.6	12.3	133	15315	31.4	60.3	100
TOP 20 ADI'S	36488	13140	51.9	36.0	115	27505	44.4	75.4	98	4249	56.6	11.6	126	21951	45.0	60.2	100
HSGLD INC. \$50,000 OR MORE	6612	2814	11.1	42.6	136	5778	9.3	87.4	114	791	10.5	12.0	129	5039	10.3	76.2	126
\$40,000 OR MORE	12659	5394	21.3	42.6	136	10968	17.7	86.6	113	1333	17.8	10.5	114	9322	19.1	73.6	122
\$30,000 OR MORE	24698	10019	39.6	40.6	130	20922	33.8	84.7	111	2622	34.9	10.6	115	17146	35.1	69.4	115
\$25,000 OR MORE	32077	12673	50.0	39.5	126	27084	43.7	84.4	110	3227	43.0	10.1	109	22146	45.4	69.0	115
\$20,000 - \$24,999	9144	2894	11.4	31.6	101	6950	11.2	76.0	99	857	11.4	9.4	101	5484	11.2	60.0	99
\$15,000 - \$19,999	8728	2371	9.4	27.2	87	6685	10.8	76.6	100	655	8.7	7.5	81	5060	10.4	58.0	96
\$10,000 - \$14,999	12562	3295	13.0	26.2	84	9012	14.5	71.7	94	1115	14.9	8.9	96	7051	14.4	56.1	93
UNDER \$10,000	18475	4091	16.2	22.1	71	12257	19.8	66.3	87	1651	22.0	8.9	96	9088	18.6	49.2	82
HOUSEHOLD OF 1 PERSON	11987	2770	10.9	23.1	74	8002	12.9	66.8	87	1200	16.0	10.0	108	6114	12.5	51.0	85
2 PEOPLE	26577	8197	32.4	30.8	99	20015	32.3	75.3	98	2762	36.8	10.4	112	16061	32.9	60.4	100
3 OR 4 PEOPLE	30617	10400	41.1	34.0	109	24478	39.5	79.9	104	2426	32.3	7.9	86	19224	39.4	62.8	104
5 OR MORE PEOPLE	11804	3957	15.6	33.5	107	9493	15.3	80.4	105	1115	14.9	9.4	102	7429	15.2	62.9	104
NO CHILD IN HSHLD	46165	13429	53.0	29.1	93	33794	54.5	73.2	96	4584	61.1	9.9	107	27030	55.4	58.6	97
CHILD(REN) UNDER 2 YRS	5325	1539	6.1	28.9	92	4222	6.8	79.3	104	*426	5.7	8.0	86	3308	6.8	62.1	103
2 - 5 YEARS	14221	4979	19.7	35.0	112	11504	18.6	80.9	106	1054	14.0	7.4	80	8880	18.2	62.4	104
6 - 11 YEARS	15117	5231	20.7	34.6	111	12093	19.5	80.0	105	1457	19.4	9.6	104	9580	19.6	63.4	105
12 - 17 YEARS	16611	5650	22.3	34.0	109	13529	21.8	81.4	106	1451	19.3	8.7	94	10410	21.3	62.7	104
RESIDENCE OWNED	55884	18171	71.8	32.5	104	44384	71.6	79.4	104	4925	65.6	8.8	95	35556	72.8	63.6	106
VALUE: \$50,000 OR MORE	31744	11972	47.3	37.7	121	25950	41.9	81.7	107	3227	43.0	10.2	110	21181	43.4	66.7	111
VALUE: UNDER \$50,000	24140	6199	24.5	25.7	82	18434	29.7	76.4	100	1698	22.6	7.0	76	14375	29.4	59.5	99

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	NECTARINES				ORANGES				PAPAYAS				PEACHES			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	25324	100.0	31.3	100	61988	100.0	76.5	100	7504	100.0	9.3	100	48828	100.0	60.3	100
MAGAZINES	QUINTILE 1	15799	5839	23.1	37.0	118	13132	21.2	83.1	109	1653	22.0	10.5	113	10520	21.5	66.6	110
	QUINTILE 2	17259	6047	23.9	35.0	112	14120	22.8	81.8	107	1574	21.0	9.1	98	11166	22.9	64.7	107
	QUINTILE 3	13545	4792	18.9	35.4	113	10496	16.9	77.5	101	1257	16.8	9.3	100	8505	17.4	62.8	104
	QUINTILE 4	15133	3956	15.6	26.1	84	11061	17.8	73.1	95	1235	16.5	8.2	88	8680	17.8	57.4	95
	QUINTILE 5	19250	4690	18.5	24.4	78	13179	21.3	68.5	89	1785	23.8	9.3	100	9957	20.4	51.7	86
NEWSPAPERS	QUINTILE 1	12413	4554	18.0	36.7	117	9792	15.8	78.9	103	1270	16.9	10.2	110	7728	15.8	62.3	103
	QUINTILE 2	24116	7868	31.1	32.6	104	19225	31.0	79.7	104	2302	30.7	9.5	103	15686	32.1	65.0	108
	QUINTILE 3	11261	3692	14.6	32.8	105	8759	14.1	77.8	102	1162	15.5	10.3	111	6700	13.7	59.5	99
	QUINTILE 4	20255	6001	23.7	29.6	95	15405	24.9	76.1	99	1560	20.8	7.7	83	11804	24.2	58.3	99
	QUINTILE 5	12940	3209	12.7	24.8	79	8807	14.2	68.1	89	1211	16.1	9.4	101	6910	14.2	53.4	89
OUTDOOR	QUINTILE 1	14852	5114	20.2	34.4	110	11955	19.3	80.5	105	1248	16.6	8.4	91	9542	19.5	64.2	107
	QUINTILE 2	15725	5008	19.8	31.8	102	12140	19.6	77.2	101	1602	21.3	10.2	110	9824	20.1	62.5	104
	QUINTILE 3	16330	5214	20.6	31.9	102	12795	20.6	78.4	102	1371	18.3	8.4	91	9843	20.2	60.3	100
	QUINTILE 4	16744	5265	20.8	31.4	101	12307	19.9	73.5	96	1701	22.7	10.2	110	9476	19.4	56.6	94
	QUINTILE 5	17334	4723	18.7	27.2	87	12792	20.6	73.8	96	1582	21.1	9.1	98	10144	20.8	58.5	97
RADIO-DRIVE TIME	QUINTILE 1	15911	5196	20.5	32.7	104	12476	20.1	78.4	102	1463	19.5	9.2	99	9658	19.8	60.7	101
	QUINTILE 2	14837	4916	19.4	33.1	106	11549	18.6	77.8	102	1111	14.8	7.5	81	9173	18.8	61.8	103
	QUINTILE 3	15339	4945	19.5	32.2	103	11680	18.8	76.1	99	1770	23.6	11.5	125	9446	19.3	61.6	102
	QUINTILE 4	16723	4976	19.6	29.8	95	12825	20.7	76.7	100	1420	18.9	8.5	92	9902	20.3	59.2	98
	QUINTILE 5	18176	5291	20.9	29.1	93	13458	21.7	74.0	97	1740	23.2	9.6	103	10650	21.8	58.6	97
RADIO-MID- DAY	TERCILE 1	21020	7110	28.1	33.8	108	16246	26.2	77.3	101	1865	24.9	8.9	96	12840	26.3	61.1	101
	TERCILE 2	21610	7062	27.9	32.7	105	16878	27.2	78.1	102	1956	26.1	9.1	98	13096	26.8	60.6	101
	TERCILE 3	38355	11152	44.0	29.1	93	28855	46.6	75.3	98	3682	49.1	9.6	104	22892	46.9	59.7	99
	QUINTILE 1	15988	5357	21.2	33.5	107	12408	20.0	77.6	101	1559	20.8	9.8	105	9620	19.7	60.2	100
	QUINTILE 2	15626	5151	20.3	33.0	105	11923	19.2	76.3	100	1210	16.1	7.7	84	9460	19.4	60.5	100
RADIO-TOTAL	QUINTILE 3	16723	5239	20.7	31.3	100	13133	21.2	78.5	103	1442	19.2	8.6	93	10286	21.1	61.5	102
	QUINTILE 4	16342	5062	20.0	31.0	99	12498	20.2	76.5	100	1652	22.0	10.1	109	10019	20.5	61.3	102
	QUINTILE 5	16306	4515	17.8	27.7	89	12026	19.4	73.8	96	1642	21.9	10.1	109	9444	19.3	57.9	96
	QUINTILE 1	15953	4983	19.7	31.2	100	11934	19.3	74.8	98	1403	18.7	8.8	95	9575	19.6	60.0	100
	QUINTILE 2	16137	5140	20.3	31.9	102	12545	20.2	77.7	102	1575	21.0	9.8	105	9542	19.5	59.1	98
TV-PRIME TIME	QUINTILE 3	16420	5193	20.5	31.6	101	12690	20.5	77.3	101	1368	18.2	8.3	90	10247	21.0	62.4	104
	QUINTILE 4	16687	5095	20.1	30.5	98	12934	20.9	77.5	101	1637	21.8	9.8	106	10032	20.5	60.1	100
	QUINTILE 5	15789	4913	19.4	31.1	100	11884	19.2	75.3	98	1521	20.3	9.6	104	9433	19.3	59.7	99
	TERCILE 1	27736	7689	30.4	27.7	89	20301	32.7	73.2	96	2198	29.3	7.9	86	15872	32.5	57.2	95
	TERCILE 2	26489	8412	33.2	31.8	102	20624	33.3	77.9	102	2375	31.6	9.0	97	15988	32.7	60.4	100
TV-TOTAL	TERCILE 3	26761	9223	36.4	34.5	110	21063	34.0	78.7	103	2931	39.1	11.0	118	16969	34.8	63.4	105
	QUINTILE 1	16345	4521	17.9	27.7	88	11977	19.3	73.3	96	1299	17.3	7.9	86	9283	19.0	56.8	94
	QUINTILE 2	16447	4927	19.5	30.0	96	12437	20.1	75.6	99	1634	21.8	9.9	107	9817	20.1	59.7	99
	QUINTILE 3	15980	5321	21.0	33.3	106	12356	19.9	77.3	101	1361	18.1	8.5	92	9695	19.9	60.7	101
	QUINTILE 4	15887	5301	20.9	33.4	107	12364	19.9	77.8	102	1574	21.0	9.9	107	9825	20.1	61.8	103
QUINTILE 5	16326	5254	20.7	32.2	103	12855	20.7	78.7	103	1636	21.8	10.0	108	10208	20.9	62.5	104	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	7563	29.9	36.5	117	17130	27.6	82.7	108	2258	30.1	10.9	118	13785	28.2	66.5	110
	NEWSPAPER IMPERATIVE	19186	6764	26.7	35.3	113	15379	24.8	80.2	105	1682	22.4	8.8	95	12095	24.8	63.0	105
	NEWSPAPER IMPERATIVE	21899	6694	26.4	30.6	98	16361	26.4	74.7	98	2038	27.2	9.3	100	13036	26.7	59.5	99
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	5542	21.9	35.9	115	12974	20.9	84.0	110	1329	17.7	8.6	93	10286	21.1	66.6	110
	OUTDOOR IMPERATIVE	25953	9166	36.2	35.3	113	20652	33.3	79.6	104	2613	34.8	10.1	109	16361	33.5	63.0	105
	OUTDOOR IMPERATIVE	24400	7117	28.1	29.2	93	18060	29.1	74.0	97	2270	30.3	9.3	100	14293	29.3	58.6	97
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	6597	26.1	36.6	117	14747	23.8	81.7	107	1496	19.9	8.3	89	11340	23.2	62.8	104
	RADIO IMPERATIVE	23571	8141	32.1	34.5	110	19177	30.9	81.4	106	2486	33.1	10.5	114	15619	32.0	66.3	110
	RADIO IMPERATIVE	23278	6653	26.3	28.6	91	16938	27.3	72.8	95	1947	25.9	8.4	90	13320	27.3	57.2	95
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	5120	20.2	33.1	106	12439	20.1	80.5	105	1368	18.2	8.8	96	9492	19.4	61.4	102
	TELEVISION IMPERATIVE	25829	9625	38.0	37.3	119	21317	34.4	82.5	108	2606	34.7	10.1	109	17429	35.7	67.5	112
	TELEVISION IMPERATIVE	26039	6774	26.7	26.0	83	18350	29.6	70.5	92	2305	30.7	8.9	96	14438	29.6	55.4	92
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	5801	22.9	34.9	112	13306	21.5	80.1	105	1419	18.9	8.5	92	10895	22.3	65.6	109
	OUTDOOR IMPERATIVE	26834	8808	34.8	32.8	105	20992	33.9	78.2	102	2785	37.1	10.4	112	16457	33.7	61.3	102
	OUTDOOR IMPERATIVE	23346	7119	28.1	30.5	98	17809	28.7	76.3	100	2189	29.2	9.4	101	13743	28.1	58.9	98
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	5878	23.2	34.3	110	13816	22.3	80.6	105	1597	21.3	9.3	101	10677	21.9	62.3	103
	RADIO IMPERATIVE	25892	8597	33.9	33.2	106	20244	32.7	78.2	102	2666	35.5	10.3	111	16592	34.0	64.1	106
	RADIO IMPERATIVE	23167	7167	28.3	30.9	99	17244	27.8	74.4	97	1944	25.9	8.4	91	13566	27.8	58.6	97
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	5559	22.0	32.4	104	13535	21.8	78.9	103	1656	22.1	9.7	104	10380	21.3	60.5	100
	TELEVISION IMPERATIVE	26214	9209	36.4	35.1	112	21034	33.9	80.2	105	2594	34.6	9.9	107	17072	35.0	65.1	108
	TELEVISION IMPERATIVE	23412	6325	25.0	27.0	86	16663	26.9	71.2	93	1948	26.0	8.3	90	13088	26.8	55.9	93
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	5447	21.5	35.6	114	12076	19.4	78.6	103	135							

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	NECTARINES				ORANGES				PAPAYAS				PEACHES			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	25324	100.0	31.3	100	61988	100.0	76.5	100	7504	100.0	9.3	100	48828	100.0	60.3	100
ATLANTIC MONTHLY	415	*194	0.8	46.7	149	150	0.8	84.3	110	**75	1.0	18.1	195	221	0.5	53.3	88
BARRON'S	453	*258	1.0	57.0	182	377	0.6	83.2	109	**74	1.0	16.3	176	342	0.7	75.5	125
BETTER HOMES & GARDENS	16256	5893	23.3	36.3	116	13435	21.7	82.6	108	1486	19.8	9.1	99	10875	22.3	66.9	111
BON APPETIT	2535	1176	4.6	46.4	148	2210	3.6	87.2	114	390	5.2	15.4	166	1753	3.6	69.2	115
BUSINESS WEEK	1278	463	1.8	36.2	116	970	1.6	75.9	99	*218	2.9	17.1	184	829	1.7	64.9	108
CAR AND DRIVER	378	*149	0.6	39.4	126	*289	0.5	76.5	100	**38	0.5	10.1	108	*233	0.5	61.6	102
CBS MAGAZINE NETWORK (GROSS)	1498	617	2.4	41.2	132	1173	1.9	78.3	102	*111	1.5	7.4	80	1017	2.1	67.9	113
CHANGING TIMES	1505	498	2.0	33.1	106	1190	1.9	79.1	103	*213	2.8	14.2	153	968	2.0	64.3	107
COLONIAL HOMES	1231	462	1.8	37.5	120	1024	1.7	83.2	109	**107	1.4	8.7	94	800	1.6	65.0	108
CONDE NAST MAG. PKG. (GROSS)	14146	5334	21.1	37.7	121	11654	18.8	82.4	108	1618	21.6	11.4	123	9516	19.5	67.3	112
CONSUMERS DIGEST	1323	513	2.0	38.8	124	1113	1.8	84.1	110	*160	2.1	12.1	131	825	1.7	62.4	103
COSMOPOLITAN	7102	2655	10.5	37.4	120	5654	9.1	79.6	104	692	9.2	9.7	105	4310	8.8	60.7	101
COUNTRY LIVING	2481	1069	4.2	43.1	138	2057	3.3	82.9	108	232	3.1	9.4	101	1737	3.6	70.0	116
CUISINE	1472	705	2.8	47.9	153	1249	2.0	84.9	111	*146	1.9	9.9	107	923	1.9	62.7	104
CYCLE WORLD	425	*262	1.0	61.6	197	351	0.6	82.6	108	**23	0.3	5.4	58	*322	0.7	75.8	126
DCI:CREATIVE IDEAS FOR LIV	2510	*885	3.9	39.2	125	2112	3.4	84.1	110	*113	1.5	4.5	49	1781	3.6	71.0	118
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2015	8.0	30.1	96	5465	8.8	81.6	107	377	5.0	5.6	61	4489	9.2	67.1	111
DISCOVER	894	339	1.3	37.9	121	585	1.1	73.6	96	**80	1.1	8.9	97	555	1.1	62.1	103
EBONY	3507	889	3.5	25.3	81	2269	3.7	64.7	85	143	4.8	10.4	112	1733	3.5	49.4	82
ESQUIRE	1083	377	1.5	34.8	111	736	1.2	68.0	89	**112	1.5	10.3	112	589	1.2	54.4	90
ESSENCE	1830	514	2.0	28.1	90	1372	2.2	75.0	98	233	3.1	12.7	137	951	1.9	52.0	86
FAMILY CIRCLE	15930	5598	22.1	35.1	112	13082	21.1	82.1	107	1334	17.8	8.4	90	10431	21.4	65.5	109
THE FAMILY HANDYMAN	1126	405	1.6	36.0	115	938	1.5	83.3	109	**109	1.5	9.7	104	816	1.7	72.5	120
FAMILY WEEKLY	11468	3687	14.6	32.2	103	9078	14.6	79.2	103	956	12.7	8.3	90	7352	15.1	64.1	106
FIELD & STREAM	2234	713	2.8	31.9	102	1804	2.9	80.8	106	**81	1.1	3.6	39	1417	2.9	63.4	105
FOOD & WINE	579	279	1.1	48.2	154	450	0.7	77.7	102	**45	0.6	7.8	84	381	0.8	65.8	109
FORBES	728	341	1.3	46.8	150	600	1.0	82.4	108	**161	2.1	22.1	239	492	1.0	67.6	112
FORTUNE	906	417	1.6	46.0	147	748	1.2	82.6	108	*137	1.1	15.1	163	650	1.3	71.7	119
GENTLEMEN'S QUARTERLY	791	308	1.2	38.9	125	571	0.9	72.2	94	**73	1.0	9.2	100	434	0.9	54.9	91
GLAMOUR	5285	1948	7.7	37.0	118	4401	7.1	83.6	109	455	6.1	8.6	93	3713	7.6	70.5	117
GOLF DIGEST	636	*183	0.7	28.8	92	526	0.8	82.7	108	**45	0.6	7.1	76	427	0.9	67.1	111
GOLF DIGEST/TENNIS (GROSS)	1186	376	1.5	31.7	101	969	1.6	81.7	107	**103	1.4	8.7	94	809	1.7	68.2	110
GOLF MAGAZINE	441	*167	0.7	37.9	121	358	0.6	81.2	106	**25	0.3	5.7	61	*268	0.5	60.8	101
GOLF MAGAZINE/SKI (GROSS)	922	385	1.5	41.8	134	761	1.2	82.5	108	**90	1.2	9.8	105	615	1.3	66.7	111
GOOD HOUSEKEEPING	16487	5907	23.3	35.8	115	13644	22.0	82.8	108	1280	17.1	7.8	84	10934	22.4	66.3	110
HARPER'S BAZAAR	2423	1010	4.0	41.7	133	2015	3.3	83.2	109	378	5.0	15.6	168	1593	3.3	65.7	109
HEALTH	1994	670	2.6	33.6	107	1639	2.6	82.2	107	*205	2.7	10.3	111	1255	2.6	62.9	104
HEARST MAG CORP. BUY (GROSS)	44101	16359	64.6	37.1	119	36183	58.4	82.0	107	3946	52.6	8.9	97	28625	58.6	64.9	108
HEARST MAN POWER (GROSS)	1993	753	3.0	37.8	121	1673	2.7	83.9	110	*164	2.2	8.2	89	1169	2.4	58.7	97
HEARST WOMAN POWER (GROSS)	31274	11371	44.9	36.4	116	25646	41.4	82.0	107	2605	34.7	8.3	90	20252	41.5	64.8	107
HOUSE BEAUTIFUL	3623	1265	5.0	34.9	112	2875	4.6	79.4	104	312	4.2	8.6	93	2375	4.9	65.6	109
INC.	283	*137	0.5	48.4	155	*214	0.3	75.6	99	**42	0.5	14.8	160	*191	0.4	67.5	112
JET	2928	774	3.1	26.4	85	1866	3.0	63.7	83	338	4.5	11.5	125	1442	3.0	49.2	82
LADIES' HOME JOURNAL	11918	4178	16.5	35.1	112	9905	16.0	83.1	109	855	11.4	7.2	77	7958	16.3	66.8	111
LHJ FAMILY GRP COMBO(GROSS)	16764	5842	23.1	34.8	111	13912	22.4	83.0	108	1286	17.1	7.7	83	11129	22.8	66.4	110
LIFE	4254	1533	6.1	36.0	115	3393	5.5	79.8	104	559	7.4	13.1	142	2686	5.5	63.1	105
L.A. TIMES HOME MAGAZINE	1145	459	1.8	40.1	128	922	1.5	80.5	105	402	5.4	35.1	379	777	1.6	67.9	113
MADAMOISELLE	2884	1056	4.2	36.6	117	2423	3.9	84.0	110	372	5.0	12.9	139	1962	4.0	68.0	110
MC CALL'S	13460	4451	17.6	33.1	106	10956	17.7	81.4	106	990	13.2	7.4	79	8759	17.9	65.1	108
MC CALL'S/WRK MOTHER (GROSS)	14606	4932	19.5	33.8	108	11934	19.3	81.7	107	1084	14.4	7.4	80	9577	19.6	65.6	109
MECHANIX ILLUSTRATED	772	280	1.1	36.3	116	626	1.0	81.1	106	**82	1.1	10.6	115	436	0.9	56.5	94
METROPOLITAN HOME	967	355	1.4	36.7	117	834	1.3	86.2	113	*98	1.3	10.1	109	667	1.4	69.0	114
MONEY	1588	599	2.4	37.7	121	1305	2.1	82.2	107	*262	3.5	16.5	178	1025	2.1	64.5	107
MOTHER EARTH NEWS	1002	443	1.7	44.2	141	897	1.4	89.5	117	*127	1.7	12.7	137	746	1.5	74.5	123
MS.	825	283	1.1	34.3	110	684	1.1	82.9	108	**65	0.9	7.9	85	504	1.0	61.1	101
NATIONAL ENQUIRER	10336	2889	11.4	28.0	89	7795	12.6	75.4	99	847	11.3	8.2	88	5995	12.3	58.0	96
NATIONAL GEOGRAPHIC	9597	3690	14.6	38.4	123	7914	12.8	82.5	108	1321	17.6	13.8	149	6442	13.2	67.1	111
NATIONAL SUNDAY MAGAZINE PKG	49558	16794	66.3	33.9	108	39192	63.2	79.1	103	4740	63.2	9.6	103	31239	64.0	63.0	105
NATURAL HISTORY	573	288	1.1	50.3	161	489	0.8	85.3	111	**106	1.4	18.5	200	403	0.8	70.3	117
NEW WOMAN	1699	613	2.4	36.1	115	1406	2.3	82.8	108	*155	2.1	9.1	98	1006	2.1	59.2	98
NEW YORK INCLUDING CUE	443	213	0.8	48.1	154	331	0.5	74.7	98	**50	0.7	11.3	122	277	0.6	62.5	104
THE NEW YORKER	1270	657	2.6	51.7	165	1042	1.7	82.0	107	201	2.7	15.8	171	877	1.8	69.1	115
NEWSWEEK	6277	2598	10.3	41.4	132	5136	8.3	81.8	107	802	10.7	12.8	138	4147	8.5	66.1	110
THE N.Y. TIMES DAILY EDITION	1205	563	2.2	46.7	149	945	1.5	78.4	102	*185	2.5	15.4	166	814	1.7	67.6	112
THE N.Y. TIMES MAGAZINE	2081	977	3.9	46.9	150	1666	2.7	80.1	105	288	3.8	13.8	149	1447	3.0	69.5	115
OMNI	788	223	0.9	28.3	91	657	1.1	83.4	109	*124	1.7	15.7	170	476	1.0	60.4	100
ON CABLE	1158	372	1.5	32.1	103	939	1.5	81.1	106	**105	1.4	9.1	98	643	1.3	55.5	92
1001 HOME IDEAS	2852	994	3.9	34.9	111	2369	3.8	83.1	109	*225	3.0	7.9	85	1916	3.9	67.2	111
ORGANIC GARDENING	1658	690	2.7	41.6	133	1421	2.3	85.7	112	*197	2.6	11.9	128	1310	2.7	79.0	131
OUTDOOR LIFE	896	307	1.2	34.3	110	704	1.1	78.6	103	**28	0.4	3.1	34	572	1.2	63.8	106
PARADE MAGAZINE	24275	8464	33.4	34.9	112	18845	30.4	77.6	101	2457	32.7	10.1	109	15047	30.8	62.0	103

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	NECTARINES				ORANGES				PAPAYAS				PEACHES			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	25324	100.0	31.3	100	61988	100.0	76.5	100	7504	100.0	9.3	100	48828	100.0	60.3	100
PARENTS	3845	1427	5.6	37.1	119	3199	5.2	83.2	109	288	3.8	7.5	81	2641	5.4	68.7	114
PENTHOUSE	831	*271	1.1	32.6	104	666	1.1	80.1	105	**77	1.0	9.3	100	517	1.1	62.2	103
PEOPLE	11645	4235	16.7	36.4	116	9474	15.3	81.4	106	1134	15.1	9.7	105	7586	15.5	65.1	108
PLAYBOY	2006	590	2.3	29.4	94	1604	2.6	80.0	104	*233	3.1	11.6	125	1145	2.3	57.1	95
POPULAR HOT RODDING	297	**109	0.4	36.7	117	268	0.4	90.2	118	**10	0.1	3.4	36	*161	0.3	54.2	90
POPULAR MECHANICS	1018	421	1.7	41.4	132	847	1.4	83.2	109	**86	1.1	8.4	91	583	1.2	57.3	95
POPULAR SCIENCE	878	352	1.4	40.1	128	719	1.2	81.9	107	**43	0.6	4.9	53	600	1.2	68.3	113
PREVENTION	3913	1553	6.1	39.7	127	3256	5.3	83.2	109	482	6.4	12.3	133	2604	5.3	66.5	110
PSYCHOLOGY TODAY	1710	582	2.3	34.0	109	1417	2.3	82.9	108	*220	2.9	12.9	139	1173	2.4	68.6	114
READER'S DIGEST	22204	7562	29.9	34.1	109	17819	28.7	80.3	105	1931	25.7	8.7	94	14451	29.6	65.1	108
REDBOOK	7684	2808	11.1	36.5	117	6347	10.2	82.6	108	633	8.4	8.2	89	5008	10.3	65.2	108
ROAD & TRACK	410	**163	0.6	39.8	127	359	0.6	87.6	114	*221	0.3	5.1	55	*322	0.7	78.5	130
ROLLING STONE	969	367	1.4	37.9	121	853	1.4	88.0	115	*107	1.4	11.0	119	668	1.4	68.9	114
RUNNER'S WORLD	298	**139	0.5	46.6	149	289	0.5	97.0	127	**70	0.9	23.5	254	*251	0.5	84.2	140
SATURDAY EVENING POST	1169	483	1.9	41.3	132	992	1.6	84.9	111	*102	1.4	8.7	94	753	1.5	64.4	107
SCIENCE 84	587	268	1.1	45.7	146	541	0.9	92.2	120	**112	1.5	19.1	206	342	0.7	58.3	97
SCIENCE DIGEST	482	*182	0.7	37.8	121	404	0.7	83.8	110	**55	0.7	11.4	123	294	0.6	61.0	101
SCIENTIFIC AMERICAN	594	289	1.1	48.7	156	513	0.8	86.4	113	**117	1.6	19.7	213	437	0.9	73.6	122
SELF	2089	826	3.3	39.5	126	1707	2.8	81.7	107	220	2.9	10.5	114	1342	2.7	64.2	107
SEVENTEEN	2411	907	3.6	37.6	120	1980	3.2	82.1	107	*195	2.6	8.1	87	1559	3.2	64.7	107
SKI	480	*218	0.9	45.4	145	403	0.7	84.0	110	**65	0.9	13.5	146	347	0.7	72.3	120
SMITHSONIAN	2760	1105	4.4	40.0	128	2274	3.7	82.4	108	456	6.1	16.5	178	1894	3.9	68.6	114
SOAP OPERA DIGEST	3013	896	3.5	29.7	95	2339	3.8	77.6	101	*219	2.9	7.3	78	1840	3.8	61.1	101
SOUTHERN LIVING	4184	1030	4.1	24.6	79	3353	5.4	80.1	105	263	3.5	6.3	68	2708	5.5	64.7	107
SPORT	559	*122	0.5	21.8	70	404	0.7	72.3	94	**31	0.4	5.5	60	298	0.6	53.3	88
THE SPORTING NEWS	436	**150	0.6	34.4	110	397	0.6	91.1	119	**7	0.1	1.6	17	*288	0.6	66.1	110
SPORTS AFIELD	493	*150	0.6	30.4	97	422	0.7	85.6	112	**24	0.3	4.9	53	292	0.6	59.2	98
SPORTS ILLUSTRATED	2758	1165	4.6	42.2	135	2328	3.8	84.4	110	*212	2.8	7.7	83	1908	3.9	69.2	115
STAR	7456	2305	9.1	30.9	99	5515	8.9	74.0	97	529	7.0	7.1	77	4213	8.6	56.5	94
SUNDAY	24936	8939	35.3	35.8	115	19730	31.8	79.1	103	2342	31.2	9.4	101	15746	32.2	63.1	105
SUNSET	2124	998	3.9	47.0	150	1864	3.0	87.8	115	537	7.2	25.3	273	1661	3.4	78.2	130
TV GUIDE	21661	7135	28.2	32.9	105	17126	27.6	79.1	103	1874	25.0	8.7	93	12971	26.6	59.9	99
TENNIS	550	*194	0.8	35.3	113	442	0.7	80.4	105	**59	0.8	10.7	116	381	0.8	69.3	115
TIME	8880	3491	13.8	39.3	126	7433	12.0	83.7	109	1178	15.7	13.3	143	5728	11.7	64.5	107
TOWN & COUNTRY	917	352	1.4	38.4	123	768	1.2	83.8	109	*129	1.7	14.1	152	569	1.2	62.1	103
TRAVEL & LEISURE	972	483	1.9	49.7	159	829	1.3	85.3	111	*137	1.8	14.1	152	653	1.3	67.2	111
TRUE STORY	3356	828	3.3	24.7	79	2492	4.0	74.3	97	*233	3.1	6.9	75	2075	4.2	61.8	103
U.S. NEWS & WORLD REPORT	3410	1338	5.3	39.2	125	2796	4.5	82.0	107	446	5.9	13.1	141	2277	4.7	66.8	111
USA TODAY	1759	680	2.7	38.7	124	1517	2.4	86.2	113	228	3.0	13.0	140	1185	2.4	67.4	112
US	1873	606	2.4	32.4	103	1516	2.4	80.9	106	*163	2.2	8.7	94	1204	2.5	64.3	107
VOGUE	3909	1504	5.9	38.5	123	3122	5.0	79.9	104	571	7.6	14.6	158	2499	5.1	63.9	106
WALL STREET JOURNAL	1886	717	2.8	38.0	122	1614	2.6	85.6	112	338	4.5	17.9	193	1333	2.7	70.7	117
WEIGHT WATCHERS	2120	802	3.2	37.8	121	1782	2.9	84.1	110	315	4.2	14.9	160	1431	2.9	67.5	112
WOMAN'S DAY	14172	5136	20.3	36.2	116	11731	18.9	82.8	108	1097	14.6	7.7	84	9464	19.4	66.8	111
WORKING MOTHER	1146	481	1.9	42.0	134	978	1.6	85.3	111	**94	1.3	8.2	89	818	1.7	71.4	118
WORKING WOMAN	1322	484	1.9	36.6	117	1081	1.7	81.8	107	*159	2.1	12.0	130	878	1.8	66.4	110
WORLD TENNIS	*163	**57	0.2	35.0	112	*129	0.2	79.1	103	**14	0.2	8.6	93	**105	0.2	64.4	107
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1049	4.1	41.4	132	2128	3.4	84.0	110	260	3.5	10.3	111	1608	3.3	63.5	105
BLAIR INSERTS	43657	15196	60.0	34.8	111	34517	55.7	79.1	103	4358	58.1	10.0	108	27333	56.0	62.6	104
DAILY NEWSPAPERS																	
READ ANY	51633	16788	66.3	32.5	104	40591	65.5	78.6	103	4911	65.4	9.5	103	32008	65.6	62.0	103
READ ONE	43463	13827	54.6	31.8	102	34192	55.2	78.7	103	4064	54.2	9.4	101	26991	55.3	62.1	103
READ TWO OR MORE	8170	2961	11.7	36.2	116	6400	10.3	78.3	102	847	11.3	10.4	112	5017	10.3	61.4	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	17830	70.4	33.8	108	41635	67.2	79.0	103	5116	68.2	9.7	105	33323	68.2	63.3	105
READ ONE	46126	15342	60.6	33.3	106	36239	58.5	78.6	103	4412	58.8	9.6	103	28983	59.4	62.8	104
READ TWO OR MORE	6552	2488	9.8	38.0	121	5397	8.7	82.4	108	704	9.4	10.7	116	4340	8.9	66.2	110
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.55				28.53				25.38				28.65			
30 DAY REACH	71455	22721	89.7	31.8	102	54779	88.4	76.7	100	6572	87.6	9.2	99	43299	88.7	60.6	101
50 SHWG - 30 DAY AV FREQ	14.56	15.00				15.04				13.40				15.09			
30 DAY REACH	67742	21662	85.5	32.0	102	52080	84.0	76.9	100	6236	83.1	9.2	99	41210	84.4	60.8	101
25 SHWG - 30 DAY AV FREQ	7.94	8.08				8.16				7.20				8.23			
30 DAY REACH	62117	20133	79.5	32.4	104	47994	77.4	77.3	101	5775	77.0	9.3	100	37716	77.2	60.7	101
CABLE TV: HOME WIRED	32077	10822	42.7	33.7	108	25730	41.5	80.2	105	2672	35.6	8.3	90	20128	41.2	62.7	104
HOME NOT WIRED	48909	14502	57.3	29.7	95	36258	58.5	74.1	97	4832	64.4	9.9	107	28700	58.8	58.7	97
HAVE PAY CABLE	15935	5858	23.1	36.8	118	13300	21.5	83.5	109	1300	17.3	8.2	88	10392	21.3	65.2	108

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	NECTARINES				DRANGES				PAPAYAS				PEACHES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
		'000	DOWN	ACROSS	INDX	'000	DOWN	ACROSS	INDX	'000	DOWN	ACROSS	INDX	'000	DOWN	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	25324	100.0	31.3	100	61988	100.0	76.5	100	7504	100.0	9.3	100	48828	100.0	60.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	14392	56.8	32.8	105	34603	55.8	78.8	103	4018	53.5	9.1	99	27290	55.9	62.1	103
10:00 AM - 3:00 PM	30659	10187	40.2	33.2	106	23809	38.4	77.7	101	2670	35.6	8.7	94	18726	38.4	61.1	101
3:00 PM - 7:00 PM	31045	10297	40.7	33.2	106	24354	39.3	78.4	102	2764	36.8	8.9	96	18942	38.8	61.0	101
7:00 PM - MIDNIGHT	15767	5240	20.7	33.2	106	12174	19.6	77.2	101	1495	19.9	9.5	102	9100	18.6	57.7	96
MIDNIGHT - 6:00 AM	9120	3014	11.9	33.0	106	7104	11.5	77.9	102	826	11.0	9.1	98	5475	11.2	60.0	100
6:00 AM - MIDNIGHT	58527	19046	75.2	32.5	104	45646	73.6	78.0	102	5271	70.2	9.0	97	36079	73.9	61.6	102
ENTIRE DAY	59311	19229	75.9	32.4	104	46212	74.5	77.9	102	5325	71.0	9.0	97	36486	74.7	61.5	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5517	21.8	34.1	109	12930	20.9	80.0	104	1242	16.6	7.7	83	10250	21.0	63.4	105
ALL NEWS	2256	875	3.5	38.8	124	1582	2.6	70.1	92	418	5.6	18.5	200	1354	2.8	60.0	100
AOR/PROGRESSIVE	3874	1520	6.0	39.2	125	3181	5.1	82.1	107	378	5.0	9.8	105	2512	5.1	64.8	108
BEAUTIFUL MUSIC	5660	1879	7.4	33.2	106	4386	7.1	77.5	101	470	6.3	8.3	90	3615	7.4	63.9	106
BLACK	2204	634	2.5	29.0	93	1497	2.4	67.9	89	280	3.7	12.7	137	1133	2.3	51.4	85
CLASSICAL	1418	557	2.2	39.3	126	1100	1.8	77.6	101	*176	2.3	12.4	134	885	1.8	62.4	104
CHR/ROCK	9538	3324	13.1	34.9	111	7519	12.1	78.8	103	830	11.1	8.7	94	5776	11.8	60.6	100
COUNTRY	12648	3563	14.1	28.2	90	9805	15.8	77.5	101	903	12.0	7.1	77	7713	15.8	61.0	101
GOLDEN OLDIES	1191	395	1.6	33.2	106	868	1.4	72.9	95	**112	1.5	9.4	101	642	1.3	53.9	89
MOR/NOSTALGIA	4757	1596	6.3	33.6	107	3977	6.4	83.6	109	483	6.4	10.2	110	3172	6.5	66.7	111
NEWS/TALK	3863	1368	5.4	35.4	113	2923	4.7	75.7	99	392	5.2	10.1	110	2317	4.7	60.0	99
RELIGIOUS	3084	921	3.6	29.9	96	2367	3.8	76.8	100	274	3.7	8.9	96	1761	3.6	57.1	95
SOFT ROCK	521	*224	0.9	43.0	137	368	0.6	70.6	92	**95	1.3	18.2	197	299	0.6	57.4	95
URBAN CONTEMPORARY	1585	452	1.8	28.5	91	1049	1.7	66.2	86	*153	2.0	9.7	104	761	1.6	48.0	80
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	834	3.3	25.6	82	2376	3.8	72.9	95	*255	3.4	7.8	84	1821	3.7	55.8	93
ABC DIRECTION	2316	733	2.9	31.6	101	1777	2.9	76.7	100	*192	2.6	8.3	89	1449	3.0	62.6	104
ABC ENTERTAINMENT	4834	1506	6.0	31.2	100	3837	6.2	79.4	104	264	3.5	5.5	59	2994	6.1	61.9	103
ABC FM	2202	831	3.3	37.7	121	1668	2.7	75.7	99	*231	3.1	10.5	113	1327	2.7	60.3	100
ABC INFORMATION	5425	1851	7.3	34.1	109	4298	6.9	79.2	104	557	7.4	10.3	111	3535	7.2	65.2	108
ABC ROCK	1677	559	2.2	33.3	107	1373	2.2	81.9	107	**124	1.7	7.4	80	1062	2.2	63.3	105
CBS	4430	1617	6.4	36.5	117	3526	5.7	79.6	104	569	7.6	12.8	139	2747	5.6	62.0	103
MUTUAL	4992	1773	7.0	35.5	114	3918	6.3	78.5	103	432	5.8	8.7	93	3052	6.3	61.1	101
NBC	4679	1672	6.6	35.7	114	3834	6.2	81.9	107	351	4.7	7.5	81	2995	6.1	64.0	106
RADIORADIO	1994	654	2.6	32.8	105	1561	2.5	78.3	102	**123	1.6	6.2	67	1176	2.4	59.0	98
RKO ONE	2298	729	2.9	31.7	101	1831	3.0	79.7	104	*204	2.7	8.9	96	1384	2.8	60.2	100
RKO TWO	3311	1033	4.1	31.2	100	2524	4.1	76.2	100	*208	2.8	6.3	68	1884	3.9	56.9	94
THE SOURCE	2114	671	2.6	31.7	102	1648	2.7	78.0	102	*113	1.5	5.3	58	1254	2.6	59.3	98
NON-HIRED: BLAIR	8654	2859	11.3	33.2	106	6889	11.1	79.6	104	686	9.1	7.9	86	5455	11.1	62.6	104
INTERNET	12025	4545	17.9	37.8	121	9365	15.1	77.9	102	1234	16.4	10.3	111	7519	15.4	62.5	104
KATZ RADIO GROUP	15359	5046	19.9	32.9	105	12102	19.5	78.8	103	1305	17.4	8.5	92	9437	19.3	61.4	102
SUPERNET	10628	3507	13.8	33.0	106	8242	13.3	77.5	101	997	13.3	9.4	101	6499	13.3	61.1	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2476	9.8	28.6	91	6197	10.0	71.6	94	799	10.6	9.2	100	5085	10.4	58.7	97
WKDAY 9:00 AM - 1:00 PM	12163	3474	13.7	28.6	91	8957	14.4	73.6	96	1022	13.6	8.4	91	6982	14.3	57.4	95
WKDAY 1:00 PM - 4:30 PM	16150	4423	17.5	27.4	88	11834	19.1	73.3	96	1276	17.0	7.9	85	9120	18.7	56.5	94
WKDAY 4:30 PM - 7:30 PM	22463	6667	26.3	29.7	95	16728	27.0	74.5	97	2083	27.8	9.3	100	13055	26.7	58.1	96
WKDAY 7:30 PM - 8:00 PM	31795	9566	37.8	30.1	96	23883	38.5	75.1	98	2816	37.5	8.9	96	18825	38.6	59.2	96
WKDAY 11:00 PM - 11:30 PM	23977	7412	29.3	30.9	99	18459	29.8	77.0	101	2134	28.4	8.9	96	14625	30.0	61.0	101
WKDAY 11:30 PM - 1:00 AM	7703	2320	9.2	30.1	96	5873	9.5	76.2	100	683	9.1	8.9	96	4698	9.6	61.0	101
M-SAT 8-11 PM-SUN 7-11 PM	33860	10620	41.9	31.4	100	25826	41.7	76.4	100	3086	41.1	9.1	99	20386	41.8	60.3	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1969	7.8	30.1	96	4763	7.7	72.9	95	597	8.0	9.1	99	3745	7.7	57.3	99
ANOTHER WORLD	N 4620	1149	4.5	24.9	80	3358	5.4	72.7	95	357	4.8	7.7	83	2745	5.6	59.4	99
AS THE WORLD TURNS	C 5614	1338	5.3	23.8	76	4088	6.6	72.8	95	421	5.6	7.5	81	3126	6.4	55.7	99
CAPITOL	C 3396	752	3.0	22.1	71	2357	3.8	69.4	91	261	3.5	7.7	83	1776	3.6	52.3	89
CBS MORN. NEWS 1	C 1446	300	1.2	20.7	66	953	1.5	65.9	86	95	1.3	6.6	71	752	1.5	52.0	89
CBS MORN. NEWS 2	C 1207	284	1.1	23.7	76	878	1.4	72.7	95	99	1.3	8.2	89	572	1.2	47.4	79
DAYS OF OUR LIVES	N 5877	1649	6.5	28.1	90	4475	7.2	76.1	99	506	6.7	8.6	93	3649	7.5	62.1	101
FACTS OF LIFE - DAYTIME	N 2290	549	2.2	24.0	77	1606	2.6	70.1	92	177	2.4	7.7	83	1222	2.5	53.4	88
FAMILY FEUD	A 3023	833	3.3	27.6	88	2289	3.7	75.7	99	263	3.5	8.7	94	1647	3.4	54.5	99
GENERAL HOSPITAL	A 6097	1659	6.6	27.2	87	4417	7.1	72.4	95	433	5.8	7.1	77	3381	6.9	55.5	99
GOOD MORNING, AMERICA-730	A 3515	1062	4.2	30.2	97	2673	4.3	76.0	99	253	3.4	7.2	78	2103	4.3	59.8	99
GOOD MORNING, AMERICA-830	A 2818	872	3.4	30.9	99	2244	3.6	79.6	104	230	3.1	8.2	88	1799	3.7	63.8	100
GUIDING LIGHT	C 5339	1381	5.5	25.9	83	3789	6.1	71.0	93	423	5.6	7.9	86	3011	6.2	56.4	99
ONE LIFE TO LIVE	A 4478	1235	4.9	27.6	88	3282	5.3	73.3	96	342	4.6	7.6	82	2476	5.1	55.3	99
PRESS YOUR LUCK	C 2244	703	2.8	31.3	100	1688	2.7	75.2	98	138	1.8	6.1	66	1361	2.8	60.7	100
PRICE IS RIGHT 1	C 4348	1124	4.4	25.9	83	3118	5.0	71.7	94	371	4.9	8.5	92	2369	4.9	54.5	99
PRICE IS RIGHT 2	C 5014	1370	5.4	27.3	87	3646	5.9	72.7	95	408	5.4	8.1	88	2819	5.8	56.2	99
RYAN'S HOPE	A 3150	854	3.4	27.1	87	2342	3.8	74.3	97	207	2.8	6.6	71	1890	3.9	60.0	100
SALE OF THE CENTURY	N 2695	687	2.7	25.5	82	1944	3.1	72.1	94	228	3.0	8.5	91	1586	3.2	58.8	99
SEARCH FOR TOMORROW	N 2319	646	2.6	27.9	89	1750	2.8	75.5	99	203	2.7	8.8	94	1453	3.0	62.7	100
TODAY SHOW 1	N 2693	716	2.8	26.6	85	1885	3.0	70.0	91	273	3.6	10.1	109	1596	3.3	59.3	99
TODAY SHOW 2	N 2495	696	2.7	27.9	89	1726	2.8	69.1	90	168	2.2	6.7	73	1472	3.0	58.9	99
\$25,000 PYRAMID	C 2753	835	3.3	30.3	97	2084	3.4	75.7	99	215	2.9	7.8	84	1732	3.5	62.9	100
WHEEL OF FORTUNE	N 4385	1371	5.4	31.2	100	3215</											

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	NECTARINES				ORANGES				PAPAYAS				PEACHES				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS			80986	25324	100.0	31.3	100	61988	100.0	76.5	100	7504	100.0	9.3	100	48828	100.0	60.3	100
MKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY		26063	7570	29.9	29.0	93	19337	31.2	74.2	97	2413	32.2	9.3	100	15221	31.2	58.4	97	
NETWORK AFFILIATES - LATE		20261	6310	24.9	31.1	100	15619	25.2	77.1	101	1801	24.0	8.9	96	12478	25.6	61.6	102	
INDEPENDENTS - LATE		2076	749	3.0	36.1	115	1584	2.6	76.3	100	293	3.9	14.1	152	1270	2.6	61.2	101	
TV EVENING NTWK 6 PM - 2 AM																			
A TEAM	N	10453	3236	12.8	31.0	99	7863	12.7	75.2	98	877	11.7	8.4	91	6469	13.2	61.9	103	
ABC MONDAY NIGHT MOVIE	A	6412	2044	8.1	31.9	102	5015	8.1	78.2	102	624	8.3	9.7	105	4004	8.2	62.4	104	
ABC SUNDAY NIGHT MOVIE	A	12407	4068	16.1	32.8	105	9520	15.4	76.7	100	1123	15.0	9.1	98	7383	15.1	59.5	99	
ABC WORLD NEWS TONIGHT	A	6176	1694	6.7	27.4	88	4701	7.6	76.1	99	467	6.2	7.6	82	3648	7.5	59.1	99	
AFTERMASH	C	5863	1853	7.3	31.6	101	4375	7.1	74.6	97	632	8.4	10.8	116	3504	7.2	59.8	99	
ALICE	C	9594	3119	12.3	32.5	104	7269	11.7	75.8	99	880	11.7	9.2	99	5853	12.0	61.0	101	
AMERICAN PARADE	C	6622	1872	7.4	28.3	90	4851	7.8	73.3	96	659	8.8	10.0	107	3893	8.0	58.8	98	
BENSON	A	10886	3700	14.6	34.0	109	8309	13.4	76.3	100	1171	15.6	10.8	116	6583	13.5	60.5	100	
BLUE THUNDER	A	5036	1624	6.4	32.2	103	3862	6.2	76.7	100	508	6.8	10.1	109	3165	6.5	62.8	104	
CAGNEY & LACEY	C	9965	3382	13.4	33.9	109	7789	12.6	78.2	102	911	12.1	9.1	99	6117	12.5	61.4	102	
CBS EVENING NEWS-DEAN	C	3491	1104	4.4	31.6	101	2586	4.2	74.1	97	341	4.5	9.8	105	2053	4.2	58.8	98	
CBS EVENING NEWS-RATHER	C	7123	2289	9.0	32.1	103	5300	8.6	74.4	97	644	8.6	9.0	98	4078	8.4	57.3	95	
CBS SAT. NEWS-SCHIEFFER	C	3621	1154	4.6	31.9	102	2666	4.3	73.6	96	363	4.8	10.0	108	2192	4.5	60.5	100	
CBS SATURDAY NIGHT MOVIE	C	5436	1689	6.7	31.1	99	4090	6.6	75.2	98	534	7.1	9.8	106	3310	6.8	60.9	101	
CBS WEDNESDAY NIGHT MOVIE	C	6100	1875	7.4	30.7	98	4621	7.5	75.8	99	472	6.3	7.7	84	3592	7.4	58.9	98	
CHEERS	N	8889	3070	12.1	34.5	110	7170	11.6	80.7	105	860	11.5	9.7	104	5680	11.6	63.9	106	
DALLAS	C	22109	6852	27.1	31.0	99	16911	27.3	76.5	100	1999	26.6	9.0	98	13388	27.4	60.6	100	
DIFF'RENT STROKES	N	6940	1988	7.9	28.6	92	4902	7.9	70.6	92	670	8.9	9.7	104	3885	8.0	56.0	93	
DOUBLE TROUBLE	N	7223	2064	8.2	28.6	91	5618	9.1	77.8	102	691	9.2	9.6	103	4508	9.2	62.4	104	
DUCK FACTORY	N	5595	1813	7.2	32.4	104	4427	7.1	79.1	103	502	6.7	9.0	97	3560	7.3	63.6	106	
DUKES OF HAZZARD	C	5768	1661	6.6	28.8	92	4245	6.8	73.6	96	552	7.4	9.6	103	3310	6.8	57.4	95	
DYNASTY	A	20053	5943	23.5	29.6	95	15169	24.5	75.6	99	1730	23.1	8.6	93	11969	24.5	59.7	99	
FACTS OF LIFE	N	8087	2479	9.8	30.7	98	6263	10.1	77.4	101	749	10.0	9.3	100	4889	10.0	60.5	100	
FALCON CREST	C	20046	5980	23.6	29.8	95	15308	24.7	76.4	100	1805	24.1	9.0	97	11958	24.5	59.7	99	
FALL GUY	A	9084	2650	10.5	29.2	93	6934	11.2	76.3	100	729	9.7	8.0	87	5457	11.2	60.1	90	
FAMILY TIES	N	7964	2583	10.2	32.4	104	6145	9.9	77.2	101	817	10.9	10.3	111	5067	10.4	63.6	106	
FANTASY ISLAND	A	7687	2487	9.8	32.4	103	5760	9.3	74.9	98	714	9.5	9.3	100	4474	9.2	58.2	97	
FOULUPS, BLEEPs & BLUNDERS	A	8861	2911	11.5	32.9	105	6819	11.0	77.0	101	718	9.6	8.1	87	5520	11.3	62.3	103	
FOUR SEASONS	C	5095	1554	6.1	30.5	98	3789	6.1	74.4	97	392	5.2	7.7	83	3016	6.2	59.2	98	
GIMME A BREAK	N	8838	2723	10.8	30.8	99	6535	10.5	73.9	97	1068	14.2	12.1	130	5464	11.2	61.8	103	
HART TO HART	A	8978	2737	10.8	30.5	97	6914	11.2	77.0	101	794	10.6	8.8	95	5389	11.0	60.0	100	
HILL STREET BLUES	N	8590	3088	12.2	35.9	115	6614	10.7	77.0	101	894	11.9	10.4	112	5239	10.7	61.0	101	
HOTEL	A	14085	4447	17.6	31.6	101	10769	17.4	76.5	100	1361	18.1	9.7	104	8358	17.1	59.3	98	
JEFFERSONS	C	9360	2942	11.6	31.4	101	7007	11.3	74.9	98	856	11.4	9.1	99	5549	11.4	59.3	98	
JENNIFER SLEPT HERE	N	5841	1835	7.2	31.4	100	4319	7.0	73.9	97	533	7.1	9.1	98	3426	7.0	58.7	97	
KATE & ALLIE	C	9206	2814	11.1	30.6	98	7188	11.6	78.1	102	938	12.5	10.2	110	5498	11.3	59.7	99	
KNIGHT RIDER	N	7076	2328	9.2	32.9	105	5469	8.8	77.3	101	697	9.3	9.9	106	4337	8.9	61.3	102	
LOVE BOAT	A	12219	3685	14.6	30.2	96	9084	14.7	74.3	97	1172	15.6	9.6	104	7240	14.8	59.3	98	
MAGNUM PI	C	11199	3489	13.8	31.2	100	8577	13.8	76.6	100	1043	13.9	9.3	101	6673	13.7	59.6	99	
MAMA'S FAMILY	N	6057	1792	7.1	29.6	95	4668	7.5	77.1	101	618	8.2	10.2	110	3572	7.3	59.0	98	
MASTER, THE	N	3598	1052	4.2	29.2	94	2612	4.2	72.6	95	291	3.9	8.1	87	2120	4.3	58.9	98	
MATT HOUSTON	A	6344	2182	8.6	34.4	110	4959	8.0	78.2	102	614	8.2	9.7	104	4088	8.4	64.4	107	
NBC MONDAY NIGHT MOVIE	N	11994	3704	14.6	30.9	99	9228	14.9	76.9	101	901	12.0	7.5	81	7200	14.7	60.0	100	
NBC NIGHTLY NEWS	N	5132	1518	6.0	29.6	95	3729	6.0	72.7	95	552	7.4	10.8	116	3132	6.4	61.0	101	
NBC NIGHTLY NEWS-SAT	N	3375	860	3.4	25.5	81	2375	3.8	70.4	92	247	3.3	7.3	79	1882	3.9	55.8	92	
NBC NIGHTLY NEWS-SUN	N	3130	910	3.6	29.1	93	2259	3.6	72.2	94	297	4.0	9.5	102	1943	4.0	62.1	103	
NBC SUNDAY NIGHT MOVIE	N	8284	2576	10.2	31.1	99	6285	10.1	75.9	99	651	8.7	7.9	85	4973	10.2	60.0	100	
NEWHART	C	9240	2952	11.7	31.9	102	7183	11.6	77.7	102	834	11.1	9.0	97	5580	11.4	60.4	100	
ONE DAY AT A TIME	C	7288	2422	9.6	33.2	106	5679	9.2	77.9	102	562	7.5	7.7	83	4442	9.1	60.9	101	
PEOPLE ARE FUNNY	N	4855	1475	5.8	30.4	97	3768	6.1	77.6	101	478	6.4	9.8	106	2974	6.1	61.3	102	
REAL PEOPLE	N	8869	2526	10.0	28.5	91	6754	10.9	76.2	99	772	10.3	8.7	94	5442	11.1	61.4	102	
REMINGTON STEELE	N	7743	2275	9.0	29.4	94	5862	9.5	75.7	99	592	7.9	7.6	83	4473	9.2	57.8	96	
RIPLY'S BELIEVE IT - NOT	A	5345	1861	7.3	34.8	111	4241	6.8	79.3	104	466	6.2	8.7	94	3355	6.9	62.8	104	
RIPTIDE	N	6988	2141	8.5	30.6	98	5373	8.7	76.9	100	556	7.4	8.0	86	4229	8.7	60.5	100	
SCARECROW & MRS. KING	C	10002	2945	11.6	29.4	94	7559	12.2	75.6	99	1019	13.6	10.2	110	5719	11.7	57.2	95	
SIMON & SIMON	C	10638	3123	12.3	29.4	94	7993	12.9	75.1	98	990	13.2	9.3	100	6317	12.9	59.4	98	
60 MINUTES	C	13293	4142	16.4	31.2	100	9949	16.0	74.8	98	1579	21.0	11.9	128	7977	16.3	60.0	100	
ST. ELSEWHERE	N	7017	2279	9.0	32.5	10													

	TOTAL U.S. '000	A '000	PEARS B DOWN	C ACROSS %	D INDEX	A '000	B DOWN	C ACROSS %	D INDEX	A '000	B DOWN	C ACROSS %	D INDEX	A '000	B DOWN	C ACROSS %	D INDEX
TOTAL FEMALE HOMEMAkers	20986	3933	100.0	48.6	100	27136	100.0	33.5	100	26911	100.0	33.2	100	15053	100.0	18.6	100
18 - 24	9282	4108	10.4	44.3	91	3072	11.3	33.1	99	2871	10.7	30.9	93	1601	10.6	17.2	93
25 - 34	19072	9845	25.0	51.6	106	7177	26.4	37.6	112	7046	26.2	36.9	111	3699	24.6	19.4	101
35 - 44	14591	7661	19.5	52.5	108	5526	20.4	37.9	113	5514	20.5	37.8	114	3223	21.4	22.1	111
45 - 54	11345	5769	14.7	50.9	105	3954	14.6	34.9	104	4078	15.2	35.9	108	2069	13.7	18.2	98
55 - 64	11635	5633	14.3	48.4	100	3825	14.1	32.9	98	3667	13.6	31.5	95	2275	15.1	19.6	105
65 OR OLDER	15061	6321	16.1	42.0	86	3582	13.2	23.8	71	3736	13.9	24.8	75	2186	14.5	14.5	78
18 - 34	28354	13954	35.5	49.2	101	10249	37.8	36.1	108	9917	36.9	35.0	105	5300	35.2	18.7	101
18 - 49	48339	24403	62.0	50.5	104	17728	65.3	36.7	109	17534	65.2	36.3	109	9454	62.8	19.6	105
25 - 54	45008	23276	59.2	51.7	106	16658	61.4	37.0	110	16637	61.8	37.0	111	8991	59.7	20.0	107
35 - 49	19985	10449	26.6	52.3	108	7479	27.6	37.4	112	7617	28.3	38.1	115	4154	27.6	20.8	112
50 OR OLDER	32647	14935	38.0	45.7	94	9408	34.7	28.8	86	9377	34.8	28.7	86	5599	37.2	17.2	92
GRADUATED COLLEGE	11155	6677	17.0	59.9	123	5445	20.1	48.8	146	4952	18.4	44.4	134	3471	23.1	31.1	167
ATTENDED COLLEGE	13682	7913	20.1	57.8	119	5652	20.8	41.3	123	5533	20.6	40.4	122	3129	20.8	22.9	123
GRADUATED HIGH SCHOOL	33880	16152	41.1	47.7	98	10963	40.4	32.4	97	11153	41.4	32.9	99	5960	39.6	17.6	95
DID NOT GRADUATE HIGH SCHOOL	22270	8595	21.8	38.6	79	5077	18.7	22.8	68	5273	19.6	23.7	71	2494	16.6	11.2	60
EMPLOYED	40306	20928	53.2	51.9	107	15493	57.1	38.4	115	14821	55.1	36.8	111	8704	57.8	21.6	116
EMPLOYED FULL-TIME	32850	16574	42.1	50.5	104	12206	45.0	37.2	111	11748	43.7	35.8	108	6870	45.6	20.9	113
EMPLOYED PART-TIME	7456	4354	11.1	58.4	120	3287	12.1	44.1	132	3073	11.4	41.2	124	1833	12.2	24.6	132
NOT EMPLOYED	40680	18410	46.8	45.3	93	11643	42.9	28.6	85	12090	44.9	29.7	89	6350	42.2	15.6	84
PROFESSIONAL/MANAGER	10392	6113	15.5	58.8	121	4705	17.3	45.3	135	4435	16.5	42.7	128	3015	20.0	29.0	156
TECH/CLERICAL/SALES	17574	9402	23.9	53.5	110	6894	25.4	39.2	117	6704	24.9	38.1	115	3627	24.1	20.6	111
PRECISION/CRAFT	985	*421	1.1	42.7	88	*374	1.4	38.0	113	*376	1.4	38.2	115	**223	1.5	22.6	122
OTHER EMPLOYED	11354	4992	12.7	44.0	91	3519	13.0	31.0	92	3306	12.3	29.1	88	1838	12.2	16.2	87
SINGLE	9863	4375	11.1	44.4	91	3367	12.4	34.1	102	3059	11.4	31.0	93	1584	10.5	16.1	86
MARRIED	51375	26728	67.9	52.0	107	18275	67.3	35.6	106	18446	68.5	35.9	108	10369	68.9	20.2	109
DIVORCED/SEPARATED/WIDOWED	19748	8295	20.9	41.7	86	5495	20.2	27.8	83	5405	20.1	27.4	82	3100	20.6	15.7	84
PARENTS	32590	16756	42.6	51.4	106	11766	43.4	36.1	108	12143	45.1	37.3	112	6710	44.6	20.6	111
WHITE	70416	35047	89.1	49.8	102	23983	88.4	34.1	102	23747	88.2	33.7	101	13745	91.3	19.5	105
BLACK	8778	3329	8.5	37.9	78	2407	8.9	27.4	82	2429	9.0	27.7	83	996	6.6	11.3	61
OTHER	1791	*962	2.4	53.7	111	*746	2.7	41.7	124	*735	2.7	41.0	124	**313	2.1	17.5	94
NORTHEAST-CENSUS	17786	9394	23.9	52.8	109	6099	22.5	34.3	102	6544	24.3	36.8	111	3342	22.2	18.8	101
NORTH CENTRAL	20741	10302	26.2	49.7	102	6589	24.3	31.8	95	6526	24.3	31.5	95	5346	35.5	25.8	139
SOUTH	27775	11129	28.3	40.1	82	7647	28.2	27.5	82	7496	27.9	27.0	81	2328	15.5	8.4	45
WEST	14683	8514	21.6	58.0	119	6801	25.1	46.3	138	6345	23.6	43.2	130	4037	26.8	27.5	148
NORTHEAST-MKTG.	17961	9189	23.4	51.2	105	6128	22.6	34.1	102	6468	24.0	36.0	108	3223	21.4	17.9	97
EAST CENTRAL	11885	5316	13.5	44.7	92	3668	13.5	30.9	92	3697	13.7	31.1	94	2499	16.6	21.0	113
WEST CENTRAL	14090	7475	19.0	53.1	109	4625	17.0	32.8	98	4519	16.8	32.1	97	3817	25.4	27.1	146
SOUTH	24081	9848	25.0	40.9	84	6610	24.4	27.4	82	6515	24.2	27.1	81	1945	12.9	8.1	43
PACIFIC	12969	7511	19.1	57.9	119	6105	22.5	47.1	140	5713	21.2	44.1	133	3570	23.7	27.5	148
COUNTY SIZE A	32439	16935	43.0	52.2	107	12508	46.1	38.6	115	12376	46.0	38.2	115	5867	39.0	18.1	97
COUNTY SIZE B	24915	11770	29.9	47.2	97	7998	29.5	32.1	96	8145	30.3	32.7	98	4608	30.6	18.5	100
COUNTY SIZE C	12930	6108	15.5	47.2	97	4202	15.5	32.5	97	3524	13.1	27.3	82	2555	17.0	19.8	106
COUNTY SIZE D	10703	4525	11.5	42.3	87	2428	8.9	22.7	68	2866	10.6	26.8	81	2023	13.4	18.9	102
METRO CENTRAL CITY	24518	11197	28.5	45.7	94	7907	29.1	32.2	96	7977	29.6	32.5	98	3909	26.0	15.9	86
METRO SUBURBAN	35919	19419	49.4	54.1	111	13804	50.9	38.4	115	13614	50.6	37.9	114	7330	48.7	20.4	110
NON METRO	20549	8722	22.2	42.4	87	5425	20.0	26.4	79	5320	19.8	25.9	78	3814	25.3	18.6	100
TOP 5 ADI'S	18341	9570	24.3	52.2	107	7087	26.1	38.6	115	7243	26.9	39.5	119	3474	23.1	18.9	102
TOP 10 ADI'S	25378	13291	33.8	52.4	108	9650	35.6	38.0	113	9686	36.0	38.2	115	4767	31.7	18.8	101
TOP 20 ADI'S	36488	18788	47.8	51.5	106	13832	51.0	37.9	113	13812	51.3	37.9	114	7123	47.3	19.5	105
HSOLD INC. \$50,000 OR MORE	6612	4229	10.8	64.0	132	3681	13.6	55.7	166	3307	12.3	50.0	151	2180	14.5	33.0	177
\$40,000 OR MORE	12659	7790	19.8	61.5	127	6266	23.1	49.5	148	5943	22.1	46.9	141	3871	25.7	30.6	165
\$30,000 OR MORE	24698	14658	37.3	59.3	122	11403	42.0	46.2	138	10817	40.2	43.8	132	6914	45.9	28.0	151
\$25,000 OR MORE	32077	18587	47.2	57.9	119	14135	52.1	44.1	132	13670	50.8	42.6	128	8463	56.2	26.4	142
\$20,000 - \$24,999	9144	4452	11.3	48.7	100	3108	11.5	34.0	101	2984	11.1	32.6	98	1458	9.7	15.9	86
\$15,000 - \$19,999	8728	4090	10.4	46.9	96	2538	9.4	29.1	87	2537	9.4	29.1	87	1025	6.8	11.7	63
\$10,000 - \$14,999	12562	5376	13.7	42.8	88	3208	11.8	25.5	76	3389	12.6	27.0	81	1771	11.8	14.1	76
UNDER \$10,000	18475	8233	17.4	37.0	76	4147	15.3	22.4	67	4331	16.1	23.4	71	2337	15.5	12.6	68
HOUSEHOLD OF 1 PERSON	11987	4709	12.0	39.3	81	3032	11.2	25.3	75	2850	10.6	23.8	72	1760	11.7	14.7	79
2 PEOPLE	26577	12718	32.3	47.9	99	8855	32.6	33.3	99	8143	30.3	30.6	92	4937	32.8	18.6	100
3 OR 4 PEOPLE	30617	15963	40.6	52.1	107	10728	39.5	35.0	105	11447	42.5	37.4	113	5825	38.7	19.0	102
5 OR MORE PEOPLE	11804	5948	15.1	50.4	104	4521	16.7	38.3	114	4471	16.6	37.9	114	2530	16.8	21.4	115
NO CHILD IN HSHLD	46165	21423	54.5	46.4	96	14600	53.8	31.6	94	14042	52.2	30.4	92	8045	53.4	17.4	94
CHILD(REN) UNDER 2 YRS	5325	2621	6.7	49.2	101	1706	6.3	32.0	96	1763	6.6	33.1	100	994	6.6	18.7	100
2 - 5 YEARS	14221	7258	18.5	51.0	105	5002	18.4	35.2	105	5066	18.8	35.6	107	2820	18.7	19.8	107
6 - 11 YEARS	15117	7609	19.3	50.3	104	5399	19.9	35.7	107	5676	21.1	37.5	113	2928	19.5	19.4	104
12 - 17 YEARS	16611	8565	21.8	51.6	106	6304	23.2	38.0	113	6248	23.2	37.6	113	3386	22.5	20.4	110
RESIDENCE OWNED	55884	28764	73.1	51.5	106	19972	73.6	35.7	107	19741	73.4	35.3	106	11562	76.8	20.7	111
VALUE: \$50,000 OR MORE	31744	18057	45.9	56.9	117	13196	48.6	41.6	124	13045	48.5	41.1	124	8016	53.3	25.3	136
VALUE: UNDER \$50,000	24140	10707	27.2	44.4	91	6776	25.0	28.1	84	6696	24.9	27.7	83	3546	23.6	14.7	79

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

			TOTAL	PEARS				PINEAPPLES				PLUMS				RASPBERRIES			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS			80986	39338	100.0	48.6	100	27136	100.0	33.5	100	26911	100.0	33.2	100	15053	100.0	18.6	100
MAGAZINES	QUINTILE 1	15799	8792	22.3	55.6	115	6727	24.8	42.6	127	6370	23.7	40.3	121	3855	25.6	24.4	131	
	QUINTILE 2	17259	9473	24.1	54.9	113	6520	24.0	37.8	113	6500	24.2	37.7	113	3860	25.6	22.4	120	
	QUINTILE 3	13545	6802	17.3	50.2	103	4795	17.7	35.4	106	4524	16.8	33.4	101	2401	16.0	17.7	95	
	QUINTILE 4	15133	6636	16.9	43.9	90	4128	15.2	27.3	81	4516	16.8	29.8	90	2284	15.2	15.1	81	
	QUINTILE 5	19250	7635	19.4	39.7	82	4966	18.3	25.8	77	5001	18.6	26.0	78	2653	17.6	13.8	74	
NEWSPAPERS	QUINTILE 1	12413	6530	16.6	52.6	108	4850	17.9	39.1	117	4784	17.8	38.5	116	2979	19.8	24.0	129	
	QUINTILE 2	24116	12582	32.0	52.2	107	8563	31.6	35.5	106	8810	32.7	36.5	110	4801	31.9	19.9	107	
	QUINTILE 3	11261	5588	14.2	49.6	102	4052	14.9	36.0	107	3640	13.5	32.3	97	2108	14.0	18.7	101	
	QUINTILE 4	20255	9328	23.7	46.1	95	6088	22.4	30.1	90	6100	22.7	30.1	91	3457	23.0	17.1	92	
	QUINTILE 5	12940	5310	13.5	41.0	84	3583	13.2	27.7	83	3577	13.3	27.6	83	1708	11.3	13.2	71	
OUTDOOR	QUINTILE 1	14852	7939	20.2	53.5	110	5590	20.6	37.6	112	5538	20.6	37.3	112	2796	18.6	18.8	101	
	QUINTILE 2	15725	7685	19.5	48.9	101	5126	18.9	32.6	97	5348	19.9	34.0	102	3027	20.1	19.2	104	
	QUINTILE 3	16330	7862	20.0	48.1	99	5837	21.5	35.7	107	5630	20.9	34.5	104	3012	20.0	18.4	99	
	QUINTILE 4	16744	8112	20.6	48.4	100	5104	18.8	30.5	91	5212	19.4	31.1	94	3096	20.6	18.5	99	
	QUINTILE 5	17334	7740	19.7	44.7	92	5480	20.2	31.6	94	5183	19.3	29.9	90	3122	20.7	18.0	97	
RADIO-DRIVE TIME	QUINTILE 1	15911	7819	19.9	49.1	101	5467	20.1	34.4	103	5477	20.4	34.4	104	3251	21.6	20.4	110	
	QUINTILE 2	14837	7400	18.8	49.9	103	5208	19.2	35.1	105	4988	18.5	33.6	101	2830	18.8	19.1	103	
	QUINTILE 3	15339	7432	18.9	48.5	100	5175	19.1	33.7	101	5238	19.5	34.1	103	2782	18.5	18.1	98	
	QUINTILE 4	16723	8018	20.4	47.9	99	5447	20.1	32.6	97	5641	21.0	33.7	102	3042	20.2	18.2	98	
	QUINTILE 5	18176	8669	22.0	47.7	98	5840	21.5	32.1	96	5567	20.7	30.6	92	3148	20.9	17.3	93	
RADIO-MID- DAY	TERCILE 1	21020	10153	25.8	48.3	99	7005	25.8	33.3	99	7323	27.2	34.8	105	4004	26.6	19.0	102	
	TERCILE 2	21610	10898	27.7	50.4	104	7432	27.4	34.4	103	7538	28.0	34.9	105	4224	28.1	19.5	105	
	TERCILE 3	38355	18287	46.5	47.7	98	12699	46.8	33.1	99	12050	44.8	31.4	95	6825	45.3	17.8	96	
	QUINTILE 1	15988	7747	19.7	48.5	100	5379	19.8	33.6	100	5526	20.5	34.6	104	3179	21.1	19.9	107	
	QUINTILE 2	15626	7736	19.7	49.5	102	5377	19.8	34.4	103	5148	19.1	32.9	99	2903	19.3	18.6	100	
RADIO-TOTAL	QUINTILE 2	16723	8235	20.9	49.2	101	5840	21.5	34.9	104	5783	21.5	34.6	104	3144	20.9	18.8	101	
	QUINTILE 4	16342	8124	20.7	49.7	102	5530	20.4	33.8	101	5560	20.7	34.0	102	2992	19.9	18.3	99	
	QUINTILE 5	16306	7495	19.1	46.0	95	5010	18.5	30.7	92	4894	18.2	30.0	90	2835	18.8	17.4	94	
	QUINTILE 1	15953	7491	19.0	47.0	97	5009	18.5	31.4	94	4905	18.2	30.7	93	2574	17.1	16.1	87	
	QUINTILE 2	16137	7891	20.1	48.9	101	5333	19.7	33.0	99	5150	19.1	31.9	96	2934	19.5	18.2	98	
TV-PRIME TIME	QUINTILE 3	16420	7977	20.3	48.6	100	5528	20.4	33.7	100	5847	21.7	35.6	107	3370	22.4	20.5	110	
	QUINTILE 4	16687	8362	21.3	50.1	103	6073	22.4	36.4	109	5819	21.6	34.9	105	2880	19.1	17.3	93	
	QUINTILE 5	15789	7617	19.4	48.2	99	5193	19.1	32.9	98	5190	19.3	32.9	99	3295	21.9	20.9	112	
	TERCILE 1	27736	12224	31.1	44.1	91	8242	30.4	29.7	89	8065	30.0	29.1	88	4212	28.0	15.2	82	
	TERCILE 2	26489	13007	33.1	49.1	101	8815	32.5	33.3	99	8832	32.8	33.3	100	5068	33.7	19.1	103	
TV-DAYTIME	TERCILE 3	26761	14107	35.9	52.7	109	10080	37.1	37.7	112	10014	37.2	37.4	113	5773	38.4	21.6	116	
	QUINTILE 1	16345	7090	18.0	43.4	89	4793	17.7	29.3	88	4578	17.0	28.0	84	2554	17.0	15.6	84	
	QUINTILE 2	16447	7507	19.1	45.6	94	5033	18.5	30.6	91	5017	18.6	30.5	92	2763	18.4	16.8	90	
	QUINTILE 3	15980	8126	20.7	50.9	105	5558	20.5	34.8	104	5554	20.6	34.8	105	2963	19.7	18.5	100	
	QUINTILE 4	15887	8301	21.1	52.3	108	5690	21.0	35.8	107	5837	21.7	36.7	111	3211	21.3	20.2	109	
TV-TOTAL	QUINTILE 5	16326	8314	21.1	50.9	105	6061	22.3	37.1	111	5924	22.0	36.3	109	3562	23.7	21.8	117	
	QUINTILE 1	20721	11717	29.8	56.5	116	8462	31.2	40.8	122	8583	31.9	41.4	125	5326	35.4	25.7	138	
	MAGAZINE IMPERATIVE	91186	9856	25.1	51.4	106	7053	26.0	36.8	110	6582	24.5	34.3	103	3487	23.2	18.2	98	
	NEWSPAPER IMPERATIVE	21899	10192	25.9	46.5	96	6800	25.1	31.1	93	6819	25.3	31.1	94	3482	23.1	15.9	86	
	QUINTILE 1	15451	8698	22.1	56.3	116	6117	22.5	39.6	118	6054	22.5	39.2	118	3404	22.6	22.0	119	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	25953	13517	34.4	52.1	107	9906	36.5	38.2	114	9327	34.7	35.9	108	5792	38.5	22.3	120	
	OUTDOOR IMPERATIVE	24400	11075	28.2	45.4	93	7384	27.2	30.3	90	7562	28.1	31.0	93	3800	25.2	15.6	84	
	QUINTILE 1	18049	9612	24.4	53.3	110	6888	25.4	38.2	114	6621	24.6	36.7	110	4010	26.6	22.2	120	
	MAGAZINE IMPERATIVE	23571	12909	32.8	54.8	113	9325	34.4	39.6	118	8969	33.3	38.1	115	5230	34.7	22.2	119	
	RADIO IMPERATIVE	23278	10097	25.7	43.4	89	6783	25.0	29.1	87	6923	25.7	29.7	90	3607	24.0	15.5	83	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	7830	19.9	50.7	104	5549	20.4	35.9	107	5312	19.7	34.4	103	3019	20.1	19.5	105	
	TELEVISION IMPERATIVE	25829	14906	37.9	57.7	119	10937	40.3	42.3	126	10462	38.9	40.5	122	6352	42.2	24.6	132	
	QUINTILE 1	26039	10630	27.0	40.8	84	6721	24.8	25.8	77	6771	25.2	26.0	78	3472	23.1	13.3	72	
	QUINTILE 2	16605	8914	22.7	53.7	111	6268	23.1	37.7	113	6282	23.3	37.8	114	3499	23.2	21.1	113	
	NEWSPAPER IMPERATIVE	26834	13431	34.1	50.1	103	9511	35.0	35.4	106	9273	34.5	34.6	104	5483	36.4	20.4	110	
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	23346	10907	27.7	46.7	96	7610	28.0	32.6	97	7575	28.1	32.4	98	3901	25.9	16.7	90	
	QUINTILE 1	17133	8799	22.4	51.4	106	6073	22.4	35.4	106	6222	23.1	36.3	109	3730	24.8	21.8	117	
	NEWSPAPER IMPERATIVE	25892	13498	34.3	52.1	107	9629	35.5	37.2	111	9573	35.6	37.0	111	5316	35.3	20.5	110	
	RADIO IMPERATIVE	23167	10687	27.2	46.1	95	7544	27.8	32.6	97	7142	26.5	30.8	93	3846	25.5	16.6	89	
	QUINTILE 1	17159	8272	21.0	48.2	99	5601	20.6	32.6	97	5888	21.9	34.3	103	3171	21.1	18.5	99	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	26214	14388	36.6	54.9	113	10319	38.0	39.4	117	10118	37.6	38.6	116	5970	39.7	22.8	123	
	TELEVISION IMPERATIVE	23412	9957	25.3	42.5	88	6462	23.8	27.6	82	6013	22.3	25.7	77	3336	22.2	14.2	77	

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PEARS				PINEAPPLES				PLUMS				RASPBERRIES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	39338	100.0	48.6	100	27136	100.0	33.5	100	26911	100.0	33.2	100	15053	100.0	18.6	100
ATLANTIC MONTHLY	415	*184	0.5	44.3	91	*174	0.6	41.9	125	*161	0.6	38.8	117	*138	0.9	33.3	179
BARRON'S	453	*277	0.7	61.1	126	*226	0.8	49.9	149	*242	0.9	53.4	161	**157	1.0	34.7	186
BETTER HOMES & GARDENS	16256	9199	23.4	56.6	116	6392	23.6	39.3	117	6264	23.3	38.5	116	3762	25.0	23.1	125
BON APPETIT	2535	1565	4.0	61.7	127	1316	4.8	51.9	155	1285	4.8	50.7	153	905	6.0	35.7	192
BUSINESS WEEK	1278	667	1.7	52.2	107	565	2.1	44.2	132	530	2.0	41.5	125	350	2.3	27.4	147
CAR AND DRIVER	378	*203	0.5	53.7	111	*158	0.6	41.8	125	*153	0.6	40.5	122	**111	0.7	29.4	158
CBS MAGAZINE NETWORK (GROSS)	1498	889	2.3	59.3	122	651	2.4	43.5	130	670	2.5	44.7	135	374	2.5	25.0	134
CHANGING TIMES	1505	814	2.1	54.1	111	595	2.2	39.5	118	467	1.7	31.0	93	401	2.7	26.6	143
COLONIAL HOMES	1231	895	1.8	56.7	117	541	2.0	43.9	131	500	1.9	40.6	122	242	1.6	19.7	106
CONDE NAST MAG. PKG. (GROSS)	14146	7932	20.2	56.1	115	6321	23.3	44.7	133	5942	22.1	42.0	126	3360	22.3	23.8	128
CONSUMERS DIGEST	1323	662	1.7	50.0	103	584	2.2	44.1	132	445	1.7	33.6	101	290	1.9	21.9	118
COSMOPOLITAN	7102	3627	9.2	51.1	105	2836	10.5	39.9	119	2655	9.9	37.4	113	1359	9.0	19.1	103
COUNTRY LIVING	2481	1436	3.7	57.9	119	1288	4.7	51.9	155	1012	3.8	40.8	123	790	5.2	31.8	171
CUISINE	1472	768	2.0	52.2	107	739	2.7	50.2	150	661	2.5	44.9	135	449	3.0	30.5	164
CYCLE WORLD	425	*330	0.8	77.6	160	*197	0.7	46.4	138	*228	0.8	53.6	161	**142	0.9	33.4	180
DCI:CREATIVE IDEAS FOR LIV	2510	1529	3.9	60.9	125	966	3.6	38.5	115	1074	4.0	42.8	129	563	3.7	22.4	121
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3590	9.1	53.6	110	2422	8.9	36.2	108	2392	8.9	35.7	108	1033	6.9	15.4	83
DISCOVER	894	482	1.2	53.9	111	317	1.2	35.5	106	328	1.2	36.7	110	*184	1.2	20.6	111
EBONY	3507	1408	3.6	40.1	83	1028	3.8	29.3	87	1045	3.9	29.8	90	389	2.6	11.1	60
ESQUIRE	1083	522	1.3	48.2	99	413	1.5	38.1	114	334	1.2	30.8	93	*198	1.3	18.3	98
ESSENCE	1830	840	2.1	45.9	94	609	2.2	33.3	99	604	2.2	33.0	99	*148	1.0	8.1	44
FAMILY CIRCLE	15930	8544	21.8	53.8	111	5981	22.0	37.5	112	5820	21.6	36.5	110	3475	23.1	21.8	117
THE FAMILY HANDYMAN	1126	703	1.8	62.4	129	476	1.8	42.3	126	477	1.8	42.4	127	*269	1.8	23.9	129
FAMILY WEEKLY	11468	5780	14.7	50.4	104	3698	13.6	32.2	96	3825	14.2	33.4	100	2304	15.3	20.1	108
FIELD & STREAM	2234	1143	2.9	51.2	105	845	3.1	37.8	113	826	3.1	37.0	111	521	3.5	23.3	125
FOOD & WINE	579	333	0.8	57.5	118	247	0.9	42.7	127	269	1.0	46.5	140	*115	0.8	19.9	107
FORBES	728	403	1.0	55.4	114	348	1.3	47.8	143	298	1.1	40.9	123	*218	1.4	29.9	163
FORTUNE	906	520	1.3	57.4	118	461	1.7	50.9	152	454	1.7	50.1	151	326	2.2	36.0	194
GENTLEMEN'S QUARTERLY	791	422	1.1	53.4	110	302	1.1	38.2	114	234	0.9	29.6	89	*130	0.9	16.4	88
GLAMOUR	5265	2966	7.5	56.3	116	2279	8.4	43.3	129	2208	8.2	41.9	126	1214	8.1	23.1	124
GOLF DIGEST	636	356	0.9	56.0	115	288	1.1	45.3	135	*234	0.9	36.8	111	**95	0.6	14.9	80
GOLF DIGEST/TENNIS (GROSS)	1186	640	1.6	54.0	111	554	2.0	46.7	139	421	1.6	35.5	107	*212	1.4	17.9	90
GOLF MAGAZINE	441	*278	0.7	63.0	130	*200	0.7	45.4	135	*199	0.7	45.1	136	**80	0.5	18.1	91
GOLF MAGAZINE/SKI (GROSS)	922	593	1.5	64.3	132	443	1.6	48.0	143	415	1.5	45.0	135	*206	1.4	22.3	121
GOOD HOUSEKEEPING	16487	8980	22.8	54.5	112	5941	21.9	36.0	108	6275	23.3	38.1	115	3683	24.5	22.3	120
HARPER'S BAZAAR	2423	1432	3.6	59.1	122	1177	4.3	48.6	145	1165	4.3	48.1	145	620	4.1	25.6	133
HEALTH	1994	978	2.5	49.0	101	855	3.2	42.9	128	718	2.7	36.0	108	338	2.2	17.0	99
HEARST MAG CORP. BUY (GROSS)	44101	24106	61.3	54.7	113	17606	64.9	39.9	119	17033	63.3	38.6	116	9832	65.3	22.3	121
HEARST MAN POWER (GROSS)	1993	1043	2.7	52.3	108	807	3.0	40.5	121	790	2.9	39.6	119	570	3.8	28.6	155
HEARST WOMAN POWER (GROSS)	31274	16865	42.9	53.9	111	11727	43.2	37.5	112	11710	43.5	37.4	113	6650	44.2	21.3	111
HOUSE BEAUTIFUL	3623	1990	5.1	54.9	113	1513	5.6	41.8	125	1371	5.1	37.8	114	684	4.5	18.9	100
INC.	283	*168	0.4	59.4	122	*127	0.5	44.9	134	*122	0.5	43.1	130	**85	0.6	30.0	161
JET	2928	1129	2.9	38.6	79	861	3.2	29.4	88	788	2.9	26.9	81	306	2.0	10.5	55
LADIES' HOME JOURNAL	11918	6546	16.6	54.9	113	4580	16.9	38.4	115	4476	16.6	37.6	113	2747	18.2	23.0	122
LHJ FAMILY GRP COMBO(GROSS)	16764	9113	23.2	54.4	112	6521	24.0	38.9	116	6212	23.1	37.1	112	3711	24.7	22.1	111
LIFE	4254	2313	5.9	54.4	112	1744	6.4	41.0	122	1744	6.5	41.0	123	992	6.6	23.3	121
L.A. TIMES HOME MAGAZINE	1145	637	1.6	55.6	115	508	1.9	44.4	132	559	2.1	48.8	147	348	2.3	30.4	162
MADEMOISELLE	2884	1642	4.2	56.9	117	1327	4.9	46.0	137	1248	4.6	43.3	130	640	4.3	22.2	111
MC CALL'S	13460	7380	18.8	54.8	113	4951	18.2	36.8	110	4906	18.2	36.4	110	2840	18.9	21.1	111
MC CALL'S/WRK MOTHER (GROSS)	14606	8059	20.5	55.2	114	5394	19.9	36.9	110	5339	19.8	36.6	110	3035	20.2	20.8	111
MECHANIX ILLUSTRATED	772	459	1.2	59.5	122	*261	1.0	33.8	101	323	1.2	41.8	126	*208	1.4	26.9	141
METROPOLITAN HOME	967	579	1.5	59.9	123	434	1.6	44.9	134	389	1.4	40.2	121	208	1.4	21.5	111
MONEY	1588	894	2.3	56.3	116	649	2.4	40.9	122	558	2.1	35.1	106	341	2.3	21.5	111
MOTHER EARTH NEWS	1002	596	1.5	59.5	122	525	1.9	52.4	156	484	1.8	48.3	145	444	2.9	44.3	233
MS.	825	462	1.2	56.0	115	365	1.3	44.2	132	361	1.3	43.8	132	*244	1.6	29.6	155
NATIONAL ENQUIRER	10336	4585	11.7	44.4	91	3095	11.4	29.9	89	3045	11.3	29.5	89	1315	8.7	12.7	60
NATIONAL GEOGRAPHIC	9597	5727	14.6	59.7	123	4315	15.9	45.0	134	4108	15.3	42.8	129	2918	19.4	30.4	161
NATIONAL SUNDAY MAGAZINE PKG	49558	25614	65.1	51.7	106	17807	65.6	35.9	107	17801	66.1	35.9	109	10115	67.2	20.4	111
NATURAL HISTORY	573	387	1.0	67.5	139	300	1.1	52.4	156	293	1.1	51.1	154	*253	1.7	44.2	233
NEW WOMAN	1699	984	2.5	57.9	119	734	2.7	43.2	129	608	2.3	35.8	108	388	2.6	22.8	121
NEW YORK INCLUDING CUE	443	263	0.7	59.4	122	194	0.7	43.8	131	201	0.7	45.4	137	*81	0.5	18.3	99
THE NEW YORKER	1270	823	2.1	64.8	133	610	2.2	48.0	143	669	2.5	52.7	159	430	2.9	33.9	181
NEWSWEEK	6277	3613	9.2	57.6	118	2800	10.3	44.6	133	2775	10.3	44.2	133	1618	10.7	25.8	131
THE N.Y. TIMES DAILY EDITION	1205	807	2.1	67.0	138	610	2.2	50.6	151	631	2.3	52.4	158	344	2.3	28.5	155
THE N.Y. TIMES MAGAZINE	2081	1390	3.5	66.8	138	1025	3.8	49.3	147	1124	4.2	54.0	163	772	5.1	37.1	201
OMNI	788	383	1.0	48.6	100	340	1.3	33.1	129	308	1.1	39.1	118	*231	1.5	29.3	155
ON CABLE	1158	550	1.4	47.5	98	415	1.5	35.8	107	391	1.5	33.8	102	*240	1.6	20.7	111
1001 HOME IDEAS	2852	1589	4.0	55.7	115	1086	4.0	38.1	114	1017	3.8	35.7	107	626	4.2	21.9	111
ORGANIC GARDENING	1658	1140	2.9	68.8	142	693	2.6	41.8	125	914	3.4	55.1	166	624	4.1	37.6	201
OUTDOOR LIFE	896	482	1.2	53.8	111	301	1.1	33.6	100	372	1.4	41.5	125	*278	1.8	31.0	161
PARADE MAGAZINE	24275	12608	32.1	51.9	107	8925	32.9	36.8	110	8665	32.2	35.7	107	4834	32.1	19.9	100

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	A '000	PEARS B % DOWN	C ACROSS %	D INDX	A '000	PINEAPPLES B % DOWN	C ACROSS %	D INDX	A '000	PLUMS B % DOWN	C ACROSS %	D INDX	A '000	RASPBERRIES B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	39338	100.0	48.6	100	27136	100.0	33.5	100	26911	100.0	33.2	100	15053	100.0	18.6	100
PARENTS	3845	2162	5.5	56.2	116	1395	5.1	36.3	108	1615	6.0	42.0	126	916	6.1	23.8	128
PENTHOUSE	831	392	1.0	47.2	97	385	1.4	46.3	138	300	1.1	36.1	109	*185	1.2	22.3	120
PEOPLE	11645	6120	15.6	52.6	108	4627	17.1	39.7	119	4577	17.0	39.3	118	2663	17.7	22.9	123
PLAYBOY	2006	903	2.3	45.0	93	745	2.7	37.1	111	676	2.5	33.7	101	356	2.4	17.7	95
POPULAR HOT RODDING	297	*169	0.4	56.9	117	*94	0.3	31.6	94	*89	0.3	30.0	90	*51	0.3	17.2	92
POPULAR MECHANICS	1018	541	1.4	53.1	109	401	1.5	39.4	118	408	1.5	40.1	121	*276	1.8	27.1	146
POPULAR SCIENCE	878	499	1.3	56.8	117	412	1.5	46.9	140	426	1.6	48.5	146	*249	1.7	28.4	153
PREVENTION	3913	2255	5.7	57.6	119	1647	6.1	42.1	126	1641	6.1	41.9	126	910	6.0	23.3	125
PSYCHOLOGY TODAY	1710	1014	2.6	59.3	122	682	2.5	39.9	119	727	2.7	42.5	128	401	2.7	23.5	126
READER'S DIGEST	22204	11747	29.9	52.9	109	7819	28.8	35.2	105	7771	28.9	35.0	105	4633	30.8	20.9	112
REDBOOK	7684	4258	10.8	55.4	114	2950	10.9	38.4	115	2779	10.3	36.2	109	1609	10.7	20.9	113
ROAD & TRACK	410	*266	0.7	64.9	134	*204	0.8	49.8	148	*244	0.9	59.5	179	*128	0.9	31.2	168
ROLLING STONE	969	602	1.5	62.1	128	526	1.9	54.3	162	452	1.7	46.6	140	243	1.6	25.1	135
RUNNER'S WORLD	298	*210	0.5	70.5	145	*191	0.7	64.1	191	*190	0.7	63.8	192	*123	0.8	41.3	222
SATURDAY EVENING POST	1169	672	1.7	57.5	118	428	1.6	36.6	109	523	1.9	44.7	135	285	1.9	24.4	131
SCIENCE 84	587	299	0.8	50.9	105	315	1.2	53.7	160	303	1.1	51.6	155	*152	1.0	25.9	139
SCIENCE DIGEST	482	256	0.7	53.1	109	*237	0.9	49.2	147	*238	0.9	49.4	149	*140	0.9	29.0	156
SCIENTIFIC AMERICAN	594	353	0.9	59.4	122	372	1.4	62.6	187	321	1.2	54.0	163	*235	1.6	39.6	213
SELF	2089	1123	2.9	53.8	111	923	3.4	44.2	132	859	3.2	41.1	124	535	3.6	25.6	138
SEVENTEEN	2411	1286	3.3	53.3	110	1028	3.8	42.6	127	959	3.6	39.8	120	495	3.3	20.5	110
SKI	480	314	0.8	65.4	135	*243	0.9	50.6	151	*217	0.8	45.2	136	*126	0.8	26.3	141
SMITHSONIAN	2760	1774	4.5	64.3	132	1374	5.1	49.8	149	1414	5.3	51.2	154	979	6.5	35.5	191
SOAP OPERA DIGEST	3013	1500	3.8	49.8	102	945	3.5	31.4	94	967	3.6	32.1	97	434	2.9	14.4	77
SOUTHERN LIVING	4184	2062	5.2	49.3	101	1456	5.4	34.8	104	1317	4.9	31.5	95	470	3.1	11.2	60
SPORT	559	*237	0.6	42.4	87	*164	0.6	29.3	88	*151	0.6	27.0	81	*103	0.7	18.4	99
THE SPORTING NEWS	436	*257	0.7	58.9	121	*196	0.7	45.0	134	*205	0.8	47.0	141	*108	0.7	24.8	133
SPORTS AFIELD	493	246	0.6	49.9	103	*169	0.6	34.3	102	*144	0.5	29.2	88	*154	1.0	31.2	168
SPORTS ILLUSTRATED	2758	1485	3.8	53.8	111	1230	4.5	44.6	133	1110	4.1	40.2	121	605	4.0	21.9	118
STAR	7456	3165	8.0	42.4	87	2010	7.4	27.0	80	2173	8.1	29.1	88	923	6.1	12.4	67
SUNDAY	24936	13285	33.8	53.3	110	9537	35.1	38.2	114	9571	35.6	38.4	116	5557	36.9	22.3	120
SUNSET	2124	1477	3.8	69.5	143	1281	4.7	60.3	180	1173	4.4	55.2	166	910	6.0	42.8	231
TV GUIDE	21661	10681	27.2	49.3	102	7628	28.1	35.2	105	7491	27.8	34.6	104	3608	24.0	16.7	90
TENNIS	550	*284	0.7	51.6	106	*266	1.0	48.4	144	*187	0.7	34.0	102	*117	0.8	21.3	114
TIME	8880	5069	12.9	57.1	118	4164	15.3	46.9	140	3800	14.1	42.8	129	2161	14.4	24.3	121
TOWN & COUNTRY	917	544	1.4	59.3	122	436	1.6	47.5	142	380	1.4	41.4	125	*214	1.4	23.3	136
TRAVEL & LEISURE	972	549	1.4	56.5	116	505	1.9	52.0	155	394	1.5	40.5	122	254	1.7	26.1	141
TRUE STORY	3356	1475	3.7	44.0	90	963	3.5	28.7	86	910	3.4	27.1	82	306	2.0	9.1	49
U.S. NEWS & WORLD REPORT	3410	1947	4.9	57.1	118	1288	4.7	37.8	113	1326	4.9	38.9	117	940	6.2	27.6	148
USA TODAY	1759	918	2.3	52.2	107	743	2.7	42.2	126	775	2.9	44.1	133	453	3.0	25.8	139
US	1873	958	2.4	51.1	105	793	2.9	42.3	126	653	2.4	34.9	105	371	2.5	19.8	107
VOGUE	3909	2202	5.6	56.3	116	1791	6.6	45.8	137	1626	6.0	41.6	125	972	6.5	24.9	134
WALL STREET JOURNAL	1886	1125	2.9	59.7	123	924	3.4	49.0	146	870	3.2	46.1	139	655	4.4	34.7	187
WEIGHT WATCHERS	2120	1202	3.1	56.7	117	1089	4.0	51.4	153	926	3.4	43.7	131	631	4.2	29.8	160
WOMAN'S DAY	14172	7939	20.2	56.0	115	5217	19.2	36.8	110	5458	20.3	38.5	116	3111	20.7	22.0	118
WORKING MOTHER	1146	679	1.7	59.2	122	443	1.6	38.7	115	433	1.6	37.8	114	*195	1.3	17.0	92
WORKING WOMAN	1322	705	1.8	53.3	110	609	2.2	46.1	137	555	2.1	42.0	126	*281	1.9	21.3	114
WORLD TENNIS	*163	*96	0.2	58.9	121	*92	0.3	56.4	168	*78	0.3	47.9	144	*38	0.3	23.3	125
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1386	3.5	54.7	113	1115	4.1	44.0	131	1003	3.7	39.6	119	582	3.9	23.0	124
BLAIR INSERTS	43657	22742	57.8	52.1	107	16155	59.5	37.0	110	16124	59.9	36.9	111	9286	61.7	21.3	114
DAILY NEWSPAPERS																	
READ ANY	51633	25940	65.9	50.2	103	18103	66.7	35.1	105	17978	66.8	34.8	105	10219	67.9	19.8	106
READ ONE	43463	21612	54.9	49.7	102	15050	55.5	34.6	103	14875	55.3	34.2	103	8390	55.7	19.3	104
READ TWO OR MORE	8170	4327	11.0	53.0	109	3053	11.3	37.4	112	3103	11.5	38.0	114	1829	12.2	22.4	120
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	27272	69.3	51.8	107	18991	70.0	36.1	108	18919	70.3	35.9	108	10874	72.2	20.6	111
READ ONE	46126	23567	59.9	51.1	105	16205	59.7	35.1	105	16159	60.0	35.0	105	9039	60.0	19.6	105
READ TWO OR MORE	6552	3705	9.4	56.5	116	2786	10.3	42.5	127	2760	10.3	42.1	127	1835	12.2	28.0	151
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	28.95				29.33				29.33				27.82			
30 DAY REACH	71455	34976	88.9	48.9	101	23950	88.3	33.5	100	23863	88.7	33.4	101	13140	87.3	18.4	99
50 SHMG - 30 DAY AV FREQ	14.56	15.22				15.43				15.36				14.72			
30 DAY REACH	67742	33340	84.8	49.2	101	22794	84.0	33.6	100	22850	84.9	33.7	102	12425	82.5	18.3	99
25 SHMG - 30 DAY AV FREQ	7.94	8.24				8.34				8.28				7.88			
30 DAY REACH	62117	30776	78.2	49.5	102	21125	77.8	34.0	101	21201	78.8	34.1	103	11600	77.1	18.7	100
CABLE TV: HOME WIRED	32077	16366	41.6	51.0	105	11301	41.6	35.2	105	11130	41.4	34.7	104	5591	37.1	17.4	94
HOME NOT WIRED	48909	22972	58.4	47.0	97	15835	58.4	32.4	97	15781	58.6	32.3	97	9462	62.9	19.3	104
HAVE PAY CABLE	15935	8291	21.1	52.0	107	6451	23.8	40.5	121	6224	23.1	39.1	118	2913	19.4	18.3	98

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAkers)

	TOTAL U.S. '000	A '000	PEARS B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAkers	80986	39135	100.0	48.6	100	27136	100.0	33.5	100	26911	100.0	33.2	100	15053	100.0	18.6	100
RADIO AVE. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	21942	55.8	50.0	103	15236	56.1	34.7	104	15217	56.5	34.6	104	8517	56.6	19.4	104
10:00 AM - 3:00 PM	30659	15152	38.5	49.4	102	10225	37.7	33.4	100	10593	39.4	34.6	104	5876	39.0	19.2	103
3:00 PM - 7:00 PM	31045	15506	39.4	49.9	103	11001	40.5	35.4	106	10978	40.8	35.4	106	6162	40.9	19.8	107
7:00 PM - MIDNIGHT	15767	7567	19.2	48.0	99	5576	20.5	35.4	106	5371	20.0	34.1	103	3124	20.8	19.8	107
MIDNIGHT - 6:00 AM	9120	4579	11.6	50.2	103	3545	13.1	38.9	116	3218	12.0	35.3	106	1766	11.7	19.4	104
6:00 AM - MIDNIGHT	58527	29157	74.1	49.8	103	20242	74.6	34.6	103	20242	75.2	34.6	104	11095	73.7	19.0	102
ENTIRE DAY	59311	29497	75.0	49.7	102	20484	75.4	34.5	103	20471	76.1	34.5	104	11260	74.8	19.0	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8660	22.0	53.5	110	5809	21.4	35.9	107	5681	21.1	35.1	106	3595	23.9	22.2	120
ALL NEWS	2256	1185	3.0	52.5	108	900	3.3	39.9	119	835	3.1	36.6	110	528	3.5	23.4	126
AOR/PROGRESSIVE	3874	2023	5.1	52.2	108	1554	5.7	40.1	120	1594	5.9	41.1	124	856	5.7	22.1	119
BEAUTIFUL MUSIC	5660	2948	7.5	52.1	107	2143	7.9	37.9	113	2133	7.9	37.7	113	1125	7.5	19.9	107
BLACK	2204	1032	2.6	46.8	96	698	2.6	31.7	95	656	2.4	29.8	90	349	2.3	15.8	85
CLASSICAL	1418	801	2.0	56.5	116	639	2.4	45.1	134	539	2.0	38.0	114	458	3.0	32.3	174
CHR/ROCK	9538	4591	11.7	48.1	99	3492	12.9	36.6	109	3421	12.7	35.9	108	1688	11.2	17.7	95
COUNTRY	12648	5813	14.8	46.0	95	3716	13.7	29.4	88	3994	14.8	31.6	95	2088	13.9	16.5	89
GOLDEN OLDIES	1191	450	1.1	37.8	78	363	1.3	30.5	91	315	1.2	26.4	80	*126	0.8	10.6	57
MOR/NOSTALGIA	4757	2561	6.5	53.8	111	1711	6.3	36.0	107	1809	6.7	38.0	114	959	6.4	20.2	108
NEWS/TALK	3863	1978	5.0	51.2	105	1483	5.5	38.4	115	1446	5.4	37.4	113	826	5.5	21.4	115
RELIGIOUS	3084	1459	3.7	47.3	97	843	3.1	27.3	82	1037	3.9	33.6	101	496	3.3	16.1	87
SOFT ROCK	521	275	0.7	52.8	109	*232	0.9	44.5	133	*196	0.7	37.6	113	*113	0.8	21.7	117
URBAN CONTEMPORARY	1585	585	1.5	36.9	76	486	1.8	30.7	92	442	1.6	27.9	84	*151	1.0	9.5	51
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1402	3.6	43.0	89	922	3.4	28.3	84	992	3.7	30.4	92	560	3.7	17.2	92
ABC DIRECTION	2316	1151	2.9	49.7	102	856	3.2	37.0	110	871	3.2	37.6	113	323	2.1	13.9	75
ABC ENTERTAINMENT	4834	2342	6.0	48.4	100	1496	5.5	30.9	92	1566	5.8	32.4	97	664	4.4	13.7	74
ABC FM	2202	1080	2.7	49.0	101	768	2.8	34.9	104	888	2.5	30.3	91	280	1.9	12.7	68
ABC INFORMATION	5425	2963	7.5	54.6	112	2036	7.5	37.5	112	2053	7.6	37.8	114	1208	8.0	22.3	120
ABC ROCK	1677	806	2.0	48.1	99	646	2.4	38.5	115	569	2.1	33.9	102	318	2.1	19.0	102
CBS	4430	2323	5.9	52.4	108	1636	6.0	36.9	110	1430	5.3	32.3	97	1168	7.8	26.4	142
MUTUAL	4992	2509	6.4	50.3	103	1775	6.5	35.6	106	1796	6.7	36.0	108	971	6.5	19.5	105
NBC	4679	2447	6.2	52.3	108	1613	5.9	34.5	103	1812	6.7	38.7	117	1132	7.5	24.2	130
RADIORADIO	1994	931	2.4	46.7	96	657	2.4	32.9	98	654	2.4	32.8	99	367	2.4	18.4	99
RKO ONE	2298	1109	2.8	48.3	99	753	2.8	32.8	98	858	2.4	28.6	86	460	3.1	20.0	108
RKO TWO	3311	1437	3.7	43.4	89	1029	3.8	31.1	93	1023	3.8	30.9	93	480	3.2	14.5	78
THE SOURCE	2114	1082	2.8	51.2	105	660	2.4	31.2	93	761	2.8	36.0	108	350	2.3	16.6	89
NON-WIRED : BLAIR	8654	4440	11.3	51.3	106	2989	11.0	34.5	103	3065	11.4	35.4	107	1554	10.3	18.0	97
INTERNET	12025	6302	16.0	52.4	108	4727	17.4	39.3	117	*558	16.9	37.9	114	2409	16.0	20.0	108
KATZ RADIO GROUP	15359	7896	20.1	51.4	106	5728	21.1	37.3	111	5767	21.4	37.5	113	3124	20.8	20.3	109
SUPERNET	10628	5029	12.8	47.3	97	3540	13.0	33.3	99	3502	13.0	33.0	99	2126	14.1	20.0	108
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3889	9.9	44.9	92	2744	10.1	31.7	95	2537	9.4	29.3	88	1460	9.7	16.9	91
WKDAY 9:00 AM - 1:00 PM	12163	5367	13.6	44.1	91	3600	13.3	29.6	88	3451	12.8	28.4	85	1969	13.1	16.2	87
WKDAY 1:00 PM - 4:30 PM	16150	7100	18.0	44.0	91	4746	17.5	29.4	88	4675	17.4	28.9	87	2477	16.5	15.3	83
WKDAY 4:30 PM - 7:30 PM	22463	10263	26.1	45.7	94	6844	25.2	30.5	91	6909	25.7	30.8	93	3784	25.1	16.8	91
WKDAY 7:30 PM - 8:00 PM	31795	14858	37.8	46.7	96	9888	36.4	31.1	93	9830	36.5	30.9	93	5438	36.1	17.1	92
WKDAY 11:00 PM - 11:30 PM	23977	11744	29.9	49.0	101	7932	29.2	33.1	99	7970	29.6	33.2	100	4441	29.5	18.5	100
WKDAY 11:30 PM - 1:00 AM	7703	3704	9.4	48.1	99	2512	9.3	32.6	97	2512	9.3	32.6	98	1292	8.6	16.8	90
M-SAT 8-11 PM-SUN 7-11 PM	33800	16319	41.5	48.3	99	11066	40.8	32.7	98	10990	40.8	32.5	98	6023	40.0	17.8	96
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2945	7.5	45.0	93	2151	7.9	32.9	98	2194	8.2	33.6	101	1133	7.5	17.3	93
ANOTHER WORLD	N 4620	2111	5.4	45.7	94	1361	5.0	29.5	88	1339	5.0	29.0	87	858	5.7	18.6	100
AS THE WORLD TURNS	C 5614	2427	6.2	43.2	89	1477	5.4	26.3	79	1458	5.4	26.0	78	629	4.2	11.2	60
CAPITOL	C 3396	1476	3.8	43.5	89	771	2.8	22.7	68	831	3.1	24.5	74	369	2.5	10.9	58
CBS MORN. NEWS 1	C 1446	534	1.4	36.9	76	364	1.3	25.2	75	338	1.3	23.4	70	154	1.0	10.7	57
CBS MORN. NEWS 2	C 1207	456	1.2	37.8	78	329	1.2	27.3	81	265	1.0	22.0	66	155	1.0	12.8	69
DAYS OF OUR LIVES	N 5877	2743	7.0	46.7	96	1861	6.9	31.7	95	1778	6.6	30.3	91	1089	7.2	18.5	100
FACTS OF LIFE - DAYTIME	N 2290	876	2.2	38.3	79	591	2.2	25.8	77	532	2.0	23.2	70	403	2.7	17.6	95
FAMILY FEUD	A 3023	1198	3.0	39.6	82	885	3.3	29.3	87	792	2.9	26.2	79	454	3.0	15.0	81
GENERAL HOSPITAL	A 6097	2595	6.6	42.6	88	1807	6.7	29.6	88	1764	6.6	28.9	87	909	6.0	14.9	80
GOOD MORNING, AMERICA-730	A 3515	1586	4.0	45.1	93	1070	3.9	30.4	91	1064	4.0	30.3	91	659	4.4	18.7	101
GOOD MORNING, AMERICA-830	A 2818	1370	3.5	48.6	100	977	3.6	34.7	103	880	3.3	31.2	94	471	3.1	16.7	90
GUIDING LIGHT	C 5339	2267	5.8	42.5	87	1485	5.5	27.8	83	1538	5.7	28.8	87	748	5.0	14.0	75
ONE LIFE TO LIVE	A 4478	1906	4.8	42.6	88	1305	4.8	29.1	87	1349	5.0	30.1	91	706	4.7	15.8	85
PRESS YOUR LUCK	C 2244	1045	2.7	46.6	96	631	2.3	28.1	84	651	2.4	29.0	87	335	2.2	14.9	80
PRICE IS RIGHT 1	C 4348	1782	4.5	41.0	84	1085	4.0	25.0	74	1210	4.5	27.8	84	640	4.3	14.7	79
PRICE IS RIGHT 2	C 5014	2090	5.3	41.7	86	1269	4.7	25.3	76	1354	5.0	27.0	81	771	5.1	15.4	83
RYAN'S HOPE	A 3150	1462	3.7	46.4	96	975	3.6	31.0	92	1098	4.1	34.9	105	497	3.3	15.8	85
SALE OF THE CENTURY	N 2695	1189	3.0	44.1	91	789	2.9	29.3	87	766	2.8	28.4	86	506	3.4	18.8	101
SEARCH FOR TOMORROW	N 2319	1102	2.8	47.5	98	663	2.4	28.6	85	802	2.5	29.4	89	358	2.4	15.4	83
TODAY SHOW 1	N 2693	1249	3.2	46.4	95	887	3.3	32.9	98	801	3.0	29.7	90	419	2.8	15.6	84
TODAY SHOW 2	N 2498	1153	2.9	46.2	95	743	2.7	29.7	89	662	2.5	26.5	80	441	2.9	17.7	95
\$25,000 PYRAMID	C 2753	1346	3.4	48.9	101	814	3.0	29.6	88	840	3.1	30.5	92	427	2.8	15.5	83
WHEEL OF FORTUNE	N 4388	1988	5.1	45.3	93	1247	4.6	28.4	85	1249	4.6	28.5	86	735	4.9	16.8	90
YOUNG AND THE RESTLESS	C 5695	2266	5.8	39.8	82	1469	5.4	25.8	77	1256	4.7	22.1	66	757	5.0	13.3	72
WEEKEND DAYTIME NTWK PRE 6PM																	

	TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	27338	100.0	48.6	100	27136	100.0	33.5	100	26911	100.0	33.2	100	15053	100.0	18.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	11868	30.2	45.5	94	7864	29.0	30.2	90	8040	29.9	30.8	93	4419	29.4	17.0	91
NETWORK AFFILIATES - LATE	20261	9987	25.4	49.3	101	6871	25.3	33.9	101	6819	25.3	33.7	101	3884	25.8	19.2	103
INDEPENDENTS - LATE	2076	1086	2.8	52.3	108	860	3.2	41.4	124	815	3.0	39.3	118	423	2.8	20.4	110
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	5090	12.9	48.7	100	3081	11.4	29.5	88	3173	11.8	30.4	91	1551	10.3	14.8	80
ABC MONDAY NIGHT MOVIE	A 6412	3388	8.6	52.8	109	2276	8.4	35.5	106	2359	8.8	36.8	111	1157	7.7	18.0	97
ABC SUNDAY NIGHT MOVIE	A 12407	6180	15.7	49.8	103	4384	16.2	35.3	105	4366	16.2	35.2	106	2387	15.9	19.2	104
ABC WORLD NEWS TONIGHT	A 6176	2664	6.8	43.1	89	1653	6.1	26.8	80	1960	7.3	31.7	96	968	6.4	15.6	84
AFTERMASH	C 5863	2822	7.2	48.1	99	1915	7.1	32.7	97	1760	6.5	30.0	90	1153	7.7	19.7	106
ALICE	C 9594	4606	11.7	48.0	99	2959	10.9	30.8	92	3068	11.4	32.0	96	1770	11.8	18.4	99
AMERICAN PARADE	C 6622	3127	7.9	47.2	97	2121	7.8	32.0	96	2054	7.6	31.0	93	1274	8.5	19.2	104
BENSON	A 10886	5419	13.8	49.8	102	3525	13.0	32.4	97	3730	13.9	34.3	103	2227	14.8	20.5	110
BLUE THUNDER	A 5036	2485	6.3	49.4	102	1694	6.2	33.6	100	1604	6.0	31.9	96	876	5.8	17.4	94
CAGNEY & LACEY	C 9965	4933	12.5	49.5	102	3209	11.8	32.2	96	3378	12.6	33.9	102	1905	12.7	19.1	103
CBS EVENING NEWS-DEAN	C 3491	1790	4.6	51.3	106	1178	4.3	33.7	101	1038	3.9	29.7	89	712	4.7	20.4	110
CBS EVENING NEWS-RATHER	C 7123	3390	8.6	47.6	98	2084	7.7	29.3	87	2193	8.1	30.8	93	1316	8.7	18.5	99
CBS SAT. NEWS-SCHIEFFER	C 3621	1655	4.2	45.7	94	1088	4.0	30.0	90	1055	3.9	29.1	88	532	3.5	14.7	79
CBS SATURDAY NIGHT MOVIE	C 5436	2598	6.6	47.8	98	1809	6.7	33.3	99	1871	7.0	34.4	104	926	6.2	17.0	92
CBS WEDNESDAY NIGHT MOVIE	C 6100	2869	7.3	47.0	97	1990	7.3	32.6	97	1900	7.1	31.1	94	1040	6.9	17.0	92
CHEERS	N 8889	4633	11.8	52.1	107	3238	11.9	36.4	109	3209	11.9	36.1	109	1797	11.9	20.2	109
DALLAS	C 22109	10801	27.5	48.9	101	7091	26.1	32.1	96	7009	26.0	31.7	95	3812	25.3	17.2	93
DIFFERENT STROKES	N 6940	3103	7.9	44.7	92	1988	7.3	28.6	85	1900	7.1	27.4	82	1187	7.9	17.1	92
DOUBLE TROUBLE	N 7223	3428	8.7	47.5	98	2320	8.5	32.1	96	2371	8.8	32.8	99	1316	8.7	18.2	98
DUCK FACTORY	N 5595	2832	7.2	50.6	104	1911	7.0	34.2	102	1834	6.8	32.8	99	1097	7.3	19.6	105
DUKES OF HAZZARD	C 5768	2676	6.8	46.4	96	1669	6.2	28.9	86	1659	6.2	28.8	87	901	6.0	15.6	84
DYNASTY	A 20053	9289	23.6	46.3	95	6592	24.3	32.9	98	6796	25.3	33.9	102	3071	20.4	15.3	82
FACTS OF LIFE	N 8087	3831	9.7	47.4	98	2448	9.0	30.3	90	2468	9.2	30.5	92	1480	9.8	18.3	98
FALCON CREST	C 20046	9674	24.6	48.3	99	6485	23.9	32.4	97	6193	23.0	30.9	93	3432	22.8	17.1	92
FALL GUY	A 9084	4104	10.4	45.2	93	2764	10.2	30.4	91	2589	9.6	28.5	86	1421	9.4	15.6	84
FAMILY TIES	N 7964	4045	10.3	50.8	105	2505	9.2	31.5	94	2688	10.0	33.8	102	1577	10.5	19.8	107
FANTASY ISLAND	A 7687	3673	9.3	47.8	98	2409	8.9	31.3	94	2262	8.4	29.4	89	1399	9.3	18.2	98
FOULUPS, BLEEPES & BLUNDERS	A 8861	4182	10.6	47.2	97	2887	10.6	32.6	97	3031	11.3	34.2	103	1808	12.0	20.4	110
FOUR SEASONS	C 5095	2427	6.2	47.6	98	1604	5.9	31.5	94	1557	5.8	30.6	92	928	6.2	18.2	98
GIMME A BREAK	N 8838	4100	10.4	46.4	96	2606	9.6	29.5	88	2827	10.5	32.0	96	1547	10.3	17.5	94
HART TO HART	A 8978	4174	10.6	46.5	96	2819	10.4	31.4	94	2886	10.7	32.1	97	1504	10.0	16.8	90
HILL STREET BLUES	N 8590	4258	10.8	49.6	102	3112	11.5	36.2	108	3058	11.4	35.6	107	1775	11.8	20.7	111
HOTEL	A 14085	6631	16.9	47.1	97	4665	17.2	33.1	99	4655	17.3	33.0	99	2187	14.5	15.5	84
JEFFERSONS	C 9360	4394	11.2	46.9	97	2830	10.4	30.2	90	2946	10.9	31.5	95	1747	11.6	18.7	100
JENNIFER SLEPT HERE	N 5841	2801	7.1	48.0	99	1704	6.3	29.2	87	1676	6.2	28.7	86	1196	7.9	20.5	110
KATE & ALLIE	C 9206	4338	11.0	47.1	97	2969	10.9	32.3	96	3037	11.3	33.0	99	1754	11.7	19.1	103
KNIGHT RIDER	N 7076	3411	8.7	48.2	99	2219	8.2	31.4	94	2259	8.4	31.9	96	1344	8.9	19.0	102
LOVE BOAT	A 12219	5702	14.5	46.7	96	3729	13.7	30.5	91	3786	14.1	31.0	93	2058	13.7	16.8	91
MAGNUM PI	C 11199	5171	13.1	46.2	95	3538	13.0	31.6	94	3385	12.6	30.2	91	1896	12.6	16.9	91
MAMA'S FAMILY	N 6057	2814	7.2	46.5	96	1834	6.8	30.3	90	1866	6.9	30.8	93	1231	8.2	20.3	109
MASTER, THE	N 3598	1662	4.2	46.2	95	1111	4.1	30.9	92	1161	4.3	32.3	97	493	3.3	13.7	74
MATT HOUSTON	A 6344	3187	8.1	50.2	103	2199	8.1	34.7	103	2139	7.9	33.7	101	1242	8.3	19.6	105
NBC MONDAY NIGHT MOVIE	N 11994	5613	14.3	46.8	96	3896	14.4	32.5	97	3659	13.6	30.5	92	2230	14.8	18.6	100
NBC NIGHTLY NEWS	N 5132	2471	6.3	48.1	99	1586	5.8	30.9	92	1594	5.9	31.1	93	856	5.7	16.7	90
NBC NIGHTLY NEWS-SAT	N 3375	1467	3.7	43.5	89	937	3.5	27.8	83	1014	3.8	30.0	90	525	3.5	15.6	84
NBC NIGHTLY NEWS-SUN	N 3130	1417	3.6	45.3	93	1042	3.8	33.3	99	1050	3.9	33.5	101	634	4.2	20.4	110
NBC SUNDAY NIGHT MOVIE	N 8284	3905	9.9	47.1	97	2394	8.8	28.9	86	2568	9.5	31.0	93	1420	9.4	17.1	92
NEWMART	C 9240	4527	11.5	49.0	101	3022	11.1	32.7	98	3078	11.4	33.3	100	1877	12.5	20.3	109
ONE DAY AT A TIME	C 7288	3579	9.1	49.1	101	2379	8.8	32.6	97	2300	8.5	31.6	95	1294	8.6	17.8	96
PEOPLE ARE FUNNY	N 4855	2315	5.9	47.7	98	1531	5.6	31.5	94	1411	5.2	29.1	87	1015	6.7	20.9	112
REAL PEOPLE	N 8869	4195	10.7	47.3	97	2778	10.2	31.3	93	2563	9.5	28.9	87	1521	10.1	17.1	92
REMINGTON STEELE	N 7743	3498	8.9	45.2	93	2267	8.4	29.3	87	2544	9.5	32.9	99	1219	8.1	15.7	85
RIPLY'S BELIEVE IT - NOT	A 5345	2702	6.9	50.6	104	1847	6.8	34.6	103	1764	6.6	33.0	99	1039	6.9	19.4	105
RIPTIDE	N 6988	3337	8.5	47.8	98	2131	7.9	30.5	91	2191	8.1	31.4	94	1275	8.5	18.2	98
SCARECROW & MRS. KING	C 10002	4159	10.6	41.6	86	2934	10.8	29.3	88	2906	10.8	29.1	87	1737	11.5	17.4	93
SIMON & SIMON	C 10638	4903	12.5	46.1	95	3138	11.6	29.5	88	3166	11.8	29.8	90	1699	11.3	16.0	86
60 MINUTES	C 13293	6487	16.5	48.8	100	4493	16.6	33.8	101	4515	16.8	34.0	102	2510	16.7	18.9	102
ST. ELSEWHERE	N 7017	3482	8.9	49.6	102	2420	8.9	34.5	103	2389	8.9	34.0	102	1496	9.9	21.3	115
THREE'S COMPANY	A 10917	5479	13.9	50.2	103	3565	13.1	32.7	97	3881	14.4	35.6	107	1922			

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	STRAWBERRIES				TANGERINES				TOMATOES				WATERMELONS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS
					INDX				INDX				INDX				INDX
TOTAL FEMALE HOMEMAKERS	80986	50690	100.0	62.6	100	30510	100.0	37.7	100	63257	100.0	78.1	100	48619	100.0	60.0	100
18 - 24	9282	5309	10.5	57.2	91	3097	10.2	33.4	89	6580	10.4	70.9	91	5335	11.0	57.5	96
25 - 34	19072	12917	25.5	67.7	108	7910	25.9	41.5	110	15359	24.3	80.5	103	12739	26.2	66.8	111
35 - 44	14591	9649	19.0	66.1	106	6352	20.8	43.5	116	11705	18.5	80.2	103	9523	19.6	65.3	109
45 - 54	11345	7286	14.4	64.2	103	4641	15.2	40.9	109	9036	14.3	79.6	102	6930	14.3	61.1	102
55 - 64	11635	7262	14.3	62.4	100	4513	14.8	38.8	103	9571	15.1	82.3	105	6713	13.8	57.7	96
65 OR OLDER	15061	8268	16.3	54.9	88	3996	13.1	26.5	70	11007	17.4	73.1	94	7380	15.2	49.0	82
18 - 34	28354	18225	36.0	64.3	103	11007	36.1	38.8	103	21938	34.7	77.4	99	18074	37.2	63.7	106
18 - 49	48339	31453	62.0	65.1	104	19641	64.4	40.6	108	37835	59.8	78.3	100	30997	63.8	64.1	107
25 - 54	45008	29852	58.9	66.3	106	18903	62.0	42.0	111	36100	57.1	80.2	103	29191	60.0	64.9	108
35 - 49	19985	13228	26.1	66.2	106	8634	28.3	43.2	115	15897	25.1	79.5	102	12924	26.6	64.7	108
50 OR OLDER	32647	19238	38.0	58.9	94	10869	35.6	33.3	88	25422	40.2	77.9	100	17622	36.2	54.0	90
GRADUATED COLLEGE	11155	8152	16.1	73.1	117	4939	16.2	44.3	118	9177	14.5	82.3	105	7436	15.3	66.7	111
ATTENDED COLLEGE	13682	9676	19.1	70.7	113	5986	19.6	43.8	116	11266	17.8	82.2	105	8936	18.4	65.3	109
GRADUATED HIGH SCHOOL	33880	21279	42.0	62.8	100	12591	41.3	37.2	99	26676	42.2	78.7	101	20437	42.0	60.3	100
DID NOT GRADUATE HIGH SCHOOL	22270	11584	22.9	52.0	83	6994	22.9	31.4	83	16159	25.5	72.6	93	11810	24.3	53.0	88
EMPLOYED	40306	26905	53.1	66.8	107	16941	55.5	42.0	112	32414	51.2	80.4	103	25731	52.9	63.8	106
EMPLOYED FULL-TIME	32850	21593	42.6	65.7	105	13587	44.5	41.4	110	26039	41.2	79.3	101	20870	42.9	63.5	106
EMPLOYED PART-TIME	7456	5312	10.5	71.2	114	3354	11.0	45.0	119	6375	10.1	85.5	109	4861	10.0	65.2	109
NOT EMPLOYED	40680	23786	46.9	58.5	93	13569	44.5	33.4	88	30843	48.8	75.8	97	22888	47.1	56.3	94
PROFESSIONAL/MANAGER	10392	7423	14.6	71.4	114	4709	15.4	45.3	120	8605	13.6	82.8	106	6999	14.4	67.3	112
TECH/CLERICAL/SALES	17574	12167	24.0	69.2	111	7305	23.9	41.6	110	14323	22.6	81.5	104	11322	23.3	64.4	107
PRECISION/CRAFT	985	723	1.4	73.4	117	*416	1.4	42.2	112	818	1.3	83.0	106	650	1.3	66.0	110
OTHER EMPLOYED	11354	6591	13.0	58.1	93	4511	14.8	39.7	105	8669	13.7	76.4	98	6760	13.9	59.5	99
SINGLE	9863	5517	10.9	55.9	89	3359	11.0	34.1	90	6815	10.8	69.1	88	5299	10.9	53.7	89
MARRIED	51375	34305	67.7	66.8	107	20722	67.9	40.3	107	41738	66.0	81.2	104	32730	67.3	63.7	106
DIVORCED/SEPARATED/WIDOWED	19748	10868	21.4	55.0	88	6429	21.1	32.6	86	14704	23.2	74.5	95	10590	21.8	53.6	89
PARENTS	32590	21545	42.5	66.1	106	13607	44.6	41.8	111	26073	41.2	80.0	102	21748	44.7	66.7	111
WHITE	70416	45759	90.3	65.0	104	26653	87.4	37.9	100	56413	89.2	80.1	103	43221	88.9	61.4	102
BLACK	8778	3904	7.7	44.5	71	3134	10.3	35.7	95	5595	8.8	63.7	82	4325	8.9	49.3	82
OTHER	1791	1027	2.0	57.3	92	*723	2.4	40.4	107	1249	2.0	69.7	89	1072	2.2	59.9	100
NORTHEAST-CENSUS	17786	11209	22.1	63.0	101	7529	24.7	42.3	112	14162	22.4	79.6	102	10844	22.3	61.0	102
NORTH CENTRAL	20741	13673	27.0	65.9	105	6800	22.3	32.8	87	16383	25.9	79.0	101	13029	26.8	62.8	105
SOUTH	27775	15581	30.7	56.1	90	9943	32.6	35.8	95	20648	32.6	74.3	95	15385	31.6	55.4	92
WEST	14683	10228	20.2	69.7	111	6238	20.4	42.5	113	12064	19.1	82.2	105	9361	19.3	63.8	106
NORTHEAST-MKTG.	17961	10841	21.4	60.4	96	7346	24.1	40.9	109	13569	21.5	75.5	97	10368	21.3	57.7	96
EAST CENTRAL	11885	7680	15.2	64.6	103	4660	15.3	39.2	104	9477	15.0	79.7	102	7187	14.8	60.5	101
WEST CENTRAL	14090	9469	18.7	67.2	107	4242	13.9	30.1	80	11143	17.6	79.1	101	8954	18.4	63.5	106
SOUTH	24081	13702	27.0	56.9	91	8601	28.2	35.7	95	18491	29.2	76.8	98	13821	28.4	57.4	96
PACIFIC	12969	8998	17.8	69.4	111	5661	18.6	43.7	116	10578	16.7	81.6	104	8290	17.1	63.9	106
COUNTY SIZE A	32439	20032	39.5	61.8	99	12928	42.4	39.9	106	24905	39.4	76.8	98	19377	39.9	59.7	99
COUNTY SIZE B	24915	15939	31.4	64.0	102	9366	30.7	37.6	100	19831	31.3	79.6	102	14849	30.5	59.6	99
COUNTY SIZE C	12930	8200	16.2	63.4	101	4853	15.9	37.5	100	10296	16.3	79.6	102	7954	16.4	61.5	102
COUNTY SIZE D	10703	6519	12.9	60.9	97	3363	11.0	31.4	83	8226	13.0	76.9	98	6439	13.2	60.2	100
METRO CENTRAL CITY	24518	14572	28.7	59.4	95	8840	29.0	36.1	96	18230	28.8	74.4	95	13935	28.7	56.8	95
METRO SUBURBAN	35919	23850	47.1	66.4	106	14973	49.1	41.7	111	29423	46.5	81.9	105	22451	46.2	62.5	104
NON METRO	20549	12268	24.2	59.7	95	6696	21.9	32.6	86	15604	24.7	75.9	97	12233	25.2	59.5	99
TOP 5 ADI'S	18341	11322	22.3	61.7	99	7648	25.1	41.7	111	14037	22.2	76.5	98	10959	22.5	59.8	100
TOP 10 ADI'S	25378	15435	30.4	60.8	97	10244	33.6	40.4	107	19277	30.5	76.0	97	14932	30.7	58.8	98
TOP 20 ADI'S	36488	22660	44.7	62.1	99	14395	47.2	39.5	105	28036	44.3	76.8	98	21680	44.6	59.4	99
MSHLD INC. \$50,000 OR MORE	6612	5022	9.9	76.0	121	3355	11.0	50.7	135	5723	9.0	86.6	111	4749	9.8	71.8	120
\$40,000 OR MORE	12659	9368	18.5	74.0	118	6232	20.4	49.2	131	10869	17.2	85.9	110	8764	18.0	69.2	115
\$30,000 OR MORE	24698	17790	35.1	72.0	115	11489	37.7	46.5	123	20704	32.7	83.8	107	16611	34.2	67.3	112
\$25,000 OR MORE	32077	23108	45.6	72.0	115	14543	47.7	45.3	120	26890	42.5	83.8	107	21518	44.3	67.1	112
\$20,000 - \$24,999	9144	5791	11.4	63.3	101	3279	10.7	35.9	95	7133	11.3	78.0	100	5601	11.5	61.3	102
\$15,000 - \$19,999	8728	5611	11.1	64.3	103	3111	10.2	35.6	95	6732	10.6	77.1	99	5132	10.6	58.8	98
\$10,000 - \$14,999	12562	7095	14.0	56.5	90	4112	13.5	32.7	87	9830	15.5	78.3	100	7066	14.5	56.2	94
UNDER \$10,000	18475	9086	17.9	49.2	79	5465	17.9	29.6	79	12672	20.0	68.6	88	9303	19.1	50.4	84
HOUSEHOLD OF 1 PERSON	11987	6414	12.7	53.5	85	3111	10.2	26.0	69	8471	13.4	70.7	90	5770	11.9	48.1	80
2 PEOPLE	26577	16537	32.6	62.2	99	9686	31.7	36.4	97	20438	32.3	76.9	98	15005	30.9	56.5	94
3 OR 4 PEOPLE	30617	20382	40.2	66.6	106	12754	41.8	41.7	111	24631	38.9	80.4	103	20019	41.2	65.4	109
5 OR MORE PEOPLE	11804	7357	14.5	62.3	100	4959	16.3	42.0	112	9718	15.4	82.3	105	7826	16.1	66.3	110
NO CHILD IN HSHLD	46165	27878	55.0	60.4	96	16120	52.8	34.9	93	35398	56.0	76.7	98	25566	52.6	55.4	92
CHILD(REN) UNDER 2 YRS	5325	3209	6.3	60.3	96	1937	6.3	36.4	97	4089	6.5	76.8	98	3501	7.2	65.7	110
2 - 5 YEARS	14221	9450	18.6	66.5	106	5733	18.8	40.3	107	11417	18.0	80.3	103	9400	19.3	66.1	110
6 - 11 YEARS	15117	9763	19.3	64.6	103	6615	21.7	43.8	116	12242	19.4	81.0	104	10155	20.9	67.2	112
12 - 17 YEARS	16611	10970	21.6	66.0	106	6885	22.6	41.4	110	13387	21.2	80.6	103	11013	22.7	66.3	110
RESIDENCE OWNED	55884	36719	72.4	65.7	105	22226	72.8	39.8	106	45437	71.8	81.3	104	35038	72.1	62.7	104
VALUE: \$50,000 OR MORE	31744	22068	43.5	69.5	111	13498	44.2	42.5	113	26211	41.4	82.6	106	20599	42.4	64.9	108
VALUE: UNDER \$50,000	24140	14651	28.9	60.7	97	8728	28.6	36.2	96	19225	30.4	79.6	102	14439	29.7	59.8	100

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	STRAWBERRIES				TANGERINES				TOMATOES				WATERMELONS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	50690	100.0	62.6	100	30510	100.0	37.7	100	63257	100.0	78.1	100	48619	100.0	60.0	100
MAGAZINES	QUINTILE 1	15799	10776	21.3	68.2	109	7186	23.6	45.5	121	12928	20.4	81.8	105	10306	21.2	65.2	109
	QUINTILE 2	17259	11747	23.2	68.1	109	6974	22.9	40.4	107	13981	22.1	81.0	104	11053	22.7	64.0	107
	QUINTILE 3	13545	8807	17.4	65.0	104	5234	17.2	38.6	103	10788	17.1	79.6	102	8366	17.2	61.8	103
	QUINTILE 4	15133	8921	17.6	59.0	94	5262	17.2	34.8	92	11615	18.4	76.8	98	8760	18.0	57.9	96
	QUINTILE 5	19250	10439	20.6	54.2	87	5855	19.2	30.4	81	13946	22.0	72.4	93	10134	20.8	52.6	88
NEWSPAPERS	QUINTILE 1	12413	11303	16.4	66.9	107	4934	16.2	39.7	106	9893	15.6	79.7	102	7706	15.8	62.1	103
	QUINTILE 2	24116	15840	31.2	65.7	105	9677	31.7	40.1	107	19315	30.5	80.1	103	14870	30.6	61.7	103
	QUINTILE 3	11261	7090	14.0	63.0	101	4341	14.2	38.5	102	8964	14.2	79.6	102	6952	14.3	61.7	103
	QUINTILE 4	20255	12294	24.3	60.7	97	7298	23.9	36.0	96	15673	24.8	77.4	99	12042	24.8	59.5	99
	QUINTILE 5	12940	7164	14.1	55.4	88	4260	14.0	32.9	87	9413	14.9	72.7	93	7049	14.5	54.5	91
OUTDOOR	QUINTILE 1	14852	9819	19.4	66.1	106	5993	19.6	40.4	107	12040	19.0	81.1	104	9616	19.8	64.7	108
	QUINTILE 2	15725	10047	19.8	63.9	102	5676	18.6	36.1	96	12484	19.7	79.4	102	9259	19.0	58.9	98
	QUINTILE 3	16330	10501	20.7	64.3	103	6456	21.2	39.5	105	12863	20.3	78.8	101	10063	20.7	61.6	103
	QUINTILE 4	16744	10105	19.9	60.3	96	6200	20.3	37.0	98	12693	20.1	75.8	97	9631	19.8	57.5	96
	QUINTILE 5	17334	10218	20.2	58.9	94	6186	20.3	35.7	95	13177	20.8	76.0	97	10049	20.7	58.0	97
RADIO-DRIVE TIME	QUINTILE 1	15911	10005	19.7	62.9	100	6347	20.8	39.9	106	12746	20.1	80.1	103	9597	19.7	60.3	100
	QUINTILE 2	14837	9763	19.3	65.8	105	5629	18.4	37.9	101	11776	18.6	79.4	102	9375	19.3	63.2	105
	QUINTILE 3	15339	9327	18.4	60.8	97	5881	19.3	38.3	102	11940	18.9	77.8	100	9507	19.6	62.0	103
	QUINTILE 4	16723	10575	20.9	63.2	101	6166	20.2	36.9	98	12986	20.5	77.7	99	9827	20.2	58.8	98
	QUINTILE 5	18176	11020	21.7	60.6	97	6488	21.3	35.7	95	13809	21.8	76.0	97	10313	21.2	56.7	95
RADIO-MID- DAY	TERCILE 1	21020	13333	26.3	63.4	101	8012	26.3	38.1	101	16786	26.5	79.9	102	12949	26.6	61.6	103
	TERCILE 2	21610	13544	26.7	62.7	100	8401	27.5	38.9	103	17143	27.1	79.3	102	13256	27.3	61.3	102
	TERCILE 3	38355	23813	47.0	62.1	99	14097	46.2	36.8	98	29329	46.4	76.5	98	22414	46.1	58.4	97
RADIO-TOTAL	QUINTILE 1	15988	9994	19.7	62.5	100	6115	20.0	38.2	102	12853	20.3	80.4	103	9548	19.6	59.7	99
	QUINTILE 2	15626	10015	19.8	64.1	102	6079	19.9	38.9	103	12011	19.0	76.9	98	9632	19.8	61.6	103
	QUINTILE 3	16723	10689	21.1	63.9	102	6549	21.5	39.2	104	13297	21.0	79.5	102	10430	21.5	62.4	104
	QUINTILE 4	16342	10025	19.8	61.3	98	6193	20.3	37.9	101	12838	20.3	78.6	101	9630	19.8	58.9	98
	QUINTILE 5	16306	9967	19.7	61.1	98	5574	18.3	34.2	91	12259	19.4	75.2	96	9379	19.3	57.5	96
TV-PRIME TIME	QUINTILE 1	15953	9666	19.1	60.6	97	5776	18.9	36.2	96	12341	19.5	77.4	99	9330	19.2	58.5	97
	QUINTILE 2	16137	10064	19.9	62.4	100	6164	20.2	38.2	101	12812	20.3	79.4	102	9460	19.5	58.6	98
	QUINTILE 3	16420	10655	21.0	64.9	104	6385	20.9	38.9	103	13098	20.7	79.8	102	10287	21.2	62.6	104
	QUINTILE 4	16687	10430	20.6	62.5	100	6559	21.5	39.3	104	13012	20.6	78.0	100	10282	21.1	61.6	103
	QUINTILE 5	15789	9876	19.5	62.5	100	5625	18.4	35.6	95	11994	19.0	76.0	97	9259	19.0	58.6	98
TV-DAYTIME	TERCILE 1	27736	15841	31.3	57.1	91	9788	32.1	35.3	94	20855	33.0	75.2	96	15955	32.8	57.5	96
	TERCILE 2	26489	17215	34.0	65.0	104	9990	32.7	37.7	100	20961	33.1	79.1	101	15909	32.7	60.1	100
	TERCILE 3	26761	17635	34.8	65.9	105	10731	35.2	40.1	106	21441	33.9	80.1	103	16755	34.5	62.6	104
TV-TOTAL	QUINTILE 1	16345	9134	18.0	55.9	89	5640	18.5	34.5	92	12339	19.5	75.5	97	9081	18.7	55.6	93
	QUINTILE 2	16447	10170	20.1	61.8	99	5927	19.4	36.0	96	12858	20.3	78.2	100	10093	20.8	61.4	102
	QUINTILE 3	15980	10356	20.4	64.8	104	6223	20.4	38.9	103	12540	19.8	78.5	100	9553	19.6	59.8	100
	QUINTILE 4	15887	10493	20.7	66.0	106	6278	20.6	39.5	105	12587	19.9	79.2	101	9985	20.5	62.9	105
	QUINTILE 5	16326	10538	20.8	64.5	103	6443	21.1	39.5	105	12932	20.4	79.2	101	9907	20.4	60.7	101
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	14014	27.6	67.6	108	9236	30.3	44.6	118	16895	26.7	81.5	104	13325	27.4	64.3	107
	NEWSPAPER IMPERATIVE	19186	12874	25.4	67.1	107	7656	25.1	39.9	106	15521	24.5	80.9	104	12315	25.3	64.2	107
	NEWSPAPER IMPERATIVE	21899	13688	27.0	62.5	100	7679	25.2	35.1	93	17058	27.0	77.9	100	12925	26.6	59.0	98
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	10639	21.0	68.9	110	6587	21.6	42.6	113	12868	20.3	83.3	107	10080	20.7	65.2	109
	OUTDOOR IMPERATIVE	25953	17068	33.7	65.8	105	10762	35.3	41.5	110	20536	32.5	79.1	101	16262	33.4	62.7	104
	OUTDOOR IMPERATIVE	24400	14718	29.0	60.3	96	8206	26.9	33.6	89	18656	29.5	76.5	98	14126	29.1	57.9	96
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	11943	23.6	66.2	106	7641	25.0	42.3	112	14353	22.7	79.5	102	11261	23.2	62.4	104
	RADIO IMPERATIVE	23571	16106	31.8	68.3	109	9783	32.1	41.5	110	19335	30.6	82.0	105	15277	31.4	64.8	108
	RADIO IMPERATIVE	23278	13903	27.4	59.7	95	8058	26.4	34.6	92	17963	28.4	77.2	99	13461	27.7	57.8	96
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	9834	19.4	63.6	102	6148	20.2	39.8	106	12234	19.3	79.1	101	9684	19.9	62.6	104
	TELEVISION IMPERATIVE	25829	18289	36.1	70.8	113	11150	36.5	43.2	115	21211	33.5	82.1	105	16761	34.5	64.9	108
	TELEVISION IMPERATIVE	26039	14696	29.0	56.4	90	8336	27.3	32.0	85	19630	31.0	75.4	97	14449	29.7	55.5	92
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	11130	22.0	67.0	107	6772	22.2	40.8	108	13515	21.4	81.4	104	10611	21.8	63.9	106
	OUTDOOR IMPERATIVE	26834	17208	33.9	64.1	102	10361	34.0	38.6	102	21109	33.4	78.7	101	16179	33.3	60.3	100
	OUTDOOR IMPERATIVE	23346	14397	28.4	61.7	99	8390	27.5	35.9	95	18227	28.8	78.1	100	14014	28.8	60.0	100
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	11243	22.2	65.6	105	6967	22.8	40.7	108	13737	21.7	80.2	103	10515	21.6	61.4	102
	NEWSPAPER IMPERATIVE	25892	16968	33.5	65.5	105	10130	33.2	39.1	104	20604	32.6	79.6	102	16005	32.9	61.8	103
	RADIO IMPERATIVE	23167	14102	27.8	60.9	97	8479	27.8	36.6	97	17928	28.3	77.4	99	13978	28.8	60.3	101
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	10978	21.6	63.7	102	6456	21.2	37.6	100	13393	21.2	78.1	100	10459	21.5	61.0	102
	TELEVISION IMPERATIVE	26214	17768	35.1	67.8	108	10819	35.5	41.3	110	21254	33.6	81.1	104	16379	33.7	62.5	104
	TELEVISION IMPERATIVE	23412	13158	26.0	56.2	90	7926	26.0	33.9	90	17736	28.0	75.8	97	13434	27.6		

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	STRAWBERRIES				TANGERINES				TOMATOES				WATERMELONS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	50690	100.0	62.6	100	30510	100.0	37.7	100	63257	100.0	78.1	100	48619	100.0	60.0	100
ATLANTIC MONTHLY	415	334	0.7	80.5	129	*194	0.6	46.7	124	351	0.6	84.6	108	282	0.6	68.0	113
BARRON'S	453	382	0.8	84.3	135	*255	0.8	56.3	149	378	0.6	83.4	107	*303	0.6	66.9	111
BETTER HOMES & GARDENS	16256	11136	22.0	68.5	109	7210	23.6	44.4	118	13232	20.9	81.4	104	10393	21.4	63.9	106
BON APPETIT	2537	1894	3.7	74.7	119	1259	4.1	49.7	132	2221	3.5	87.6	112	1699	3.5	67.0	112
BUSINESS WEEK	1278	832	1.6	65.1	104	*89	1.6	38.3	102	974	1.5	76.2	98	826	1.7	64.6	108
CAR AND DRIVER	378	*253	0.5	66.9	107	*182	0.6	48.1	128	*278	0.4	73.5	94	*262	0.5	69.3	115
CBS MAGAZINE NETWORK (GROSS)	1498	1023	2.0	68.3	109	763	2.5	50.9	135	1165	1.8	77.8	100	979	2.0	65.4	109
CHANGING TIMES	1505	961	1.9	63.9	102	627	2.1	41.7	111	1157	1.8	76.9	98	910	1.9	60.5	101
COLONIAL HOMES	1231	801	1.6	65.1	104	560	1.8	45.5	121	972	1.5	79.0	101	824	1.7	66.9	111
CONDE NAST MAG. PKG. (GROSS)	14146	9858	19.4	69.7	111	6629	21.7	46.9	124	11430	18.1	80.8	103	9325	19.2	65.9	110
CONSUMERS DIGEST	1323	947	1.9	71.6	114	604	2.0	45.7	121	1075	1.7	81.3	104	822	1.7	62.1	103
COSMOPOLITAN	7102	4673	9.2	68.8	105	2916	9.6	41.1	109	5574	8.8	78.5	100	4484	9.2	63.1	105
COUNTRY LIVING	2481	1828	3.6	73.7	118	1204	3.9	48.5	129	2110	3.3	85.0	109	1732	3.6	69.8	116
CUISINE	1472	1055	2.1	71.7	115	662	2.2	45.0	119	1153	1.8	78.3	100	925	1.9	62.8	105
CYCLE WORLD	425	348	0.7	81.9	131	*237	0.8	55.8	148	399	0.6	93.9	120	362	0.7	85.2	142
DCI:CREATIVE IDEAS FOR LIV	2510	1809	3.6	72.1	115	1196	3.9	47.6	126	2008	3.2	80.0	102	1730	3.6	68.9	115
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4569	9.0	68.3	109	2864	9.4	42.8	114	5332	8.4	79.7	102	4270	8.8	63.8	106
DISCOVER	894	556	1.1	62.2	99	336	1.1	37.6	100	667	1.1	74.6	96	556	1.1	62.2	104
EBONY	3507	1641	3.2	46.8	75	1360	4.5	38.8	103	2339	3.7	66.7	85	1921	4.0	54.8	91
ESQUIRE	1083	619	1.2	57.2	91	445	1.5	41.1	109	740	1.2	68.3	87	598	1.2	55.2	92
ESSENCE	1830	947	1.9	51.7	83	856	2.6	44.0	117	1278	2.0	69.8	89	1080	2.2	59.0	98
FAMILY CIRCLE	15930	10986	21.7	69.0	110	6849	22.4	43.0	114	13164	20.8	82.6	106	10333	21.3	64.9	108
THE FAMILY HANDYMAN	1126	735	1.4	65.3	104	591	1.9	52.5	139	948	1.5	84.2	108	776	1.6	68.9	115
FAMILY WEEKLY	11468	7673	15.1	66.9	107	4425	14.5	38.6	102	9489	15.0	82.7	106	7236	14.9	63.1	105
FIELD & STREAM	2234	1408	2.8	63.0	101	924	3.0	41.4	110	1772	2.8	79.3	102	1476	3.0	66.1	110
FOOD & WINE	579	383	0.8	66.1	106	329	1.1	56.8	151	436	0.7	75.3	96	319	0.7	55.1	92
FORBES	728	506	1.0	69.5	111	334	1.1	45.9	122	631	1.0	86.7	111	465	1.0	63.9	106
FORTUNE	906	657	1.3	72.5	116	456	1.5	50.3	134	747	1.2	82.5	106	665	1.4	73.4	122
GENTLEMEN'S QUARTERLY	791	449	0.9	56.8	91	431	1.4	54.5	145	541	0.9	68.4	88	482	1.0	60.9	102
GLAMOUR	5265	3674	7.2	69.8	111	2457	8.1	46.7	124	4297	6.8	81.6	104	3653	7.5	69.4	116
GOLF DIGEST	636	462	0.9	72.6	116	329	1.1	51.7	137	550	0.9	86.5	111	451	0.9	70.9	118
GOLF DIGEST/TENNIS (GROSS)	1186	857	1.7	72.3	115	625	2.0	52.7	140	990	1.6	83.5	107	819	1.7	69.1	115
GOLF MAGAZINE	441	354	0.7	80.3	128	*261	0.9	59.2	157	384	0.6	87.1	111	333	0.7	75.5	126
GOLF MAGAZINE/SKI (GROSS)	922	698	1.4	75.7	121	524	1.7	56.8	151	767	1.2	83.2	107	660	1.4	71.6	119
GOOD HOUSEKEEPING	16487	11400	22.5	69.1	110	6746	22.1	40.9	109	13578	21.5	82.4	105	10516	21.6	63.8	106
HARPER'S BAZAAR	2423	1665	3.3	68.7	110	1197	3.9	49.4	131	1959	3.1	80.9	104	1567	3.2	64.7	108
HEALTH	1994	1379	2.7	69.2	110	919	3.0	46.1	122	1631	2.6	81.8	105	1314	2.7	65.9	110
HEARST MAG CORP. BUY (GROSS)	44101	30238	59.7	68.6	110	19033	62.4	43.2	115	35771	56.5	81.1	104	28478	58.6	64.6	108
HEARST MAN POWER (GROSS)	1993	1391	2.7	69.8	112	861	2.8	43.2	115	1608	2.5	80.7	103	1330	2.7	66.7	111
HEARST WOMAN POWER (GROSS)	31274	21344	42.1	68.2	109	13055	42.8	41.7	111	25418	40.2	81.3	104	20048	41.2	64.1	107
HOUSE BEAUTIFUL	3623	2437	4.8	67.3	107	1636	5.4	45.2	120	2867	4.5	79.1	101	2248	4.6	62.0	103
INC.	283	*207	0.4	73.1	117	*166	0.5	58.7	156	*236	0.4	83.4	107	*168	0.3	59.4	99
JET	2928	1408	2.8	48.1	77	1129	3.7	38.6	102	1916	3.0	65.4	84	1555	3.2	53.1	88
LADIES' HOME JOURNAL	11918	8042	15.9	67.5	108	5014	16.4	42.1	112	9775	15.5	82.0	105	7648	15.7	64.2	107
LHJ FAMILY GRP COMBO(GROSS)	16764	11418	22.5	68.1	109	7087	23.2	42.3	112	13713	21.7	81.8	105	10831	22.3	64.6	108
LIFE	4254	2861	5.6	67.3	107	1924	6.3	45.2	120	3367	5.3	79.1	101	2792	5.7	65.6	109
L.A. TIMES HOME MAGAZINE	1145	868	1.7	75.8	121	553	1.8	48.3	128	934	1.5	81.6	104	725	1.5	63.3	105
MADEMOISELLE	2884	2106	4.2	73.0	117	1326	4.3	46.0	122	2377	3.8	82.4	106	1987	4.1	68.9	115
MC CALL'S	13460	9022	17.8	67.0	107	5485	18.0	40.8	108	10883	17.2	80.9	104	8678	17.8	64.5	107
MC CALL'S/WRK MOTHER (GROSS)	14606	9832	19.4	67.3	108	6071	19.9	41.6	110	11839	18.7	81.1	104	9424	19.4	64.5	107
MECHANIX ILLUSTRATED	772	527	1.0	68.3	109	365	1.2	47.3	125	584	0.9	75.4	97	509	1.0	65.9	110
METROPOLITAN HOME	967	708	1.4	73.2	117	486	1.6	50.3	133	840	1.3	86.9	111	599	1.2	61.9	103
MONEY	1588	1038	2.0	65.4	104	709	2.3	44.6	119	1275	2.0	80.3	103	970	2.0	61.1	102
MOTHER EARTH NEWS	1002	776	1.5	77.4	124	544	1.8	54.3	144	883	1.4	88.1	113	754	1.6	75.2	125
MS.	825	497	1.0	60.2	96	323	1.1	39.2	104	643	1.0	77.9	100	547	1.1	66.3	110
NATIONAL ENQUIRER	10336	6219	12.3	60.2	96	3918	12.8	37.9	101	8121	12.8	78.6	101	6307	13.0	61.0	102
NATIONAL GEOGRAPHIC	9597	6820	13.5	71.1	114	4046	13.3	42.2	112	7825	12.4	81.5	104	6267	12.9	65.3	109
NATIONAL SUNDAY MAGAZINE PKG	49558	32394	63.9	65.4	104	19473	63.8	39.3	104	39606	62.6	79.9	102	30924	63.6	62.4	104
NATURAL HISTORY	573	411	0.8	71.7	115	292	1.0	51.0	135	481	0.8	83.9	107	376	0.8	65.6	109
NEW WOMAN	1699	1211	2.4	71.3	114	693	2.3	40.8	108	1381	2.2	81.3	104	1097	2.3	64.6	108
NEW YORK INCLUDING CUE	443	308	0.6	69.5	111	224	0.7	50.6	134	342	0.5	77.2	99	260	0.5	58.7	98
THE NEW YORKER	1270	894	1.8	70.4	112	669	2.2	52.7	140	1036	1.6	81.6	104	796	1.6	62.7	104
NEWSWEEK	6277	4355	8.6	69.4	111	2940	9.6	46.8	124	4963	7.8	79.1	101	3994	8.2	63.6	106
THE N.Y. TIMES DAILY EDITION	1205	817	1.6	67.8	108	578	1.9	48.0	127	1011	1.6	83.9	107	701	1.4	58.2	97
THE N.Y. TIMES MAGAZINE	2081	1414	2.8	67.9	109	992	3.3	47.7	127	1734	2.7	83.3	107	1208	2.5	58.0	97
OMNI	788	498	1.0	63.2	101	349	1.1	44.3	118	649	1.0	82.4	105	489	1.0	62.1	103
ON CABLE	1158	778	1.5	67.2	107	524	1.7	45.3	120	959	1.5	82.8	106	772	1.6	66.7	111
1001 HOME IDEAS	2852	1997	3.9	70.0	112	1154	3.8	40.5	107	2307	3.6	80.9	104	1869	3.8	65.5	109
ORGANIC GARDENING	1658	1331	2.6	80.3	128	896	2.9	54.0	143	1435	2.3	86.6	111	1212	2.5	73.1	122
OUTDOOR LIFE	896	624	1.2	69.6	111	415	1.4	46.3	123	695	1.1	77.6	99	611	1.3	68.2	114
PARADE MAGAZINE	24275	15506	30.6	63.9	102	9359	30.7	38.6	102	12953	30.0	78.2	100	14808	30.5	61.0	102

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	STRAWBERRIES				TANGERINES				TOMATOES				WATERMELONS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	50690	100.0	62.6	100	30510	100.0	37.7	100	63257	100.0	78.1	100	48619	100.0	60.0	100
PARENTS	3845	2863	5.6	74.5	119	1702	5.6	44.3	117	3109	4.9	80.9	104	2684	5.5	69.8	116
PENTHOUSE	831	511	1.0	61.5	98	440	1.4	52.9	141	596	0.9	71.7	92	503	1.0	60.5	101
PEOPLE	11645	7842	15.5	67.3	108	4842	15.9	41.6	110	9332	14.8	80.1	103	7563	15.6	64.9	108
PLAYBOY	2006	1228	2.4	61.2	98	783	2.6	39.0	104	1542	2.4	76.9	98	1293	2.7	64.5	107
POPULAR HOT RODDING	297	*198	0.4	66.7	107	*167	0.5	56.2	149	*223	0.4	75.1	96	*206	0.4	69.4	116
POPULAR MECHANICS	1018	686	1.4	67.4	108	427	1.4	41.9	111	801	1.3	78.7	101	659	1.4	64.7	108
POPULAR SCIENCE	878	585	1.2	66.6	106	431	1.4	49.1	130	671	1.1	76.4	98	542	1.1	61.7	103
PREVENTION	3913	2584	5.1	66.0	106	1628	5.3	41.6	110	3297	5.2	84.3	108	2367	4.9	60.5	101
PSYCHOLOGY TODAY	1710	1125	2.2	65.8	105	709	2.3	41.5	110	1404	2.2	82.1	105	1108	2.3	64.8	108
READER'S DIGEST	22204	14599	28.8	65.7	105	8892	29.1	40.0	106	17892	28.3	80.6	103	13909	28.6	62.6	104
REDBOOK	7684	5272	10.4	68.6	110	3393	11.1	44.2	117	6266	9.9	81.5	104	5048	10.4	65.7	109
ROAD & TRACK	410	*310	0.6	75.6	121	*237	0.8	57.8	153	319	0.5	77.8	100	*288	0.6	70.2	117
ROLLING STONE	969	745	1.5	76.9	123	451	1.5	46.5	124	803	1.3	82.9	106	663	1.4	68.4	114
RUNNER'S WORLD	298	*231	0.5	77.5	124	*162	0.5	54.4	144	*258	0.4	86.6	111	*228	0.5	76.5	112
SATURDAY EVENING POST	1169	819	1.6	70.1	112	463	1.5	39.6	105	898	1.4	76.8	98	784	1.6	67.1	127
SCIENCE 84	587	473	0.9	80.6	129	*273	0.9	46.5	123	538	0.9	91.7	117	463	1.0	78.9	131
SCIENCE DIGEST	482	345	0.7	71.6	114	*230	0.8	47.7	127	373	0.6	77.4	99	331	0.7	68.7	114
SCIENTIFIC AMERICAN	594	454	0.9	76.4	122	280	0.9	47.1	125	510	0.8	85.9	110	402	0.8	67.7	113
SELF	2089	1423	2.8	68.1	109	958	3.1	45.9	122	1677	2.7	80.3	103	1251	2.6	59.9	100
SEVENTEEN	2411	1572	3.1	65.2	104	1089	3.6	45.2	120	1864	2.9	77.3	99	1604	3.3	66.5	111
SKI	480	344	0.7	71.7	114	*263	0.9	54.8	145	382	0.6	79.8	102	328	0.7	68.3	114
SMITHSONIAN	2760	1970	3.9	71.4	114	1268	4.2	45.9	122	2224	3.5	80.6	103	1760	3.6	63.8	106
SOAP OPERA DIGEST	3013	1750	3.5	58.1	93	1204	3.9	40.0	106	2276	3.6	75.5	97	1865	3.8	61.9	103
SOUTHERN LIVING	4184	2761	5.4	66.0	105	1672	5.5	40.0	106	3324	5.3	79.4	102	2539	5.2	60.7	101
SPORT	559	376	0.7	67.3	107	*235	0.8	42.0	112	426	0.7	76.2	98	340	0.7	60.8	101
THE SPORTING NEWS	436	*372	0.7	85.3	136	*198	0.6	45.4	121	382	0.6	87.6	112	*321	0.7	73.6	123
SPORTS AFIELD	493	360	0.7	73.0	117	*204	0.7	41.4	110	434	0.7	88.0	113	340	0.7	69.0	115
SPORTS ILLUSTRATED	2758	2018	4.0	73.2	117	1358	4.5	49.2	131	2235	3.5	81.0	104	1913	3.9	69.4	116
STAR	7456	4458	8.8	59.8	96	3048	10.0	40.9	109	5642	8.9	75.7	97	4482	9.2	60.1	100
SUNDAY	24936	16215	32.0	65.0	104	9884	32.4	39.6	105	19797	31.3	79.4	102	15700	32.3	63.0	105
SUNSET	2124	1684	3.3	79.3	127	1115	3.7	52.5	139	1889	3.0	88.9	114	1480	3.0	69.7	116
TV GUIDE	21661	13629	26.9	62.9	101	8921	29.2	41.2	109	17035	26.9	78.6	101	13237	27.2	61.1	102
TENNIS	550	395	0.8	71.8	115	*295	1.0	53.6	142	439	0.7	79.8	102	368	0.8	66.9	111
TIME	8880	6068	12.0	68.3	109	4055	13.3	45.7	121	7263	11.5	81.8	105	5852	12.0	65.9	110
TOWN & COUNTRY	917	631	1.2	68.8	110	429	1.4	46.8	124	723	1.1	78.8	101	599	1.2	65.3	109
TRAVEL & LEISURE	972	706	1.4	72.6	116	462	1.5	47.5	126	819	1.3	84.3	108	615	1.3	63.3	105
TRUE STORY	3356	1951	3.8	58.1	93	1233	4.0	36.7	98	2482	3.9	74.0	95	2048	4.2	61.0	102
U.S. NEWS & WORLD REPORT	3410	2167	4.3	63.5	102	1488	4.9	43.6	116	2686	4.2	78.8	101	2132	4.4	62.5	104
USA TODAY	1759	1242	2.5	70.6	113	755	2.5	42.9	114	1520	2.4	86.4	111	1213	2.5	69.0	115
US	1873	1207	2.4	64.4	103	779	2.6	41.6	110	1513	2.4	80.8	103	1310	2.7	69.9	117
VOGUE	3909	2656	5.2	67.9	109	1889	6.2	48.3	128	3079	4.9	78.8	101	2434	5.0	62.3	104
HALL STREET JOURNAL	1886	1358	2.7	72.0	115	833	2.7	44.2	117	1560	2.5	82.7	106	1270	2.6	67.3	112
HEIGHT MATCHERS	2120	1465	2.9	69.1	110	885	2.9	41.7	111	1778	2.8	83.9	107	1436	3.0	67.7	113
WOMAN'S DAY	14172	9852	19.4	69.5	111	5918	19.4	41.8	111	11716	18.5	82.7	106	9206	18.9	65.0	108
WORKING MOTHER	1146	809	1.6	70.6	113	586	1.9	51.1	136	956	1.5	83.4	107	746	1.5	65.1	108
WORKING WOMAN	1322	913	1.8	69.1	110	606	2.0	45.8	122	1065	1.7	80.6	103	876	1.8	66.3	110
WORLD TENNIS	*163	*112	0.2	68.7	110	*105	0.3	64.4	171	*133	0.2	81.6	104	*126	0.3	77.3	129
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1887	3.7	74.5	119	1244	4.1	49.1	130	2017	3.2	79.7	102	1731	3.6	68.4	114
BLAIR INSERTS	43657	28424	56.1	65.1	104	17331	56.8	39.7	105	34712	54.9	79.5	102	27152	55.8	62.2	104
DAILY NEWSPAPERS																	
READ ANY	51633	33259	65.6	64.4	103	19951	65.4	38.6	103	41087	65.0	79.6	102	31623	65.0	61.2	102
READ ONE	43463	27712	54.7	63.8	102	16650	54.6	38.3	102	34607	54.7	79.6	102	26593	54.7	61.2	102
READ TWO OR MORE	8170	5547	10.9	67.9	108	3302	10.8	40.4	107	6480	10.2	79.3	102	5030	10.3	61.6	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	34381	67.8	65.3	104	20820	68.2	39.5	105	42043	66.5	79.8	102	32673	67.2	62.0	103
READ ONE	46126	29889	59.0	64.8	104	18101	59.3	39.2	104	36601	57.9	79.4	102	28432	58.5	61.6	103
READ TWO OR MORE	6552	4492	8.9	68.6	110	2719	8.9	41.5	110	5442	8.6	83.1	106	4241	8.7	64.7	108
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.58				28.06				28.23				28.78			
30 DAY REACH	71455	44960	88.7	62.9	101	27156	89.0	38.0	101	55429	88.4	78.3	100	42945	88.3	60.1	100
50 SHWG - 30 DAY AV FREQ	14.56	15.01				14.80				14.89				15.17			
30 DAY REACH	67742	42903	84.6	63.3	101	25808	84.6	38.1	101	53143	84.0	78.4	100	40835	84.0	60.3	100
25 SHWG - 30 DAY AV FREQ	7.94	8.15				8.00				8.09				8.23			
30 DAY REACH	62117	39464	77.9	63.5	102	23862	78.2	38.4	102	48908	77.3	78.7	101	37608	77.4	60.5	101
CABLE TV: HOME WIRED	32077	21500	42.4	67.0	107	12591	41.3	39.3	104	26193	41.4	81.7	105	20980	43.2	65.4	109
HOME NOT WIRED	48909	29190	57.6	59.7	95	17918	58.7	36.6	97	37064	58.6	75.8	97	27639	56.8	56.5	94
HAVE PAY CABLE	15935	10993	21.7	69.0	110	6614	21.7	41.5	110	13289	21.0	83.4	107	10923	22.5	68.5	114

FRESH FRUIT - KINDS USED IN LAST 12 MONTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	STRAWBERRIES				TANGERINES				TOMATOES				WATERMELONS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	50690	100.0	62.6	100	30510	100.0	37.7	100	63257	100.0	78.1	100	48619	100.0	60.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	28382	56.0	64.6	103	17202	56.4	39.2	104	34887	55.2	79.4	102	27320	56.2	62.2	104
10:00 AM - 3:00 PM	30659	19386	38.2	63.2	101	11689	38.3	38.1	101	24457	38.7	79.8	102	18884	38.8	61.6	103
3:00 PM - 7:00 PM	31045	19949	39.4	64.3	103	11944	39.1	38.5	102	24757	39.1	79.7	102	19320	39.7	62.2	104
7:00 PM - MIDNIGHT	15767	9865	19.5	62.6	100	6153	20.2	39.0	104	12351	19.5	78.3	100	9509	19.6	60.3	100
MIDNIGHT - 6:00 AM	9120	5925	11.7	65.0	104	3640	11.9	39.9	106	7267	11.5	79.7	102	5294	10.9	58.0	97
6:00 AM - MIDNIGHT	58527	37383	73.7	63.9	102	22704	74.4	38.8	103	46446	73.4	79.4	102	35936	73.9	61.4	102
ENTIRE DAY	59311	37852	74.7	63.8	102	22986	75.3	38.8	103	47013	74.3	79.3	101	36334	74.7	61.3	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	10753	21.2	66.5	106	5957	19.5	36.8	98	13115	20.7	81.1	104	10283	21.2	63.6	106
ALL NEWS	2256	1423	2.8	63.1	101	910	3.0	40.3	107	1692	2.7	75.0	96	1335	2.7	59.2	99
AOR/PROGRESSIVE	3874	2691	5.3	69.5	111	1826	6.0	47.1	125	3122	4.9	80.6	103	2645	5.4	68.3	114
BEAUTIFUL MUSIC	5660	3730	7.4	65.9	105	2221	7.3	39.2	104	4535	7.2	80.1	103	3434	7.1	60.7	101
BLACK	2204	1178	2.3	53.4	85	868	2.8	39.4	105	1488	2.4	67.5	86	1268	2.6	57.5	96
CLASSICAL	1418	957	1.9	67.5	108	621	2.0	43.8	116	1160	1.8	81.8	105	866	1.8	61.1	102
CHR/ROCK	9538	5905	11.6	61.9	99	3848	12.6	40.3	107	7433	11.8	77.9	100	5966	12.3	62.5	104
COUNTRY	12648	7996	15.8	63.2	101	4627	15.2	36.6	97	10200	16.1	80.6	103	7791	16.0	61.6	103
GOLDEN OLDIES	1191	698	1.4	58.6	94	392	1.3	32.9	87	854	1.4	74.2	95	703	1.4	59.0	98
MOR/NOSTALGIA	4757	3173	6.3	66.7	107	1920	6.3	40.4	107	3994	6.3	84.0	107	2899	6.0	60.9	102
NEWS/TALK	3863	2474	4.9	64.0	102	1548	5.1	40.1	106	2942	4.7	76.3	98	2134	4.4	55.2	92
RELIGIOUS	3084	1731	3.4	56.1	90	1156	3.8	37.5	99	2425	3.8	78.6	101	1745	3.6	56.6	94
SOFT ROCK	521	348	0.7	66.8	107	*198	0.6	38.0	101	343	0.5	65.8	84	319	0.7	61.2	102
URBAN CONTEMPORARY	1585	703	1.4	44.4	71	680	2.2	42.9	114	992	1.6	62.6	80	833	1.7	52.6	88
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1748	3.4	53.6	86	1065	3.5	32.7	87	2346	3.7	72.0	92	1963	4.0	60.2	100
ABC DIRECTION	2316	1506	3.0	65.0	104	886	2.9	38.3	102	1870	3.0	80.7	103	1366	2.8	59.0	98
ABC ENTERTAINMENT	4834	3163	6.2	65.4	105	1889	6.2	39.1	104	3945	6.2	81.6	104	3003	6.2	62.1	103
ABC FM	2202	1192	2.4	54.1	86	909	3.0	41.3	110	1684	2.7	76.5	98	1339	2.8	60.8	101
ABC INFORMATION	5425	3750	7.4	69.1	110	2102	6.9	38.7	103	4476	7.1	82.5	106	3400	7.0	62.7	104
ABC ROCK	1677	1116	2.2	66.5	106	671	2.2	40.0	106	1303	2.1	77.7	99	1103	2.3	65.8	110
CBS	4430	2993	5.9	67.6	108	1603	5.3	36.2	96	3451	5.5	77.9	100	2639	5.4	59.6	99
MUTUAL	4992	3174	6.3	63.6	102	1972	6.5	39.5	105	3905	6.2	78.2	100	2975	6.1	59.6	99
NBC	4679	3083	6.1	65.9	105	1876	6.1	40.1	106	3801	6.0	81.2	104	2982	6.1	63.7	106
RADIORADIO	1994	1204	2.4	60.4	96	746	2.4	37.4	99	1567	2.5	78.6	101	1244	2.6	62.4	104
RKO ONE	2298	1408	2.8	61.3	98	886	2.9	38.6	102	1833	2.9	79.8	102	1437	3.0	62.5	104
RKO TWO	3311	1939	3.8	58.6	94	1339	4.4	40.4	107	2676	4.2	80.8	103	2062	4.2	62.3	104
THE SOURCE	2114	1329	2.6	62.9	100	940	3.1	44.5	118	1582	2.5	74.8	96	1359	2.8	64.3	107
NON-WIRED : BLAIR	8654	5573	11.0	64.4	103	3205	10.5	37.0	98	7066	11.2	81.7	105	5437	11.2	62.8	105
INTERNET	12025	7945	15.7	66.1	106	5229	17.1	43.5	115	9339	14.8	77.7	99	7464	15.4	62.1	103
KATZ RADIO GROUP	15359	10218	20.2	66.5	106	6302	20.7	41.0	109	12283	19.4	80.0	102	9294	19.1	60.5	101
SUPERNET	10628	6487	12.8	61.0	98	3874	12.7	36.5	97	8398	13.3	79.0	101	6416	13.2	60.4	101
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	5245	10.3	60.6	97	3050	10.0	35.2	93	6622	10.5	76.5	98	5007	10.3	57.8	96
MKDAY 9:00 AM - 1:00 PM	12163	7043	13.9	57.9	93	4446	14.6	36.6	97	9221	14.6	75.8	97	7020	14.4	57.7	96
MKDAY 1:00 PM - 4:30 PM	16150	9157	18.1	56.7	91	5834	19.1	36.1	96	12131	19.2	75.1	96	9312	19.2	57.7	96
MKDAY 4:30 PM - 7:30 PM	22463	13547	26.7	60.3	96	8122	26.6	36.2	96	17344	27.4	77.2	99	12893	26.5	57.4	96
MKDAY 7:30 PM - 8:00 PM	31795	19351	38.2	60.9	97	11628	38.1	36.6	97	24631	38.9	77.5	99	18525	38.1	58.3	97
MKDAY 11:00 PM - 11:30 PM	23977	14892	29.4	62.1	99	8800	28.8	36.7	97	18662	29.5	77.8	100	14502	29.8	60.5	101
MKDAY 11:30 PM - 1:00 AM	7703	4745	9.4	61.6	98	2766	9.1	35.9	95	5906	9.3	76.7	98	4799	9.9	62.3	104
M-SAT 8-11 PM+SUN 7-11 PM	33800	21039	41.5	62.2	99	12682	41.6	37.5	100	26511	41.9	78.4	100	20216	41.6	59.8	100
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	3810	7.5	58.3	93	2526	8.3	38.6	103	4926	7.8	75.3	96	4030	8.3	61.6	103
ANOTHER WORLD	N 4620	2585	5.1	56.0	89	1709	5.6	37.0	98	3491	5.5	75.6	97	2649	5.4	57.3	96
AS THE WORLD TURNS	C 5614	3161	6.2	56.3	90	1875	6.1	33.4	89	4165	6.6	74.2	95	3218	6.6	57.3	95
CAPITOL	C 3396	1785	3.5	52.6	84	1116	3.7	32.9	87	2398	3.8	70.6	90	1870	3.8	55.1	92
CBS MORN. NEWS 1	C 1446	810	1.6	56.0	89	380	1.2	26.3	70	982	1.6	67.9	87	717	1.5	49.6	83
CBS MORN. NEWS 2	C 1207	684	1.3	56.7	91	362	1.2	30.0	80	811	1.3	67.2	86	556	1.1	46.1	77
DAYS OF OUR LIVES	N 5877	3419	6.7	58.2	93	2103	6.9	35.8	95	4562	7.2	77.6	99	3453	7.1	58.8	98
FACTS OF LIFE - DAYTIME	N 2290	1248	2.5	54.5	87	888	2.3	30.0	80	1610	2.5	70.3	90	1255	2.6	54.8	91
FAMILY FEUD	A 3023	1763	3.5	58.3	93	1114	3.7	36.9	98	2245	3.5	74.3	95	1808	3.7	59.8	100
GENERAL HOSPITAL	A 6097	3343	6.6	54.8	88	2270	7.4	37.2	99	4459	7.0	73.1	94	3503	7.2	57.5	96
GOOD MORNING, AMERICA-730 A	A 3515	2213	4.4	63.0	101	1313	4.3	37.4	99	2771	4.4	78.8	101	2080	4.3	59.2	99
GOOD MORNING, AMERICA-830 A	A 2818	1842	3.6	65.4	104	1166	3.8	41.4	110	2271	3.6	80.6	103	1789	3.7	63.5	106
GUIDING LIGHT	C 5339	3033	6.0	56.8	91	1876	6.1	35.1	93	3898							

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FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USE FRESH FRUIT				USED ANY IN LAST 30 DAYS				APPLES				APRICOTS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	75404	100.0	93.1	100	61053	100.0	75.4	100	51592	100.0	63.7	100	2835	100.0	3.5	100
18 - 24	9282	8430	11.2	90.8	98	6747	11.1	72.7	96	5318	10.3	57.3	90	**327	11.5	3.5	101
25 - 34	19072	17843	23.7	93.6	100	15663	25.7	82.1	109	13502	26.2	70.8	111	814	28.7	4.3	122
35 - 44	14591	13450	17.8	92.2	99	11538	18.9	79.1	105	10187	19.7	69.8	110	*396	14.0	2.7	78
45 - 54	11345	10709	14.2	94.4	101	8596	14.1	75.8	101	7413	14.4	65.3	103	*583	20.6	5.1	147
55 - 64	11635	11041	14.6	94.9	102	8640	14.2	74.3	99	7274	14.1	62.5	98	*371	13.1	3.2	91
65 OR OLDER	15061	13931	18.5	92.5	99	9870	16.2	65.5	87	7898	15.3	52.4	82	343	12.1	2.3	65
18 - 34	28354	26272	34.8	92.7	100	22410	36.7	79.0	105	18820	36.5	66.4	104	1141	40.2	4.0	115
18 - 49	48339	44833	59.5	92.7	100	38076	62.4	78.8	104	32656	63.3	67.6	106	1828	64.5	3.8	108
25 - 54	45008	42002	55.7	93.3	100	35797	58.6	79.5	106	31102	60.3	69.1	108	1793	63.2	4.0	114
35 - 49	19985	18561	24.6	92.9	100	15667	25.7	78.4	104	13836	26.8	69.2	109	687	24.2	3.4	98
50 OR OLDER	32647	30570	40.5	93.6	101	22977	37.6	70.4	93	18936	36.7	58.0	91	1006	35.5	3.1	88
GRADUATED COLLEGE	11155	10433	13.8	93.5	100	9373	15.4	84.0	111	8403	16.3	75.3	118	556	19.6	5.0	142
ATTENDED COLLEGE	13682	12781	17.0	93.4	100	11189	18.3	81.8	108	9792	19.0	71.6	112	731	25.8	5.3	153
GRADUATED HIGH SCHOOL	33880	31782	42.1	93.8	101	26246	43.0	77.5	103	22006	42.7	65.0	102	1023	36.1	3.0	86
DID NOT GRADUATE HIGH SCHOOL	22270	20408	27.1	91.6	98	14246	23.3	64.0	85	11391	22.1	51.1	80	*525	18.5	2.4	67
EMPLOYED	40306	37776	50.1	93.7	101	31609	51.8	78.4	104	27321	53.0	67.8	106	1509	53.2	3.7	107
EMPLOYED FULL-TIME	32850	30636	40.6	93.3	100	25591	41.9	77.9	103	21959	42.6	66.8	105	1129	39.8	3.4	98
EMPLOYED PART-TIME	7456	7140	9.5	95.8	103	6018	9.9	80.7	107	5362	10.4	71.9	113	*380	13.4	5.1	146
NOT EMPLOYED	40680	37628	49.9	92.5	99	29444	48.2	72.4	96	24271	47.0	59.7	94	1326	46.8	3.3	93
PROFESSIONAL/MANAGER	10392	9703	12.9	93.4	100	8752	14.3	84.2	112	7859	15.2	75.6	119	*549	19.4	5.3	151
TECH/CLERICAL/SALES	17574	16552	22.0	94.2	101	14003	22.9	79.7	106	11976	23.2	68.1	107	573	20.2	3.3	93
PRECISION/CRAFT	985	957	1.3	97.2	104	861	1.4	87.4	116	726	1.4	73.7	116	*884	3.0	8.5	244
OTHER EMPLOYED	11354	10563	14.0	93.0	100	7994	13.1	70.4	93	6760	13.1	59.5	93	*303	10.7	2.7	76
SINGLE	9863	8916	11.8	90.4	97	7085	11.6	71.8	95	5608	10.9	56.9	89	*353	12.5	3.6	102
MARRIED	51375	48322	64.1	94.1	101	40364	66.1	78.6	104	35261	68.3	68.6	108	1983	69.9	3.9	110
DIVORCED/SEPARATED/WIDOWED	19748	18166	24.1	92.0	99	13604	22.3	68.9	91	10724	20.8	54.3	85	499	17.6	2.5	72
PARENTS	32590	30496	40.4	93.6	101	25913	42.4	79.5	105	22983	44.5	70.5	111	1273	44.9	3.9	112
WHITE	70416	66124	87.7	93.9	101	54577	89.4	77.5	103	46247	89.6	65.7	103	2459	86.7	3.5	100
BLACK	8778	7729	10.3	88.0	95	5222	8.6	59.5	79	4262	8.3	48.6	76	*249	8.8	2.8	81
OTHER	1791	1551	2.1	86.6	93	1255	2.1	70.1	93	1083	2.1	60.5	95	*127	4.5	7.1	203
NORTHEAST-CENSUS	17786	16607	22.0	93.4	100	13782	22.6	77.5	103	11761	22.8	66.1	104	576	20.3	3.2	93
NORTH CENTRAL	20741	19735	26.2	95.1	102	16346	26.8	78.8	105	13939	27.0	67.2	105	493	17.4	2.4	68
SOUTH	27775	25678	34.1	92.5	99	19614	32.1	70.6	94	16060	31.1	57.8	91	722	25.5	2.6	74
WEST	14683	13384	17.7	91.2	98	11312	18.5	77.0	102	9832	19.1	67.0	105	1045	36.9	1.7	203
NORTHEAST-MKTG.	17961	16720	22.2	93.1	100	13516	22.1	75.3	100	11383	22.1	63.4	99	566	20.0	3.2	90
EAST CENTRAL	11885	11257	14.9	94.7	102	9267	15.2	78.0	103	7817	15.2	65.8	103	*272	9.6	2.3	65
WEST CENTRAL	14090	13413	17.8	95.2	102	11185	18.3	79.4	105	9558	18.5	67.8	106	424	15.0	3.0	86
SOUTH	24081	22260	29.5	92.4	99	17156	28.1	71.2	95	14188	27.5	58.9	92	*603	21.3	2.5	72
PACIFIC	12969	11753	15.6	90.6	97	9929	16.3	76.6	102	8646	16.8	66.7	105	969	34.2	7.5	213
COUNTY SIZE A	32439	29836	39.6	92.0	99	24587	40.3	75.8	101	20706	40.1	63.8	100	1506	53.1	4.6	133
COUNTY SIZE B	24915	23442	31.1	94.1	101	18528	30.8	75.6	100	16095	31.2	64.6	101	696	24.6	2.8	80
COUNTY SIZE C	12930	12099	16.0	93.6	101	9889	16.2	76.5	101	8459	16.4	65.4	103	*303	10.7	2.3	67
COUNTY SIZE D	10703	10027	13.3	93.7	101	7750	12.7	72.4	96	6333	12.3	59.2	93	*329	11.6	3.1	88
METRO CENTRAL CITY	24518	22343	29.6	91.1	98	17910	29.3	73.0	97	14949	29.0	61.0	96	1081	38.1	4.4	126
METRO SUBURBAN	35919	34025	45.1	94.7	102	28204	46.2	78.5	104	24047	46.6	66.9	105	1189	41.9	3.3	95
NON METRO	20549	19036	25.2	92.6	99	14940	24.5	72.7	96	12595	24.4	61.3	96	*565	19.9	2.7	79
TOP 5 ADI'S	18341	16510	21.9	90.0	97	13773	22.6	75.1	100	11773	22.8	64.2	101	975	34.4	5.3	152
TOP 10 ADI'S	25378	23249	30.8	91.6	98	19214	31.5	75.7	100	16313	31.6	64.3	101	1228	43.3	4.8	138
TOP 20 ADI'S	36488	33642	44.6	92.2	99	27841	45.6	76.3	101	23330	45.2	63.9	100	1519	53.6	4.2	119
HSOLD INC. \$50,000 OR MORE	6612	6354	8.4	96.1	103	5799	9.4	87.1	116	5215	10.1	78.9	124	*358	12.6	5.4	155
\$40,000 OR MORE	12659	12127	16.1	95.8	103	10904	17.9	86.1	114	9638	18.7	76.1	120	748	26.4	5.9	169
\$30,000 OR MORE	24698	23459	31.1	95.0	102	20817	34.1	84.3	112	18381	35.6	74.4	117	1196	42.2	4.8	138
\$25,000 OR MORE	32077	30510	40.5	95.1	102	26875	44.0	83.8	111	23729	46.0	74.0	116	1420	50.1	4.4	126
\$20,000 - \$24,999	9144	8564	11.4	93.7	101	6922	11.3	75.7	100	5811	11.3	63.5	100	*358	12.6	3.9	112
\$15,000 - \$19,999	8728	8081	10.7	92.6	99	6653	10.9	76.2	101	5711	11.1	65.4	103	*190	6.7	2.2	62
\$10,000 - \$14,999	12562	11562	15.3	92.0	99	8947	14.7	71.2	94	7312	14.2	58.2	91	*442	15.6	3.5	101
UNDER \$10,000	18475	16686	22.1	90.3	97	11657	19.1	63.1	84	9029	17.5	48.9	77	*425	15.0	2.3	66
HOUSEHOLD OF 1 PERSON	11987	10851	14.4	90.5	97	7955	13.0	66.4	88	6132	11.9	51.2	80	276	9.7	2.3	66
2 PEOPLE	26577	24809	32.9	93.3	100	19804	32.4	74.5	99	16292	31.6	61.3	96	847	29.9	3.2	91
3 OR 4 PEOPLE	30617	28714	38.1	93.8	101	24017	39.3	78.4	104	20569	40.5	68.2	107	1113	39.3	3.6	104
5 OR MORE PEOPLE	11804	11029	14.6	93.4	100	9278	15.2	78.6	104	8279	16.0	70.1	110	*599	21.1	5.1	145
NO CHILD IN HSOLD	46165	42815	56.8	92.7	100	33488	54.9	72.5	96	27196	52.7	58.9	92	1456	51.4	3.2	90
CHILD(REN) UNDER 2 YRS	5325	5004	6.6	94.0	101	4059	6.6	76.2	101	3539	6.9	66.5	104	*224	7.9	4.2	120
2 - 5 YEARS	14221	13383	17.7	94.1	101	11379	18.6	80.0	106	9971	19.3	70.1	110	708	25.0	5.0	142
6 - 11 YEARS	15117	14126	18.7	93.4	100	11873	19.4	78.5	104	10508	20.4	69.5	109	669	23.6	4.4	126
12 - 17 YEARS	16611	15478	20.5	93.2	100	13316	21.8	80.2	106	11866	23.0	71.4	112	*578	20.4	3.5	99
RESIDENCE OWNED	55884	52684	69.9	94.3	101	43672	71.5	78.1	104	37745	73.2	67.5	106	1987	70.1	3.6	102
VALUE: \$50,000 OR MORE	31744	29831	39.6	94.0	101	25597	41.9	80.6	107	22677	44.0	71.4	112	1243	43.8	3.9	112
VALUE: UNDER \$50,000	24140	22853	30.3	94.7	102	18075	29.6	74.9	99	15069	29.2	62.4	98	745	26.3	3.1	88

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEOWNERS)

		USED ANY IN LAST 30 DAYS																	
		USE FRESH FRUIT								APPLES				APRICOTS					
		TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		U.S.	'000	'000	%	ACROSS	%	ACROSS	%	ACROSS	%	ACROSS	%	ACROSS	%	ACROSS	%	ACROSS	%
		'000	%	DOWN	%	DOWN	%	DOWN	%	DOWN	%	DOWN	%	DOWN	%	DOWN	%	DOWN	%
TOTAL FEMALE HOMEOWNERS		80986	75404	100.0	93.1	100	61053	100.0	75.4	100	51592	100.0	63.7	100	2835	100.0	3.5	100	
MAGAZINES	QUINTILE 1	15799	15042	19.9	95.2	102	12507	20.5	79.2	105	11046	21.4	69.9	110	776	27.4	4.9	140	
	QUINTILE 2	17259	16228	21.5	94.0	101	13749	22.5	79.7	106	11857	23.0	68.7	108	647	22.8	3.7	107	
	QUINTILE 3	13545	12713	16.9	93.9	101	10378	17.0	76.6	102	9102	17.6	67.2	105	*423	14.9	3.1	89	
	QUINTILE 4	15133	13887	18.4	91.8	99	11287	18.5	74.6	99	9308	18.0	61.5	97	*442	15.6	2.9	83	
	QUINTILE 5	19250	17534	23.3	91.1	98	13132	21.5	68.2	90	10279	19.9	53.4	84	*547	19.3	2.8	81	
NEWSPAPERS	QUINTILE 1	12413	11625	15.4	93.7	101	9513	15.6	76.6	102	8276	16.0	66.7	105	*463	16.3	3.7	107	
	QUINTILE 2	24116	22961	30.5	95.2	102	19071	31.2	79.1	105	16450	31.9	68.2	107	811	28.6	3.4	96	
	QUINTILE 3	11261	10491	13.9	93.2	100	8791	14.4	78.1	104	7542	14.6	67.0	105	*469	16.5	4.2	119	
	QUINTILE 4	20255	18759	24.9	92.6	99	15083	24.7	74.5	99	12304	23.8	60.7	95	691	24.4	3.4	97	
	QUINTILE 5	12940	11568	15.3	89.4	96	8596	14.1	66.4	88	7020	13.6	54.3	85	*401	14.1	3.1	89	
OUTDOOR	QUINTILE 1	14852	14134	18.7	95.2	102	12020	19.7	80.9	107	10325	20.0	69.5	109	*457	16.1	3.1	88	
	QUINTILE 2	15725	14626	19.4	93.0	100	12002	19.7	76.3	101	10092	19.6	64.2	101	552	19.5	3.5	100	
	QUINTILE 3	16330	15272	20.3	93.5	100	12330	20.2	75.5	100	10638	20.6	65.1	102	*500	17.6	3.1	87	
	QUINTILE 4	16744	15278	20.3	91.2	98	12104	19.8	72.3	96	9952	19.3	59.4	93	530	18.7	3.2	90	
	QUINTILE 5	17334	16094	21.3	92.8	100	12598	20.6	72.7	96	10586	20.5	61.1	96	795	28.0	4.6	131	
RADIO-DRIVE TIME	QUINTILE 1	15911	14961	19.8	94.0	101	12086	19.8	76.0	101	10473	20.3	65.8	103	651	23.0	4.1	117	
	QUINTILE 2	14837	13724	18.2	92.5	99	11481	18.8	77.4	103	9635	18.7	64.9	102	515	18.2	3.5	99	
	QUINTILE 3	15339	14371	19.1	93.7	101	11746	19.2	76.6	102	9891	19.2	64.5	101	592	20.9	3.9	110	
	QUINTILE 4	16723	15517	20.6	92.8	100	12482	20.4	74.6	99	10575	20.5	63.2	99	*529	18.7	3.2	90	
	QUINTILE 5	18176	16831	22.3	92.6	99	13258	21.7	72.9	97	11018	21.4	60.6	95	549	19.4	3.0	86	
RADIO-MID-DAY	TERCILE 1	21020	19585	26.0	93.2	100	16011	26.2	76.2	101	13760	26.7	65.5	103	825	29.1	3.9	112	
	TERCILE 2	21610	20275	26.9	93.8	101	16383	26.8	75.8	101	13944	27.0	64.5	101	677	23.9	3.1	89	
	TERCILE 3	38355	35544	47.1	92.7	100	28659	46.9	74.7	99	23858	46.3	62.3	98	1333	47.0	3.5	99	
RADIO-TOTAL	QUINTILE 1	15988	15024	19.9	94.0	101	12080	19.8	75.6	100	10341	20.0	64.7	102	674	23.8	4.2	120	
	QUINTILE 2	15626	14362	19.0	91.9	99	11712	19.2	75.0	99	10044	19.5	64.3	101	*580	20.5	3.7	106	
	QUINTILE 3	16723	15745	20.9	94.2	101	13190	21.6	78.9	105	11162	21.6	66.7	105	659	23.2	3.9	113	
	QUINTILE 4	16342	15195	20.2	93.0	100	12279	20.1	75.1	100	10351	20.1	63.3	99	*419	14.8	2.6	73	
	QUINTILE 5	16306	15077	20.0	92.5	99	11793	19.3	72.3	96	9694	18.8	59.5	93	502	17.7	3.1	88	
TV-PRIME TIME	QUINTILE 1	15953	14912	19.8	93.5	100	11713	19.2	73.4	97	9829	19.1	61.6	97	512	18.1	3.2	92	
	QUINTILE 2	16137	15166	20.1	94.0	101	12280	20.1	76.1	101	10504	20.4	65.1	102	499	17.6	3.1	88	
	QUINTILE 3	16420	15331	20.3	93.4	100	12623	20.7	76.9	102	10859	21.0	66.1	104	*471	16.6	2.9	82	
	QUINTILE 4	16687	15512	20.6	93.0	100	13077	21.4	78.4	104	11031	21.4	66.1	104	608	21.4	3.6	104	
	QUINTILE 5	15789	14484	19.2	91.7	99	11360	18.6	71.9	95	9370	18.2	59.3	93	744	26.2	4.7	135	
TV-DAYTIME	TERCILE 1	27736	25623	34.0	92.4	99	20258	33.2	73.0	97	16889	32.7	60.9	96	837	29.5	3.0	86	
	TERCILE 2	26489	24724	32.8	93.3	100	20170	33.0	76.1	101	16959	32.9	64.0	100	917	32.3	3.5	99	
	TERCILE 3	26761	25057	33.2	93.6	101	20625	33.8	77.1	102	17744	34.4	66.3	104	1081	38.1	4.0	115	
TV-TOTAL	QUINTILE 1	16345	14998	19.9	91.8	99	11435	18.7	70.0	93	9607	18.6	58.8	92	545	19.2	3.3	95	
	QUINTILE 2	16447	15534	20.6	94.4	101	12425	20.4	75.5	100	10331	20.0	62.8	99	544	19.2	3.3	94	
	QUINTILE 3	15980	14945	19.8	93.5	100	12315	20.2	77.1	102	10593	20.5	66.3	104	525	18.5	3.3	94	
	QUINTILE 4	15887	14847	19.7	93.5	100	12389	20.3	78.0	103	10611	20.6	66.8	105	458	16.2	2.9	82	
	QUINTILE 5	16326	15080	20.0	92.4	99	12489	20.5	76.5	101	10451	20.3	64.0	100	*764	26.9	4.7	134	
MAGAZINES-NEWSPAPERS: DUAL		20721	19760	26.2	95.4	102	16548	27.1	79.9	106	14632	28.4	70.6	111	711	25.1	3.4	98	
MAGAZINE IMPERATIVE		19186	17855	23.7	93.1	100	14826	24.3	77.3	103	12785	24.8	66.6	105	863	30.4	4.5	128	
NEWSPAPER IMPERATIVE		21899	20484	27.2	93.5	100	16643	27.3	76.0	101	13904	26.9	63.5	100	789	27.8	3.6	103	
MAGAZINES-OUTDOOR: DUAL		15451	14682	19.5	95.0	102	12575	20.6	81.4	108	11112	21.5	71.9	113	505	17.8	3.3	93	
MAGAZINE IMPERATIVE		25953	24370	32.3	93.9	101	19851	32.5	76.5	101	17235	33.4	66.4	104	1199	42.3	4.6	132	
OUTDOOR IMPERATIVE		24400	22630	30.0	92.7	100	18093	29.6	74.2	98	14959	29.0	61.3	96	750	26.5	3.1	88	
MAGAZINES-RADIO: DUAL		18049	17013	22.6	94.3	101	14094	23.1	78.1	104	12232	23.7	67.8	106	744	26.2	4.1	118	
MAGAZINE IMPERATIVE		23571	22271	29.5	94.5	101	18687	30.6	79.3	105	16419	31.8	69.7	109	905	31.9	3.8	110	
RADIO IMPERATIVE		23278	21442	28.4	92.1	99	17065	28.0	73.3	97	14127	27.4	60.7	95	740	26.1	3.2	91	
MAGAZINES-TELEVISION: DUAL		15459	14480	19.2	93.7	101	11660	19.1	75.4	100	10201	19.8	66.0	104	562	19.8	3.6	104	
MAGAZINE IMPERATIVE		25829	24457	32.4	94.7	102	20968	34.3	81.2	108	18262	35.4	70.7	111	1096	38.7	4.2	121	
TELEVISION IMPERATIVE		26039	24046	31.9	92.3	99	18664	30.6	71.7	95	15132	29.3	58.1	91	790	27.9	3.0	87	
NEWSPAPERS-OUTDOOR: DUAL		16605	15712	20.8	94.6	102	13498	22.1	81.3	108	11664	22.6	70.2	110	494	17.4	3.0	85	
NEWSPAPER IMPERATIVE		26834	25312	33.6	94.3	101	20425	33.5	76.1	101	17562	34.0	65.4	103	1058	37.3	3.9	113	
OUTDOOR IMPERATIVE		23346	21579	28.6	92.4	99	17320	28.4	74.2	98	14641	28.4	62.7	98	824	29.1	3.5	101	
NEWSPAPERS-RADIO: DUAL		17133	16239	21.5	94.8	102	13283	21.8	77.5	103	11565	22.4	67.5	106	594	21.0	3.5	99	
NEWSPAPER IMPERATIVE		25892	24441	32.4	94.4	101	20380	33.4	78.7	104	17569	34.1	67.9	107	878	31.0	3.4	97	
RADIO IMPERATIVE		23167	21281	28.2	91.9	99	17241	28.2	74.4	99	14315	27.7	61.8	97	976	34.4	4.2	120	
NEWSPAPERS-TELEVISION: DUAL		17159	16384	21.7	95.5	103	13035	21.4	76.0	101	11143	21.6	64.9	102	578	20.4	3.4	96	
NEWSPAPER IMPERATIVE		26214	24619	32.6	93.9	101	20987	34.4	80.1	106	18262	35.4	69.7	109	941	33.2	3.6	103	
TELEVISION IMPERATIVE		23412	21311	28.3	91.0	98	16627	27.2	71.0	94	13615	26.4	58.2	91	774	27.3	3.3	94	
OUTDOOR-RADIO: DUAL		15303	14419	19.1	94.2	101	11876	19.5	7										

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USE FRESH FRUIT				USED ANY IN LAST 30 DAYS				APPLES				APRICOTS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	75404	100.0	93.1	100	61053	100.0	75.4	100	51592	100.0	63.7	100	2835	100.0	3.5	100
ATLANTIC MONTHLY	415	398	0.5	95.9	103	283	0.5	68.2	90	271	0.5	65.3	103	**28	1.0	6.7	193
BARRON'S	453	413	0.5	91.2	98	374	0.6	82.6	110	342	0.7	75.5	119	**43	1.5	9.5	271
BETTER HOMES & GARDENS	16256	15415	20.4	94.8	102	12767	20.9	78.5	104	11308	21.9	69.6	109	727	25.6	4.5	128
BON APPETIT	2535	2460	3.3	97.0	104	2165	3.5	85.4	113	1881	3.6	74.2	116	*180	6.3	7.1	203
BUSINESS WEEK	1278	1198	1.6	93.7	101	990	1.6	77.5	103	816	1.6	63.8	100	**68	2.4	5.3	152
CAR AND DRIVER	378	359	0.5	95.0	102	322	0.5	85.2	113	*275	0.5	72.8	114	**20	0.7	5.3	151
CBS MAGAZINE NETWORK (GROSS)	1498	1320	1.8	88.1	95	1117	1.8	74.6	99	978	1.9	65.3	102	**42	1.5	2.8	80
CHANGING TIMES	1505	1411	1.9	93.8	101	1209	2.0	80.3	107	1020	2.0	67.8	106	**88	3.1	5.8	167
COLONIAL HOMES	1231	1177	1.6	95.6	103	984	1.6	79.9	106	809	1.6	65.7	103	**66	2.3	5.4	153
CONDE NAST MAG. PKG. (GROSS)	14146	13375	17.7	94.5	102	11154	18.3	78.8	105	9641	18.7	68.2	107	678	23.9	4.8	137
CONSUMERS DIGEST	1323	1240	1.6	93.7	101	1019	1.7	77.0	102	917	1.8	69.3	109	**19	0.7	1.4	41
COSMOPOLITAN	7102	6695	8.9	94.3	101	5674	9.3	79.9	106	4854	9.4	68.3	107	375	13.2	5.3	151
COUNTRY LIVING	2481	2349	3.1	94.7	102	2061	3.4	83.1	110	1914	3.7	77.1	121	**60	2.1	2.4	69
CUISINE	1472	1423	1.9	96.7	104	1117	1.8	75.9	101	978	1.9	66.4	104	**43	1.5	2.9	83
CYCLE WORLD	425	408	0.5	96.0	103	365	0.6	85.9	114	*337	0.7	79.3	124	**5	0.2	1.2	34
DCI:CREATIVE IDEAS FOR LIV	2510	2436	3.2	97.1	104	1999	3.3	79.6	106	1808	3.5	72.0	113	**92	3.2	3.7	105
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6364	8.4	95.1	102	5360	8.8	80.1	106	4788	9.3	71.5	112	*181	6.4	2.7	77
DISCOVER	894	832	1.1	93.1	100	684	1.1	76.5	101	650	1.3	72.7	114	**37	1.3	4.1	118
EBONY	3507	3192	4.2	91.0	98	2193	3.6	62.5	83	1867	3.6	53.2	84	**99	3.5	2.8	81
ESQUIRE	1083	971	1.3	89.7	96	700	1.1	64.6	86	585	1.1	54.0	85	**33	1.2	3.0	87
ESSENCE	1830	1690	2.2	92.3	99	1305	2.1	71.3	95	1159	2.2	63.3	99	**65	2.3	3.6	101
FAMILY CIRCLE	15930	15054	20.0	94.5	101	12678	20.8	79.6	106	11144	21.6	70.0	110	617	21.8	3.9	111
THE FAMILY HANDYMAN	1126	1086	1.4	96.4	104	861	1.4	76.5	101	751	1.5	66.7	105	**45	1.6	4.0	114
FAMILY WEEKLY	11468	10990	14.6	95.8	103	8988	14.7	78.4	104	7535	14.6	65.7	103	335	11.8	2.9	83
FIELD & STREAM	2234	2097	2.8	93.9	101	1780	2.9	79.7	106	1528	3.0	68.4	107	**85	3.0	3.8	109
FOOD & WINE	579	554	0.7	95.7	103	463	0.8	80.0	106	385	0.7	66.5	104	**8	0.3	1.4	39
FORBES	728	706	0.9	97.0	104	588	1.0	80.8	107	529	1.0	72.7	114	**39	1.4	5.4	153
FORTUNE	906	853	1.1	94.2	101	756	1.2	83.4	111	689	1.3	76.0	119	**74	2.6	8.2	233
GENTLEMEN'S QUARTERLY	791	726	1.0	91.8	99	622	1.0	78.6	104	541	1.0	68.4	107	**37	1.3	4.7	134
GLAMOUR	5265	4983	6.6	94.6	102	4134	6.8	78.5	104	3581	6.9	68.0	107	*225	7.9	4.3	122
GOLF DIGEST	636	597	0.8	93.9	101	538	0.9	84.6	112	500	1.0	78.6	123	**10	0.4	1.6	45
GOLF DIGEST/TENNIS (GROSS)	1186	1121	1.5	94.5	102	1033	1.7	87.1	116	919	1.8	77.5	122	**40	1.4	3.4	96
GOLF MAGAZINE	441	420	0.6	95.2	102	383	0.6	86.8	115	355	0.7	80.5	126	**2	0.1	0.5	13
GOLF MAGAZINE/SKI (GROSS)	922	867	1.1	94.0	101	762	1.2	82.6	110	706	1.4	76.6	120	**43	1.5	4.7	133
GOOD HOUSEKEEPING	16487	15610	20.7	94.7	102	13119	21.5	79.6	106	11651	22.6	70.7	111	491	17.3	3.0	85
HARPER'S BAZAAR	2423	2302	3.1	95.0	102	1872	3.1	77.3	102	1569	3.0	64.8	102	**193	6.8	8.0	228
HEALTH	1994	1928	2.6	96.7	104	1515	2.5	76.0	101	1360	2.6	68.2	107	**98	3.5	4.9	140
HEARST MAG CORP. BUY (GROSS)	44101	41774	55.4	94.7	102	35113	57.5	79.6	106	30996	60.1	70.3	110	1800	63.5	4.1	117
HEARST MAN POWER (GROSS)	1993	1861	2.5	93.4	100	1504	2.5	75.5	100	1335	2.6	67.0	105	**45	1.6	2.3	65
HEARST WOMAN POWER (GROSS)	31274	29661	39.3	94.8	102	25015	41.0	80.0	106	22082	42.8	70.6	111	1199	42.3	3.8	110
HOUSE BEAUTIFUL	3623	3416	4.5	94.3	101	2862	4.7	79.0	105	2558	5.0	70.6	111	*183	6.5	5.1	144
INC.	283	264	0.4	93.3	100	*225	0.4	79.5	105	*189	0.4	66.8	105	**28	1.0	9.9	283
JET	2928	2630	3.5	89.8	96	1811	3.0	61.9	82	1554	3.0	53.1	83	**74	2.6	2.5	72
LADIES' HOME JOURNAL	11918	11375	15.1	95.4	103	9492	15.5	79.6	106	8380	16.2	70.3	110	421	14.9	3.5	101
LHJ FAMILY GRP COMBO(GROSS)	16764	16021	21.2	95.6	103	13333	21.8	79.5	106	11788	22.8	70.3	110	609	21.5	3.6	104
LIFE	4254	4002	5.3	94.1	101	3364	5.5	79.1	105	2954	5.7	69.4	109	*287	10.1	6.7	193
L.A. TIMES HOME MAGAZINE	1145	1031	1.4	90.0	97	931	1.5	81.3	108	832	1.6	72.7	114	**88	3.1	7.7	220
MADemoiselle	2884	2747	3.6	95.2	102	2299	3.8	79.7	106	2040	4.0	70.7	111	*155	5.5	5.4	154
MC CALL'S	13460	12668	16.8	94.1	101	10529	17.2	78.2	104	9314	18.1	69.2	109	610	21.5	4.5	129
MC CALL'S/WRK MOTHER (GROSS)	14606	13772	18.3	94.3	101	11471	18.8	78.5	104	10200	19.8	69.8	110	650	22.9	4.5	127
MECHANIX ILLUSTRATED	772	727	1.0	94.2	101	618	1.0	80.1	106	575	1.1	74.5	117	**5	0.2	0.6	19
METROPOLITAN HOME	967	926	1.2	95.8	103	771	1.3	79.7	106	679	1.3	70.2	110	**41	1.4	4.2	121
MONEY	1588	1482	2.0	93.3	100	1198	2.0	75.4	100	1067	2.1	67.2	105	**95	3.4	6.0	171
MOTHER EARTH NEWS	1002	964	1.3	96.2	103	851	1.4	84.9	113	769	1.5	76.7	120	**79	2.8	7.9	225
MS.	825	763	1.0	92.5	99	611	1.0	74.1	98	577	1.1	69.9	110	**54	1.9	6.5	187
NATIONAL ENQUIRER	10336	9753	12.9	94.4	101	7435	12.2	71.9	95	6281	12.2	60.8	95	290	10.2	2.8	80
NATIONAL GEOGRAPHIC	9597	9008	11.9	93.9	101	7837	12.8	81.7	108	6984	13.5	72.8	114	399	14.1	4.2	119
NATIONAL SUNDAY MAGAZINE PKG	49558	46761	62.0	94.4	101	38625	63.3	77.9	103	33078	64.1	66.7	105	1723	60.8	3.5	99
NATURAL HISTORY	573	540	0.7	94.2	101	472	0.8	82.4	109	396	0.8	69.1	108	**44	1.6	7.7	219
NEW WOMAN	1699	1596	2.1	93.9	101	1371	2.2	80.7	107	1248	2.4	73.5	115	**39	1.4	2.3	66
NEW YORK INCLUDING CUE	443	390	0.5	88.0	95	345	0.6	77.9	103	301	0.6	67.9	107	**18	0.6	4.1	116
THE NEW YORKER	1270	1202	1.6	94.6	102	1027	1.7	80.9	107	908	1.8	71.5	112	**49	1.7	3.9	110
NEWSWEEK	6277	5869	7.8	93.5	100	5045	8.3	80.4	107	4574	8.9	72.9	114	389	13.7	6.2	177
THE N.Y. TIMES DAILY EDITION	1205	1141	1.5	94.7	102	968	1.6	80.3	107	855	1.7	71.0	111	**44	1.6	3.7	104
THE N.Y. TIMES MAGAZINE	2081	1904	2.5	91.5	98	1658	2.7	79.7	106	1479	2.9	71.1	112	**130	4.6	6.2	178
OMNI	788	779	1.0	98.9	106	638	1.0	81.0	107	531	1.0	67.4	106	**17	0.6	2.2	62
ON CABLE	1158	1075	1.4	92.8	100	915	1.5	79.0	105	778	1.5	67.2	105	**42	1.5	3.6	104
1001 HOME IDEAS	2852	2718	3.6	95.3	102	2326	3.8	81.6	108	2049	4.0	71.8	113	**90	3.2	3.2	90
ORGANIC GARDENING	1658	1607	2.1	96.9	104	1350	2.2	81.4	108	1218	2.4	73.5	115	**98	3.5	5.9	169
OUTDOOR LIFE	896	856	1.1	95.5	103	672	1.1	75.0	99	576	1.1	64.3	101	**29	1.0	3.2	92
PARADE MAGAZINE	24275	22808	30.2	94.0	101	18581	30.4	76.5	102	15873	30.8	65.4	103	887	31.3	3.7	104

	TOTAL U.S. '000	USE FRESH FRUIT				USED ANY IN LAST 30 DAYS				APPLES				APRICOTS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	75404	100.0	93.1	100	61053	100.0	75.4	100	51592	100.0	63.7	100	2835	100.0	3.5	100
PARENTS	3845	3634	4.8	94.5	102	3062	5.0	79.6	106	2648	5.1	68.9	108	*156	5.5	4.1	116
PENTHOUSE	831	763	1.0	91.8	99	608	1.0	73.2	97	538	1.0	64.7	102	**6	0.2	0.7	21
PEOPLE	11645	11001	14.6	94.5	101	9217	15.1	79.1	105	8009	15.5	68.8	108	466	16.4	4.0	114
PLAYBOY	2006	1853	2.5	92.4	99	1475	2.4	73.5	98	1266	2.5	63.1	99	**59	2.1	2.9	84
POPULAR HOT RODDING	297	293	0.4	98.7	106	*259	0.4	87.2	116	*207	0.4	69.7	109	**6	0.2	2.0	58
POPULAR MECHANICS	1018	925	1.2	90.9	98	706	1.2	69.4	92	650	1.3	63.9	100	**10	0.4	1.0	28
POPULAR SCIENCE	878	827	1.1	94.2	101	665	1.1	75.7	100	613	1.2	69.8	110	**43	1.5	4.9	140
PREVENTION	3913	3818	5.1	97.6	105	3019	4.9	77.2	102	2607	5.1	66.6	105	*172	6.1	4.4	126
PSYCHOLOGY TODAY	1710	1624	2.2	95.0	102	1398	2.3	81.8	108	1225	2.4	71.6	112	*24	0.8	1.4	40
READER'S DIGEST	22204	20974	27.8	94.5	101	17399	28.5	78.4	104	15072	29.2	67.9	107	*787	27.8	3.5	101
REDBOOK	7684	7356	9.8	95.7	103	6222	10.2	81.0	107	5577	10.8	72.6	114	334	11.8	4.3	124
ROAD & TRACK	410	370	0.5	90.2	97	337	0.6	82.2	109	*297	0.6	72.4	114	**14	0.5	3.4	98
ROLLING STONE	969	945	1.3	97.5	105	777	1.3	80.2	106	720	1.4	74.3	117	**37	1.3	3.8	109
RUNNER'S WORLD	298	298	0.4	100.0	107	257	0.4	86.2	114	*240	0.5	80.5	126	**3	0.1	1.0	29
SATURDAY EVENING POST	1169	1116	1.5	95.5	103	879	1.4	75.2	100	750	1.5	64.2	101	**35	1.2	3.0	86
SCIENCE 84	587	573	0.8	97.6	105	483	0.8	82.3	109	434	0.8	73.9	116	**10	0.4	1.7	49
SCIENCE DIGEST	482	457	0.6	94.8	102	389	0.6	80.7	107	325	0.6	67.4	106	**9	0.3	1.9	53
SCIENTIFIC AMERICAN	594	573	0.8	96.5	104	485	0.8	81.6	108	372	0.7	62.6	98	**23	0.8	3.9	111
SELF	2089	1991	2.6	95.3	102	1762	2.9	84.3	112	1529	3.0	73.2	115	**130	4.6	6.2	178
SEVENTEEN	2411	2252	3.0	93.4	100	1850	3.0	76.7	102	1485	2.9	61.6	97	**83	2.9	3.4	98
SKI	480	447	0.6	93.1	100	379	0.6	79.0	105	351	0.7	73.1	115	**41	1.4	8.5	244
SMITHSONIAN	2760	2633	3.5	95.4	102	2276	3.7	82.5	109	1927	3.7	69.8	110	*192	6.8	7.0	199
SOAP OPERA DIGEST	3013	2853	3.8	94.7	102	2171	3.6	72.1	96	1829	3.5	60.7	95	**117	4.1	3.9	111
SOUTHERN LIVING	4184	3927	5.2	93.9	101	3361	5.5	80.3	107	2940	5.8	71.2	112	**89	3.1	2.1	61
SPORT	559	537	0.7	96.1	103	396	0.6	70.8	94	332	0.6	59.4	93	**31	1.1	5.5	158
THE SPORTING NEWS	436	429	0.6	98.4	106	*376	0.6	86.2	114	*363	0.7	83.3	131	**7	0.2	1.6	46
SPORTS AFIELD	493	479	0.6	97.2	104	409	0.7	83.0	110	361	0.7	73.2	115	**26	0.9	5.3	151
SPORTS ILLUSTRATED	2758	2627	3.5	95.3	102	2235	3.7	81.0	107	1977	3.8	71.7	113	**99	3.5	3.6	103
STAR	7456	6981	9.3	93.6	101	5348	8.8	71.7	95	4398	8.5	59.0	93	*208	7.3	2.8	80
SUNDAY	24936	23560	31.2	94.5	101	19398	31.8	77.8	103	16723	32.4	67.1	105	855	30.2	3.4	98
SUNSET	2124	2017	2.7	95.0	102	1799	2.9	84.7	112	1687	3.3	79.4	125	*220	7.8	10.4	296
TV GUIDE	21661	20187	26.8	93.2	100	16357	26.8	75.5	100	13953	27.0	64.4	101	789	27.8	3.6	104
TENNIS	550	524	0.7	95.3	102	495	0.8	90.0	119	418	0.8	76.0	119	**30	1.1	5.5	156
TIME	8880	8450	11.2	95.2	102	7150	11.7	80.5	107	6341	12.3	71.7	112	391	13.8	4.4	126
TOWN & COUNTRY	917	861	1.1	93.9	101	703	1.2	76.7	102	619	1.2	67.5	106	**50	1.8	5.5	156
TRAVEL & LEISURE	972	955	1.3	98.3	106	849	1.4	87.3	116	765	1.5	78.7	124	**23	0.8	2.4	68
TRUE STORY	3356	3116	4.1	92.8	100	2337	3.8	69.6	92	1932	3.7	57.6	90	**153	5.4	4.6	130
U.S. NEWS & WORLD REPORT	3410	3212	4.3	94.2	101	2636	4.3	77.3	103	2322	4.5	68.1	107	**120	4.2	3.5	101
USA TODAY	1759	1683	2.2	95.7	103	1463	2.4	83.2	110	1254	2.4	71.3	112	**34	1.2	1.9	55
US	1873	1781	2.4	95.1	102	1459	2.4	77.9	103	1267	2.5	67.6	106	**82	2.9	4.4	125
VOGUE	3909	3654	4.8	93.5	100	2959	4.8	75.7	100	2491	4.8	63.7	100	*168	5.9	4.3	123
WALL STREET JOURNAL	1886	1807	2.4	95.8	103	1590	2.6	84.3	112	1374	2.7	72.9	114	**92	3.2	4.9	139
WEIGHT WATCHERS	2120	2036	2.7	96.0	103	1663	2.7	78.4	104	1423	2.8	67.1	105	**104	3.7	4.9	140
WOMAN'S DAY	14172	13377	17.7	94.4	101	11222	18.4	79.2	105	9889	19.2	69.8	110	499	17.6	3.5	101
WORKING MOTHER	1146	1104	1.5	96.3	103	942	1.5	82.2	109	885	1.7	77.2	121	**40	1.4	3.5	100
WORKING WOMAN	1322	1231	1.6	93.1	100	1053	1.7	79.7	106	956	1.9	72.3	114	**22	0.8	1.7	48
WORLD TENNIS	*163	*150	0.2	92.0	99	*126	0.2	77.3	103	**106	0.2	65.0	102	**9	0.3	5.5	158
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2445	3.2	96.6	104	2019	3.3	79.7	106	1813	3.5	71.6	112	**66	2.3	2.6	74
BLAIR INSERTS	43657	41094	54.5	94.1	101	34029	55.7	77.9	103	29251	56.7	67.0	105	1582	55.8	3.6	104
DAILY NEWSPAPERS																	
READ ANY	51633	48638	64.5	94.2	101	40092	65.7	77.6	103	34430	66.7	66.7	105	1883	66.4	3.6	104
READ ONE	43463	40987	54.4	94.3	101	33800	55.4	77.8	103	28991	56.2	66.7	105	1575	55.6	3.6	104
READ TWO OR MORE	8170	7650	10.1	93.6	101	6292	10.3	77.0	102	5439	10.5	66.6	105	308	10.9	3.8	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	49669	65.9	94.3	101	41039	67.2	77.9	103	35068	68.0	66.6	104	1858	65.5	3.5	101
READ ONE	46126	43491	57.7	94.3	101	35864	58.7	77.8	103	30581	59.3	66.3	104	1528	53.9	3.3	95
READ TWO OR MORE	6552	6179	8.2	94.3	101	5175	8.5	79.0	105	4487	8.7	68.5	108	331	11.7	5.1	144
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.04				28.74				28.99				25.46			
30 DAY REACH	71455	66458	88.1	93.0	100	54062	88.5	75.7	100	45727	88.6	64.0	100	2472	87.2	3.5	99
50 SHWG - 30 DAY AV FREQ	14.56	14.81				15.15				15.28				13.61			
30 DAY REACH	67742	63060	83.6	93.1	100	51413	84.2	75.9	101	43518	84.4	64.2	101	2323	81.9	3.4	98
25 SHWG - 30 DAY AV FREQ	7.94	8.07				8.24				8.30				7.83			
30 DAY REACH	62117	57891	76.8	93.2	100	47267	77.4	76.1	101	40026	77.6	64.4	101	1999	70.5	3.2	92
CABLE TV: HOME WIRED	32077	30160	40.0	94.0	101	25117	41.1	78.3	104	21673	42.0	67.6	106	1030	36.3	3.2	92
HOME NOT WIRED	48909	45244	60.0	92.5	99	35937	58.9	73.5	97	29919	58.0	61.2	96	1804	63.6	3.7	105
HAVE PAY CABLE	15935	15017	19.9	94.2	101	12938	21.2	81.2	108	11124	21.6	69.8	110	*526	18.6	3.3	94

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USE FRESH FRUIT				USED ANY IN LAST 30 DAYS				APPLES				APRICOTS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	75404	100.0	93.1	100	61053	100.0	75.4	100	51592	100.0	63.7	100	2835	100.0	3.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	41139	54.6	93.7	101	33853	55.4	77.1	102	28949	56.1	65.9	103	1614	56.9	3.7	105
10:00 AM - 3:00 PM	30659	28652	38.0	93.5	100	23422	38.4	76.4	101	20019	38.8	65.3	102	1113	39.3	3.6	104
3:00 PM - 7:00 PM	31045	29039	38.5	93.5	100	24085	39.4	77.6	103	20460	39.7	65.9	103	1178	41.6	3.8	108
7:00 PM - MIDNIGHT	15767	14657	19.4	93.0	100	11942	19.6	75.7	100	10066	19.5	63.8	100	596	21.0	3.8	108
MIDNIGHT - 6:00 AM	9120	8421	11.2	92.3	99	6740	11.0	73.9	98	5770	11.2	63.3	99	288	10.2	3.2	90
6:00 AM - MIDNIGHT	58527	54739	72.6	93.5	100	44903	73.5	76.7	102	38183	74.0	65.2	102	2163	76.3	3.7	106
ENTIRE DAY	59311	55415	73.5	93.4	100	45431	74.4	76.6	102	38546	74.9	65.2	102	2186	77.1	3.7	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	15305	20.3	94.6	102	12741	20.9	78.8	105	10981	21.3	67.9	107	586	20.7	3.6	104
ALL NEWS	2256	2017	2.7	89.4	96	1582	2.6	70.1	93	1356	2.6	60.1	94	**96	3.4	4.3	122
AOR/PROGRESSIVE	3874	3622	4.8	93.5	100	3040	5.0	78.5	104	2555	5.0	66.0	104	**122	4.3	3.1	90
BEAUTIFUL MUSIC	5660	5304	7.0	93.7	101	4371	7.2	77.2	102	3700	7.2	65.4	103	**125	4.4	2.2	63
BLACK	2204	2042	2.7	92.6	100	1464	2.4	66.4	88	1206	2.3	54.8	86	**66	2.3	3.0	86
CLASSICAL	1418	1332	1.8	93.9	101	1144	1.9	80.7	107	932	1.8	65.7	103	**83	2.9	5.9	167
CHR/ROCK	9538	8826	11.7	92.5	99	7554	12.4	79.2	105	6303	12.4	66.9	105	357	12.6	3.7	107
COUNTRY	12648	11954	15.9	94.5	102	9700	15.9	76.7	102	8337	16.2	65.9	103	**298	10.5	2.4	67
GOLDEN OLDIES	1191	1069	1.4	89.8	96	821	1.3	68.9	91	690	1.3	57.9	91	**77	2.7	6.5	185
MOR/NOSTALGIA	4757	4561	6.0	95.9	103	3878	6.4	81.5	108	3331	6.5	70.0	110	**283	10.0	5.9	170
NEWS/TALK	3863	3427	4.5	88.7	95	2861	4.7	74.1	98	2471	4.8	64.0	100	**194	6.8	5.0	143
RELIGIOUS	3084	2881	3.8	93.4	100	2179	3.6	70.7	94	1730	3.4	56.1	88	**150	5.3	4.9	139
SOFT ROCK	521	475	0.6	91.2	98	390	0.6	74.9	99	343	0.7	65.8	103	**45	1.6	8.6	247
URBAN CONTEMPORARY	1585	1408	1.9	88.8	95	1056	1.7	66.6	88	889	1.7	56.1	88	**88	3.1	5.6	159
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2925	3.9	89.7	96	2364	3.9	72.5	96	1985	3.8	60.9	96	**69	2.4	2.1	60
ABC DIRECTION	2316	2174	2.9	93.9	101	1674	2.7	72.3	96	1353	2.6	58.4	92	**156	5.5	6.7	192
ABC ENTERTAINMENT	4834	4570	6.1	94.5	102	3871	6.3	80.1	106	3371	6.5	69.7	109	**119	4.2	2.5	70
ABC FM	2202	2095	2.8	95.1	102	1667	2.7	75.7	100	1423	2.8	64.6	101	**48	1.7	2.2	62
ABC INFORMATION	5425	5125	6.8	94.5	101	4370	7.2	80.6	107	3780	7.3	69.7	109	**217	7.7	4.0	114
ABC ROCK	1677	1595	2.1	95.1	102	1264	2.1	75.4	100	1091	2.1	65.1	102	**33	1.2	2.0	56
CBS	4430	4143	5.5	93.5	100	3346	5.5	75.5	100	2940	5.7	66.4	104	**202	7.1	4.6	130
MUTUAL	4992	4671	6.2	93.6	100	3635	6.0	72.8	97	3028	5.9	60.7	95	**158	5.6	3.2	90
NBC	4679	4383	5.8	93.7	101	3600	5.9	76.9	102	3177	6.2	67.9	107	**160	5.6	3.4	98
RADIORADIO	1994	1829	2.4	91.7	99	1550	2.5	77.7	103	1323	2.6	66.3	104	**64	2.3	3.2	92
RKO ONE	2298	2163	2.9	94.1	101	1837	3.0	79.9	106	1497	2.9	65.1	102	**82	2.9	3.6	102
RKO TWO	3311	3088	4.1	92.7	100	2608	4.3	78.8	104	2223	4.3	67.1	105	**57	2.0	1.7	49
THE SOURCE	2114	1967	2.6	93.0	100	1633	2.7	77.2	102	1399	2.7	66.2	104	**77	2.7	3.6	104
NON-HIRED : BLAIR	8654	8203	10.9	94.8	102	6752	11.1	78.0	103	5873	11.4	67.9	107	**313	11.0	3.6	103
INTERNET	12025	11250	14.9	93.6	100	9359	15.3	77.8	103	8003	15.5	66.6	104	548	19.3	4.6	130
KATZ RADIO GROUP	15359	14260	18.9	92.8	100	11840	19.4	77.1	102	10102	19.6	65.8	103	552	19.5	3.6	103
SUPERNET	10628	9902	13.1	93.2	100	8158	13.4	76.8	102	6802	13.2	64.0	100	400	14.1	3.8	108
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	8040	10.7	92.9	100	6272	10.3	72.4	96	5149	10.0	59.5	93	317	11.2	3.7	105
WKDAY 9:00 AM - 1:00 PM	12163	11169	14.8	91.8	99	8655	14.2	71.2	94	7147	13.9	58.8	92	397	14.0	3.3	93
WKDAY 1:00 PM - 4:30 PM	16150	14862	19.7	92.0	99	11587	19.0	71.7	95	9716	18.8	60.2	94	475	16.8	2.9	84
WKDAY 4:30 PM - 7:30 PM	22463	20832	27.6	92.7	100	16305	26.7	72.6	96	13650	26.5	60.8	95	758	26.7	3.4	96
WKDAY 7:30 PM - 8:00 PM	31795	29606	39.3	93.1	100	23588	38.6	74.2	98	19737	38.3	62.1	97	951	33.5	3.0	85
WKDAY 11:00 PM - 11:30 PM	23977	22328	29.6	93.1	100	18022	29.5	75.2	100	15448	29.9	64.4	101	731	25.8	3.0	87
WKDAY 11:30 PM - 1:00 AM	7703	7174	9.5	93.1	100	5808	9.5	75.4	100	4891	9.5	63.5	100	248	8.7	3.2	92
M-SAT 8-11 PM-SUN 7-11 PM	33800	31569	41.9	93.4	100	25494	41.8	75.4	100	21632	41.9	64.0	100	1076	38.0	3.2	91
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5964	7.9	91.2	98	4795	7.9	73.3	97	4133	8.0	63.2	99	166	5.9	2.5	73
ANOTHER WORLD	N 4620	4239	5.6	91.8	99	3214	5.3	69.6	92	2681	5.2	58.0	91	207	7.3	4.5	128
AS THE WORLD TURNS	C 5614	5156	6.8	91.8	99	4074	6.7	72.6	96	3389	6.6	60.4	95	**97	3.4	1.7	49
CAPITOL	C 3396	3064	4.1	90.2	97	2333	3.8	68.7	91	1880	3.6	55.4	87	**32	1.1	0.9	27
CBS MORN. NEWS 1	C 1446	1267	1.7	87.6	94	919	1.5	63.6	84	780	1.5	53.9	85	**42	1.5	2.9	83
CBS MORN. NEWS 2	C 1207	1060	1.4	87.8	94	804	1.3	66.6	88	649	1.3	53.8	84	**39	1.4	3.2	92
DAYS OF OUR LIVES	N 5877	5489	7.3	93.4	100	4237	6.9	72.1	96	3546	6.9	60.3	95	281	9.9	4.8	137
FACTS OF LIFE - DAYTIME	N 2290	2076	2.8	90.7	97	1544	2.5	67.4	89	1235	2.4	53.9	85	**110	3.9	4.8	137
FAMILY FEUD	A 3023	2755	3.7	91.1	98	2243	3.7	74.2	98	1826	3.5	60.4	95	**114	4.0	3.8	108
GENERAL HOSPITAL	A 6097	5562	7.4	91.2	98	4287	7.0	70.3	93	3675	7.1	60.3	95	192	6.8	3.1	90
GOOD MORNING, AMERICA-730 A	A 3515	3332	4.4	94.8	102	2691	4.4	76.6	102	2290	4.4	65.1	102	124	4.4	3.5	101
GOOD MORNING, AMERICA-830 A	A 2818	2677	3.6	95.0	102	2187	3.6	77.6	103	1928	3.7	68.4	107	114	4.0	4.0	116
GUIDING LIGHT	C 5339	4867	6.5	91.2	98	3875	6.3	72.6	96	3222	6.2	60.3	95	**71	2.5	1.3	38
ONE LIFE TO LIVE	A 4478	4148	5.5														

		TOTAL U.S. '000	USE FRESH FRUIT				USED ANY IN LAST 30 DAYS				APPLES				APRICOTS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	75404	100.0	93.1	100	61053	100.0	75.4	100	51592	100.0	63.7	100	2835	100.0	3.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	24229	32.1	93.0	100	19038	11.2	73.0	97	15797	30.6	60.6	95	792	27.9	3.0	87
NETWORK AFFILIATES - LATE		20261	18867	25.0	93.1	100	15237	25.0	75.2	100	13002	25.2	64.2	101	645	22.8	3.2	91
INDEPENDENTS - LATE		2076	1885	2.5	90.8	98	1573	2.6	75.8	101	1349	2.6	65.0	102	*91	3.2	4.4	125
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	9862	13.1	94.3	101	8021	13.1	76.7	102	6776	13.1	64.8	102	316	11.1	3.0	86
ABC MONDAY NIGHT MOVIE		A 6412	6078	8.1	94.8	102	4859	8.0	75.8	101	4178	8.1	65.2	102	*181	6.4	2.8	81
ABC SUNDAY NIGHT MOVIE		A 12407	11544	15.3	93.0	100	9521	15.6	76.7	102	8109	15.7	65.4	103	398	14.0	3.2	92
ABC WORLD NEWS TONIGHT		A 6176	5814	7.7	94.1	101	4434	7.3	71.8	95	3645	7.1	59.7	94	216	7.6	3.5	100
AFTERMASH		C 5863	5468	7.3	93.3	100	4341	7.1	74.0	98	3653	7.1	62.3	98	*206	7.3	3.5	100
ALICE		C 9594	9004	11.9	93.9	101	7173	11.7	74.8	99	6181	12.0	64.4	101	322	11.4	3.4	96
AMERICAN PARADE		C 6622	6184	8.2	93.4	100	5011	8.2	75.7	100	4203	8.1	63.5	100	231	8.1	3.5	100
BENSON		A 10886	10066	13.3	92.5	99	8051	13.2	74.0	98	5863	13.3	63.0	99	297	10.5	2.7	78
BLUE THUNDER		A 5036	4761	6.3	94.5	102	3849	6.3	76.4	101	3208	6.2	63.7	100	*202	7.1	4.0	115
CAGNEY & LACEY		C 9965	9443	12.5	94.8	102	7796	12.8	78.2	104	6722	13.0	67.5	106	311	11.0	3.1	89
CBS EVENING NEWS-DEAN		C 3491	3223	4.3	92.3	99	2454	4.0	70.3	93	2049	4.0	58.7	92	*180	6.3	5.2	147
CBS EVENING NEWS-RATHER		C 7123	6667	8.8	93.6	101	5311	8.7	74.6	99	4414	8.6	62.0	97	249	8.8	3.5	100
CBS SAT. NEWS-SCHIEFFER		C 3621	3386	4.5	93.5	100	2634	4.3	72.7	96	2147	4.2	59.3	93	99	3.5	2.7	78
CBS SATURDAY NIGHT MOVIE		C 5436	5149	6.8	94.7	102	4175	6.8	76.8	102	3483	6.8	64.1	101	117	4.1	2.2	61
CBS WEDNESDAY NIGHT MOVIE		C 6100	5653	7.5	92.7	100	4552	7.5	74.6	99	3560	7.5	63.3	99	130	4.6	2.1	61
CHEERS		N 8889	8414	11.2	94.7	102	5828	11.2	76.8	102	5817	11.3	65.4	103	300	10.6	3.4	96
DALLAS		C 22109	20526	27.2	92.8	100	16590	27.2	75.0	100	14414	27.9	65.2	102	557	19.6	2.5	72
DIFF'RENT STROKES		N 6940	6418	8.5	92.5	99	4862	8.0	70.1	93	4028	7.8	58.0	91	*235	8.3	3.4	97
DOUBLE TROUBLE		N 7223	6806	9.0	94.2	101	5465	9.0	75.7	100	4674	9.1	64.7	102	*181	6.4	2.5	72
DUCK FACTORY		N 5595	5310	7.0	94.9	102	4290	7.0	76.7	102	3534	6.8	63.2	99	*207	7.3	3.7	106
DUKES OF HAZZARD		C 5768	5371	7.1	93.1	100	4277	7.0	74.2	98	3601	7.0	62.4	98	*126	4.4	2.2	62
DYNASTY		A 20053	18587	24.6	92.7	100	14964	24.5	74.6	99	12646	24.5	63.1	99	541	19.1	2.7	77
FACTS OF LIFE		N 8087	7611	10.1	94.1	101	6047	9.9	74.8	99	5196	10.1	64.3	101	*227	8.0	2.8	80
FALCON CREST		C 20046	18624	24.7	92.9	100	14978	24.5	74.7	99	12926	25.1	64.5	101	484	17.1	2.4	69
FALL GUY		A 9084	8503	11.3	93.6	101	6897	11.3	75.9	101	5845	11.3	64.3	101	206	7.3	2.3	65
FAMILY TIES		N 7964	7483	9.9	94.0	101	6093	10.0	76.5	101	5153	10.0	64.7	102	*173	6.1	2.2	62
FANTASY ISLAND		A 7687	7032	9.3	91.5	98	5702	9.3	74.2	98	4615	8.9	60.0	94	272	9.6	3.5	101
FOULUPS, BLEEPs & BLUNDERS		A 8861	8301	11.0	93.7	101	6685	10.9	75.4	100	5690	11.0	64.2	101	316	11.1	3.6	102
FOUR SEASONS		C 5095	4792	6.4	94.1	101	3631	5.9	71.3	95	3105	6.0	60.9	96	**147	5.2	2.9	82
GIMME A BREAK		N 8838	8265	11.0	93.5	100	6522	10.7	73.8	98	5545	10.7	62.7	98	*233	8.2	2.6	75
HART TO HART		A 8978	8340	11.1	92.9	100	6654	10.9	74.1	98	5728	11.1	63.8	100	*213	7.5	2.4	68
HILL STREET BLUES		N 8590	8003	10.6	93.2	100	6572	10.8	76.5	101	5533	10.7	64.4	101	256	9.0	3.0	85
HOTEL		A 14085	13051	17.3	92.7	100	10394	17.0	73.8	98	8794	17.0	62.4	98	411	14.5	2.9	83
JEFFERSONS		C 9360	8688	11.5	92.8	100	6743	11.0	72.0	96	5833	11.3	62.3	98	*281	9.9	3.0	86
JENNIFER SLEPT HERE		N 5841	5434	7.2	93.0	100	4124	6.8	70.6	94	3490	6.8	59.8	94	*161	5.7	2.8	79
KATE & ALLIE		C 9206	8745	11.6	95.0	102	6994	11.5	76.0	101	5971	11.6	64.9	102	*258	9.1	2.8	80
KNIGHT RIDER		N 7076	6646	8.8	93.9	101	5404	8.9	76.4	101	4687	9.1	66.2	104	*245	8.6	3.5	99
LOVE BOAT		A 12219	11333	15.0	92.7	100	8966	14.7	73.4	97	7406	14.4	60.6	95	348	12.3	2.8	81
MAGNUM PI		C 11199	10495	13.9	93.7	101	8705	14.3	77.7	103	7210	14.0	64.4	101	345	12.2	3.1	88
MAMA'S FAMILY		N 6057	5623	7.5	92.8	100	4358	7.1	71.9	95	3744	7.3	61.8	97	*167	5.9	2.8	79
MASTER, THE		N 3598	3284	4.4	91.3	98	2588	4.2	71.9	95	2176	4.2	60.5	95	**107	3.8	3.0	85
MATT HOUSTON		A 6344	5954	7.9	93.9	101	4951	8.1	78.0	104	4177	8.1	65.8	103	*216	7.6	3.4	97
NBC MONDAY NIGHT MOVIE		N 11994	11158	14.8	93.0	100	8981	14.7	74.9	99	7563	14.7	63.1	99	384	13.5	3.2	91
NBC NIGHTLY NEWS		N 5132	4765	6.3	92.8	100	3832	6.3	74.7	99	3165	6.1	61.7	97	130	4.6	2.5	72
NBC NIGHTLY NEWS-SAT		N 3375	3158	4.2	93.6	100	2436	4.0	72.2	96	1987	3.9	58.9	92	**174	2.6	2.2	63
NBC NIGHTLY NEWS-SUN		N 3130	2950	3.9	94.2	101	2391	3.9	76.4	101	1945	3.8	62.1	98	*887	3.1	2.8	79
NBC SUNDAY NIGHT MOVIE		N 8284	7788	10.3	94.0	101	6319	10.4	76.3	101	5330	10.3	64.3	101	*199	7.0	2.4	69
NEWHART		C 9240	8744	11.6	94.6	102	7110	11.6	76.9	102	6097	11.8	66.0	104	311	11.0	3.4	96
ONE DAY AT A TIME		C 7288	6799	9.0	93.3	100	5444	8.9	74.7	99	4768	9.2	65.4	103	*170	6.0	2.3	67
PEOPLE ARE FUNNY		N 4855	4509	6.0	92.9	100	3597	5.9	74.1	98	3003	5.8	61.9	97	*159	5.6	3.3	94
REAL PEOPLE		N 8869	8319	11.0	93.8	101	6711	11.0	75.7	100	5637	10.9	63.6	100	230	8.1	2.6	74
REMINGTON STEELE		N 7743	7229	9.6	93.4	100	5788	9.5	74.8	99	4941	9.6	63.8	100	219	7.7	2.8	81
RIPLEY'S BELIEVE IT - NOT		A 5345	5063	6.7	94.7	102	4137	6.8	77.4	103	3522	6.8	65.9	103	*227	8.0	4.2	121
RIPTIDE		N 6988	6617	8.8	94.7	102	5415	8.9	77.5	103	4633	9.0	66.3	104	*166	5.9	2.4	68
SCARECROW & MRS. KING		C 10002	9391	12.5	93.9	101	7621	12.5	76.2	101	6350	12.3	63.5	100	301	10.6	3.0	86
SIMON & SIMON		C 10638	10065	13.3	94.6	102	8149	13.3	76.6	102	6976	13.5	65.6	103	289	10.2	2.7	78
60 MINUTES		C 13293	12405	16.5	93.3	100	9854	16.1	74.1	98	8281	16.1	62.3	98	509	18.0	3.8	109
ST. ELSEWHERE		N 7017	6593	8.7	94.0	101	5343	8.8	76.1	101	4669	9.0	66.5	1				

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	AVOCADOS				BANANAS				BLUEBERRIES				CANTALOUPES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	13671	100.0	16.9	100	49681	100.0	61.3	100	4790	100.0	5.9	100	15066	100.0	18.6	100
18 - 24	9282	1616	11.8	17.4	103	5012	10.1	54.0	88	*521	10.9	5.6	95	1374	9.1	14.8	80
25 - 34	19072	3664	26.8	19.2	114	12582	25.3	66.0	108	1314	27.4	6.9	116	3368	22.4	17.7	95
35 - 44	14591	2616	19.1	17.9	106	9554	19.2	65.5	107	1165	24.3	8.0	135	3037	20.2	20.8	112
45 - 54	11345	1990	14.6	17.5	104	7271	14.6	64.1	104	619	12.9	5.5	92	2211	14.7	19.5	105
55 - 64	11635	1974	14.4	17.0	101	7243	14.6	62.3	101	566	11.8	4.9	82	2351	15.6	20.2	109
65 OR OLDER	15061	1810	13.2	12.0	71	8019	16.1	53.2	87	605	12.6	4.0	68	2725	18.1	18.1	97
18 - 34	28354	5281	38.6	18.6	110	17594	35.4	62.1	101	1835	38.3	6.5	109	4742	31.5	16.7	90
18 - 49	48339	8989	65.8	18.6	110	30583	61.6	63.3	103	3334	69.6	6.9	117	8871	58.9	18.4	99
25 - 54	45008	8270	60.5	18.4	109	29407	59.2	65.3	107	3098	64.7	6.9	116	8615	57.2	19.1	103
35 - 49	19985	3709	27.1	18.6	110	12989	26.1	65.0	106	1499	31.3	7.5	127	4129	27.4	20.7	111
50 OR OLDER	32647	4681	34.2	14.3	85	19097	38.4	58.5	95	1456	30.4	4.5	75	6195	41.1	19.0	102
GRADUATED COLLEGE	11155	3046	22.3	27.3	162	7801	15.7	69.9	114	1002	20.9	9.0	152	2346	15.6	21.0	113
ATTENDED COLLEGE	13682	2970	21.7	21.7	129	9346	18.8	68.3	111	904	18.9	6.6	112	3307	22.0	24.2	130
GRADUATED HIGH SCHOOL	33850	5251	38.4	15.5	92	21587	43.5	63.7	104	1996	41.7	5.9	100	6286	41.7	18.6	100
DID NOT GRADUATE HIGH SCHOOL	22270	2404	17.6	10.8	64	10946	22.0	49.2	80	888	18.5	4.0	67	3127	20.8	14.0	75
EMPLOYED	40306	7691	56.3	19.1	113	25750	51.8	63.9	104	2805	58.6	7.0	118	7823	51.9	19.4	104
EMPLOYED FULL-TIME	32850	6268	45.8	19.1	113	20584	41.4	62.7	102	2213	46.2	6.7	114	6272	41.6	19.1	103
EMPLOYED PART-TIME	7456	1423	10.4	19.1	113	5166	10.4	69.3	113	592	12.4	7.9	134	1551	10.3	20.8	112
NOT EMPLOYED	40680	5920	43.7	14.7	87	23931	48.2	58.8	96	1985	41.4	4.9	82	7243	48.1	17.8	96
PROFESSIONAL/MANAGER	10392	2579	18.9	24.8	147	7258	14.6	69.8	114	1033	21.6	9.9	168	2363	15.7	22.7	122
TECH/CLERICAL/SALES	17574	3575	26.2	20.3	121	11364	22.9	64.7	105	1175	24.5	6.7	113	3385	22.5	19.3	104
PRECISION/CRAFT	855	**237	1.7	24.1	143	634	1.3	64.4	105	**445	0.9	4.6	77	**219	1.5	22.2	120
OTHER EMPLOYED	11354	1300	9.5	11.4	68	6495	13.1	57.2	93	551	11.5	4.9	82	1856	12.3	16.3	88
SINGLE	9863	1868	13.7	18.9	112	5040	10.1	51.1	83	*551	11.5	5.6	94	1491	9.9	15.1	81
MARRIED	51375	8637	63.2	16.8	100	33988	68.4	66.2	108	3334	69.6	6.5	110	10434	69.3	20.3	109
DIVORCED/SEPARATED/WIDOWED	19748	3166	23.2	16.0	95	10653	21.4	53.9	88	905	18.9	4.6	77	3141	20.8	15.9	85
PARENTS	32590	5748	42.0	17.6	104	21596	43.5	66.3	108	2481	51.8	7.6	129	6125	40.7	18.8	101
WHITE	70416	12436	91.0	17.7	105	44950	90.5	63.8	104	4252	88.8	6.0	102	13739	91.2	19.5	105
BLACK	8778	652	4.8	7.4	44	3724	7.5	42.4	69	*375	7.8	4.3	72	1016	6.7	11.6	62
OTHER	1791	*523	4.3	32.6	193	1006	2.0	56.2	92	**162	3.4	9.0	153	**311	2.1	17.4	93
NORTHEAST-CENSUS	17786	1350	9.9	7.6	45	10865	21.9	61.1	100	1712	35.7	9.6	163	3141	20.8	17.7	95
NORTH CENTRAL	20741	2155	15.8	10.4	62	13600	27.4	65.6	107	957	20.0	4.6	78	3778	25.1	18.2	98
SOUTH	27775	3423	25.0	12.3	73	15465	31.1	55.7	91	1293	27.0	4.7	79	4821	32.0	17.4	93
WEST	14683	6743	49.3	45.9	272	9751	19.6	66.4	108	827	17.3	5.6	95	3326	22.1	22.7	122
NORTHEAST-MKTG.	17961	1393	10.2	7.8	46	10424	21.0	58.0	95	1703	35.6	9.5	160	3211	21.3	17.9	96
EAST CENTRAL	11885	863	6.3	7.3	43	7565	15.2	63.7	104	633	13.2	5.3	90	2063	13.7	17.4	93
WEST CENTRAL	14090	1946	14.2	13.8	82	9549	19.2	67.8	110	596	12.4	4.2	72	2639	17.5	18.7	101
SOUTH	24081	3357	24.6	13.9	83	13621	27.4	56.6	92	1084	22.6	4.5	76	4175	27.7	17.3	93
PACIFIC	12969	6112	44.7	47.1	279	8522	17.2	65.7	107	774	16.2	6.0	101	2978	19.8	23.0	123
COUNTY SIZE A	32439	6741	49.3	20.8	123	20063	40.4	61.8	101	2104	43.9	6.5	110	6787	45.0	20.9	112
COUNTY SIZE B	24915	3963	29.0	15.9	94	15369	30.8	61.7	101	1419	29.6	5.7	96	4169	27.7	16.7	90
COUNTY SIZE C	12930	2285	16.7	17.7	105	7992	16.1	61.8	101	774	16.2	6.0	101	2485	16.5	19.2	103
COUNTY SIZE D	10703	681	5.0	6.4	38	6257	12.6	58.5	95	*493	10.3	4.6	78	1625	10.8	15.2	82
METRO CENTRAL CITY	24518	*982	36.4	20.3	120	14290	28.8	58.3	95	1391	29.0	5.7	96	4648	30.9	19.0	102
METRO SUBURBAN	35919	*584	48.2	18.3	109	23136	46.6	64.4	105	2185	45.6	6.1	103	6842	45.4	19.0	102
NON METRO	20549	2105	15.4	10.2	61	12255	24.7	59.6	97	1214	25.3	5.9	100	3576	23.7	17.4	94
TOP 5 ADI'S	18341	4128	30.2	22.5	133	11096	22.3	60.5	99	1359	28.4	7.4	125	3850	25.6	21.0	113
TOP 10 ADI'S	25378	5393	39.4	21.3	126	15594	31.4	61.4	100	1880	39.2	7.4	125	5270	35.0	20.8	112
TOP 20 ADI'S	34468	7595	55.6	20.8	123	22333	45.0	61.2	100	2410	50.3	6.6	112	7440	49.4	20.4	110
HSHLD INC. \$50,000 OR MORE	6612	1860	13.6	28.1	167	5112	10.3	77.3	126	*617	12.9	9.3	158	1824	12.1	27.6	148
\$40,000 OR MORE	12659	3120	22.8	24.6	146	9245	18.6	73.0	119	1145	23.9	9.0	153	3359	22.3	26.5	143
\$30,000 OR MORE	24698	5654	41.4	22.9	136	17558	35.3	71.1	116	2040	42.6	8.3	140	6000	39.8	24.3	131
\$25,000 OR MORE	32077	7014	51.3	21.9	130	22547	45.4	70.3	115	2537	53.0	7.9	134	7376	49.0	23.0	124
\$20,000 - \$24,999	9144	1402	10.3	15.3	91	5544	11.8	63.9	104	578	12.1	6.3	107	1514	10.0	16.6	89
\$15,000 - \$19,999	8728	1415	10.4	16.2	96	5501	11.1	63.0	103	*388	8.1	4.4	75	1419	9.4	16.3	87
\$10,000 - \$14,999	12562	1889	13.8	15.0	89	5340	13.8	54.4	89	734	15.3	5.8	99	2102	14.0	16.7	90
UNDER \$10,000	18475	1952	14.3	10.6	63	8947	18.0	48.4	79	553	11.5	3.0	51	2654	17.6	14.4	77
HOUSEHOLD OF 1 PERSON	11987	1726	12.6	14.4	85	5837	11.8	49.1	80	538	11.2	4.5	76	1867	12.4	15.6	84
2 PEOPLE	26577	4607	33.7	17.3	103	16003	32.2	60.2	98	1171	24.4	4.4	74	4943	32.8	18.6	100
3 OR 4 PEOPLE	30617	5154	37.7	16.8	100	19987	40.2	65.3	106	2197	45.9	7.2	121	5907	39.2	19.3	104
5 OR MORE PEOPLE	11804	2184	16.0	18.5	110	7804	15.7	66.1	108	883	18.4	7.5	126	2350	15.6	19.9	107
NO CHILD IN HSHLD	46165	7529	55.1	16.3	97	26694	53.7	57.8	94	2244	46.8	4.9	82	8621	57.2	18.7	100
CHILD(REN) UNDER 2 YRS	5325	762	5.6	14.3	85	3318	6.7	62.3	102	*339	7.1	6.4	108	973	6.5	18.3	98
2 - 5 YEARS	14221	2803	20.5	19.7	117	9719	19.6	68.3	111	1184	24.7	8.3	141	2518	16.7	17.7	95
6 - 11 YEARS	15117	2649	19.4	17.5	104	9740	19.6	64.4	105	1095	22.9	7.2	122	2736	18.2	18.1	97
12 - 17 YEARS	16611	2932	21.4	17.7	105	10994	22.1	66.2	108	1191	24.9	7.2	121	3258	21.6	19.6	105
RESIDENCE OWNED	55884	9510	69.6	17.0	101	36802	74.1	65.9	107	3532	73.7	6.3	107	11507	76.4	20.6	111
VALUE: \$50,000 OR MORE	31744	6867	50.2	21.6	128	21943	44.2	69.1	113	2446	51.1	7.7	130	7392	49.1	23.3	125
VALUE: UNDER \$50,000	24140	2643	19.3	10.9	65	14859	29.9	61.6	100	1086	22.7	4.5	76	4116	27.3	17.1	92

		TOTAL U.S. '000	AVOCADOS				BANANAS				BLUEBERRIES				CANTALOUPES			
		'000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	13671	100.0	16.9	100	49681	100.0	61.3	100	4790	100.0	5.9	100	15066	100.0	18.6	100
MAGAZINES	QUINTILE 1	15799	3040	22.2	19.2	114	10416	21.0	65.9	107	1242	25.9	7.9	133	3427	22.7	21.7	117
	QUINTILE 2	17259	3288	24.1	19.1	113	11282	22.7	65.4	107	1234	25.8	7.1	121	4046	26.9	23.4	126
	QUINTILE 3	13545	2557	18.7	18.9	112	8587	17.3	63.4	103	926	19.3	6.8	116	2363	15.7	17.4	94
	QUINTILE 4	15133	2599	19.0	17.2	102	9218	18.6	60.9	99	718	15.0	4.7	80	2532	16.8	16.7	90
	QUINTILE 5	19250	2187	16.0	11.4	67	10176	20.5	52.9	86	670	14.0	3.5	59	2699	17.9	14.0	75
NEWSPAPERS	QUINTILE 1	12413	1946	14.2	15.7	93	7745	15.6	62.4	102	940	19.6	7.6	128	2590	17.2	20.9	112
	QUINTILE 2	24116	4488	32.8	18.6	110	15778	31.8	65.4	107	1589	33.2	6.6	111	5053	33.5	21.0	113
	QUINTILE 3	11261	2018	14.8	17.9	106	7271	14.6	64.6	105	710	14.8	6.3	107	2080	13.8	18.5	99
	QUINTILE 4	20255	3218	23.5	15.9	94	12145	24.4	60.0	98	978	20.4	4.8	82	3396	22.5	16.8	90
	QUINTILE 5	12940	2002	14.6	15.5	92	6742	13.6	52.1	85	*573	12.0	4.4	75	1947	12.9	15.0	81
OUTDOOR	QUINTILE 1	14852	2799	20.5	18.8	112	9951	20.0	67.0	109	1055	22.0	7.1	120	2709	18.0	18.2	98
	QUINTILE 2	15725	2489	18.2	15.8	94	9842	19.8	62.6	102	976	20.4	6.2	105	3092	20.5	19.7	106
	QUINTILE 3	16330	3184	23.3	19.5	116	10056	20.2	61.6	100	876	18.3	5.4	91	3139	20.8	19.2	103
	QUINTILE 4	16744	2532	18.5	15.1	90	9665	19.5	57.7	94	908	19.0	5.4	92	2902	19.3	17.3	93
	QUINTILE 5	17334	2688	19.5	15.4	91	10167	20.5	58.7	96	975	20.4	5.6	95	3225	21.4	18.6	100
RADIO-DRIVE TIME	QUINTILE 1	15911	2514	18.4	15.8	94	10104	20.3	63.5	104	1030	21.5	6.5	109	3119	20.7	19.6	105
	QUINTILE 2	14837	2552	18.7	17.2	102	9340	18.8	63.0	103	956	20.0	6.4	109	2657	17.6	17.9	96
	QUINTILE 3	15339	2648	19.4	17.3	102	9242	18.6	60.3	98	1099	22.9	7.2	121	3008	20.0	19.6	105
	QUINTILE 4	16723	2861	20.9	17.1	101	10059	20.2	60.2	98	828	17.3	5.0	84	3002	19.9	18.0	96
	QUINTILE 5	18176	3096	22.6	17.0	101	10936	22.0	60.2	98	877	18.3	4.8	82	3280	21.8	18.0	97
RADIO-MID- DAY	TERCILE 1	21020	3306	24.2	15.7	93	12990	26.1	61.8	101	1218	25.4	5.8	98	4313	28.6	20.5	110
	TERCILE 2	21610	3730	27.3	17.3	102	13479	27.1	62.4	102	1269	26.5	5.9	99	3826	25.4	17.7	95
	TERCILE 3	38355	6635	48.5	17.3	102	23212	46.7	60.5	99	2303	48.1	6.0	102	6926	46.0	18.1	97
RADIO-TOTAL	QUINTILE 1	15988	2575	18.8	16.1	95	9863	19.9	61.7	101	910	19.0	5.7	96	3168	21.0	19.8	107
	QUINTILE 2	15626	2525	18.5	16.2	96	9503	19.1	60.8	99	1054	22.0	6.7	114	2905	19.3	18.6	100
	QUINTILE 3	16723	3259	23.8	19.5	115	10679	21.5	63.9	104	1036	21.6	6.2	105	3423	22.7	20.5	110
	QUINTILE 4	16342	2773	20.3	17.0	101	9911	19.9	60.6	99	937	19.6	5.7	97	2660	17.7	16.3	87
	QUINTILE 5	16306	2539	18.6	15.6	92	9725	19.6	59.6	97	853	17.8	5.2	88	2910	19.3	17.8	96
TV-PRIME TIME	QUINTILE 1	15953	2526	18.5	15.8	94	9603	19.3	60.2	98	709	14.8	4.4	75	3099	20.6	19.4	104
	QUINTILE 2	16137	2705	19.8	16.8	99	10114	20.4	62.7	102	1176	24.6	7.3	123	2903	19.3	18.0	97
	QUINTILE 3	16420	2774	20.3	16.9	100	10082	20.3	61.4	100	910	19.0	5.5	94	3195	21.2	19.5	105
	QUINTILE 4	16687	3017	22.1	18.1	107	10502	21.1	62.9	103	1006	21.0	6.0	102	2969	19.7	17.8	96
	QUINTILE 5	15789	2649	19.4	16.8	99	9380	18.9	59.4	97	989	20.6	6.3	106	2900	19.2	18.4	99
TV-DAYTIME	TERCILE 1	27736	3793	27.7	13.7	81	16187	32.6	58.4	95	1355	28.3	4.9	83	4738	31.4	17.1	92
	TERCILE 2	26489	4204	30.8	15.9	94	16240	32.7	61.3	100	1627	34.0	6.1	104	4628	30.7	17.5	94
	TERCILE 3	26761	5674	41.5	21.2	126	17255	34.7	64.5	105	1807	37.7	6.8	114	5700	37.8	21.3	114
TV-TOTAL	QUINTILE 1	16345	2369	17.3	14.5	86	9131	18.4	55.9	91	682	14.2	4.2	71	2746	18.2	16.8	90
	QUINTILE 2	16447	2360	17.3	14.3	85	9780	19.7	59.5	97	977	20.4	5.9	100	3222	21.4	19.6	105
	QUINTILE 3	15980	2860	20.9	17.9	106	10386	20.9	65.0	106	944	19.7	5.9	100	2976	19.8	18.6	100
	QUINTILE 4	15887	3095	22.6	19.5	115	10222	20.6	64.3	105	1064	22.2	6.7	113	2955	19.6	18.6	100
	QUINTILE 5	16326	2987	21.8	18.3	108	10162	20.5	62.2	101	1122	23.4	6.9	116	3167	21.0	19.4	104
MAGAZINES-NEWSPAPERS: DUAL		20721	3867	28.2	18.6	110	13799	27.8	66.6	109	1789	37.3	8.6	146	4861	32.3	23.5	126
MAGAZINE IMPERATIVE		19186	3793	27.7	19.8	117	12149	24.5	63.3	103	1158	24.2	6.0	102	3717	24.7	19.4	104
NEWSPAPER IMPERATIVE		21899	3478	25.4	15.9	94	13530	27.2	61.8	101	1150	24.0	5.3	89	3767	25.0	17.2	92
MAGAZINES-OUTDOOR: DUAL		15451	3180	23.3	20.6	122	10541	21.2	68.2	111	1232	25.7	8.0	135	3466	23.0	22.4	121
MAGAZINE IMPERATIVE		25953	4769	34.9	18.4	109	16275	32.8	62.7	102	1797	37.5	6.9	117	5559	36.9	21.4	115
OUTDOOR IMPERATIVE		24400	3844	28.1	15.8	93	14658	29.5	60.1	98	1218	25.4	5.0	84	3808	25.3	15.6	84
MAGAZINES-RADIO: DUAL		18049	3350	24.5	18.6	110	11642	23.4	64.5	105	1329	27.7	7.4	124	3806	25.3	21.1	113
MAGAZINE IMPERATIVE		23571	4584	33.5	19.4	115	15442	31.1	65.5	107	1681	35.1	7.1	121	5108	33.9	21.7	116
RADIO IMPERATIVE		23278	3406	24.9	14.6	87	13697	27.6	58.8	96	1176	24.6	5.1	85	3904	25.9	16.8	90
MAGAZINES-TELEVISION: DUAL		15459	2594	19.0	16.8	99	9506	19.1	61.5	100	948	19.8	6.1	104	3089	20.5	20.0	107
MAGAZINE IMPERATIVE		25329	5262	38.5	20.4	121	17453	35.1	67.6	110	2093	43.7	8.1	137	5646	37.5	21.9	118
TELEVISION IMPERATIVE		26039	3585	26.2	13.8	82	14774	29.7	56.7	92	1195	24.9	4.6	78	4295	28.5	16.5	89
NEWSPAPERS-OUTDOOR: DUAL		16605	3040	22.2	18.3	108	11136	22.4	67.1	109	1195	24.9	7.2	122	3497	23.2	21.1	113
NEWSPAPER IMPERATIVE		26834	4523	33.1	16.9	100	16658	33.5	62.1	101	1716	35.8	6.4	108	5488	36.4	20.5	110
OUTDOOR IMPERATIVE		23346	4105	30.0	17.6	104	14162	28.5	60.7	99	1310	27.3	5.6	95	4017	26.7	17.2	92
NEWSPAPERS-RADIO: DUAL		17133	2810	20.6	16.4	97	10917	22.0	63.7	104	1234	25.8	7.2	122	3360	22.3	19.6	105
NEWSPAPER IMPERATIVE		25392	4800	35.1	18.5	110	16794	33.8	64.9	106	1707	35.6	6.6	111	5458	36.2	21.1	113
RADIO IMPERATIVE		23167	3877	28.4	16.7	99	13880	27.9	59.8	98	1273	26.6	5.5	93	4361	28.9	18.8	101
NEWSPAPERS-TELEVISION: DUAL		17159	2721	19.9	15.9	94	10706	21.5	62.4	102	1026	21.4	6.0	101	3519	23.4	20.5	110
NEWSPAPER IMPERATIVE		26214	5102	37.3	19.5	115	17409	35.0	66.4	108	1923	40.1	7.3	124	5368	35.6	20.5	110
TELEVISION IMPERATIVE		23412	3270	23.9	14.0	83	13104	26.4	56.0	91	1042	21.8	4.5	75	3697	24.5	15.8	85
OUTDOOR-RADIO: DUAL		15303	2622	19.2	17.1	101	9903	19.9	64.7	105	1042	21.8	6.8	115	2986	19.8	19.5	105
OUTDOOR IMPERATIVE		24901	4518	33.0	18.1	107	15737	31.7	63.2	103	15							

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	AVOCADOS				BANANAS				BLUEBERRIES				CANTALOUPES			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	13671	100.0	16.9	100	49681	100.0	61.3	100	4790	100.0	5.9	100	15066	100.0	18.6	100
ATLANTIC MONTHLY	415	**69	0.5	16.6	98	263	0.5	63.4	103	**48	1.0	11.6	196	**127	0.8	30.6	165
BARRON'S	453	**162	1.2	35.8	212	345	0.7	76.2	124	**96	2.0	21.2	358	**120	0.8	26.5	142
BETTER HOMES & GARDENS	16256	2745	20.1	16.9	100	10710	21.6	65.9	107	1219	25.4	7.5	127	3415	22.7	21.0	113
BON APPETIT	2535	867	6.3	34.2	203	1728	3.5	68.2	111	221	4.6	8.7	147	525	3.5	20.7	111
BUSINESS WEEK	1278	281	2.1	22.0	130	710	1.4	55.6	91	**139	2.9	10.9	184	268	1.8	21.0	113
CAR AND DRIVER	378	**33	0.2	8.7	52	*260	0.5	68.8	112	**13	0.3	3.4	58	**92	0.6	24.3	131
CBS MAGAZINE NETWORK (GROSS)	1498	*289	2.1	19.3	114	912	1.8	60.9	99	**84	1.8	5.6	95	*304	2.0	20.3	109
CHANGING TIMES	1505	255	1.9	16.9	100	986	2.0	65.5	107	**175	3.7	11.6	197	425	2.8	28.2	152
COLONIAL HOMES	1231	*189	1.4	15.4	91	846	1.7	68.7	112	*171	3.6	13.9	235	256	1.7	20.8	112
CONDE NAST MAG. PKG. (GROSS)	14146	2934	21.5	20.7	123	8888	17.9	62.8	102	1322	27.6	9.3	158	3235	21.5	22.9	123
CONSUMERS DIGEST	1323	*251	1.8	19.0	112	845	1.7	63.9	104	**113	2.4	8.5	144	*293	1.9	22.1	119
COSMOPOLITAN	7102	1456	10.7	20.5	121	4353	8.8	61.3	100	518	10.8	7.3	123	1533	10.2	21.6	116
COUNTRY LIVING	2481	480	3.5	19.3	115	1792	3.6	72.2	118	*179	3.7	7.2	122	667	4.4	26.9	145
CUISINE	1472	369	2.7	25.1	149	858	1.7	58.3	95	**100	2.1	6.8	115	329	2.2	22.4	120
CYCLE WORLD	425	**95	0.7	22.4	132	*301	0.6	70.8	115	**22	0.5	5.2	88	**134	0.9	31.5	169
DCI:CREATIVE IDEAS FOR LIV	2510	406	3.0	16.2	96	1730	3.5	68.9	112	*164	3.4	6.5	110	521	3.5	20.8	112
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1198	8.8	17.9	106	4586	9.2	68.5	112	430	9.0	6.4	109	1476	9.8	22.0	119
DISCOVER	894	*174	1.3	19.5	115	536	1.1	60.0	98	**29	0.6	3.2	55	*161	1.1	18.0	97
EBONY	3507	322	2.4	9.2	54	1486	3.0	42.4	69	*119	2.5	3.4	57	426	2.8	12.1	65
ESQUIRE	1083	*159	1.2	14.7	87	555	1.1	51.2	84	**81	1.7	7.5	126	*204	1.4	18.8	101
ESSENCE	1830	*206	1.5	11.3	67	865	1.7	47.3	77	**66	1.4	3.6	61	250	1.7	13.7	73
FAMILY CIRCLE	15930	2616	19.1	16.4	97	10502	21.1	65.9	107	1167	24.4	7.3	124	2225	21.4	20.2	109
THE FAMILY HANDYMAN	1126	*117	0.9	10.4	62	757	1.5	67.2	110	**113	2.4	10.0	170	*226	1.5	20.1	108
FAMILY WEEKLY	11468	2137	15.6	18.6	110	7446	15.0	64.9	106	780	16.3	6.8	115	2382	15.8	20.8	112
FIELD & STREAM	2234	*282	2.1	12.6	75	1619	3.3	72.5	118	**144	3.0	6.4	109	532	3.5	23.8	128
FOOD & WINE	579	*141	1.0	24.4	144	361	0.7	62.3	102	**36	0.8	6.2	105	*94	0.6	16.2	87
FORBES	728	*243	1.8	33.4	198	486	1.0	66.8	109	**109	2.3	15.0	253	*151	1.0	20.7	111
FORTUNE	906	*237	1.7	26.2	155	610	1.2	67.3	110	**163	3.4	18.0	304	*218	1.4	24.1	129
GENTLEMEN'S QUARTERLY	791	*177	1.3	22.4	133	488	1.0	61.7	101	**121	2.5	15.3	259	*122	0.8	15.4	83
GLAMOUR	5265	1142	8.4	21.7	128	3255	6.6	61.8	101	477	10.0	9.1	153	1152	7.6	21.9	118
GOLF DIGEST	636	**127	0.9	20.0	118	454	0.9	71.4	116	**53	1.1	8.3	141	*199	1.3	31.3	168
GOLF DIGEST/TENNIS (GROSS)	1186	*292	2.1	24.6	146	807	1.6	68.0	111	**83	1.7	7.0	118	*299	2.0	25.2	136
GOLF MAGAZINE	441	**102	0.7	23.1	137	345	0.7	78.2	128	**46	1.0	10.4	176	**108	0.7	24.5	132
GOLF MAGAZINE/SKI (GROSS)	922	*205	1.5	22.2	132	657	1.3	71.3	116	**93	1.9	10.1	171	*231	1.5	25.1	135
GOOD HOUSEKEEPING	16487	2629	19.2	15.9	94	11021	22.2	66.8	109	1296	27.1	7.9	133	3563	23.6	21.6	116
HARPER'S BAZAAR	2423	520	3.8	21.5	127	1562	3.1	64.5	105	*226	4.7	9.3	158	503	3.3	20.8	112
HEALTH	1994	*287	2.1	14.4	85	1346	2.7	67.5	110	**152	3.2	7.6	129	410	2.7	20.6	111
HEARST MAG CORP. BUY (GROSS)	44101	7853	57.4	17.8	105	29134	58.6	66.1	108	3449	72.0	7.8	132	9519	53.2	21.6	116
HEARST MAN POWER (GROSS)	1993	246	1.8	12.3	73	1328	2.7	66.6	109	*190	4.0	9.5	161	405	2.7	20.3	109
HEARST WOMAN POWER (GROSS)	31274	5439	39.8	17.4	103	20567	41.4	65.8	107	2294	47.9	7.3	124	6602	43.8	21.1	113
HOUSE BEAUTIFUL	3623	748	5.5	20.6	122	2346	4.7	64.8	106	308	6.4	8.5	144	841	5.6	23.2	125
INC.	283	**76	0.6	26.9	159	*153	0.3	54.1	88	**47	1.0	16.6	281	**64	0.4	22.6	122
JET	2928	262	1.9	8.9	53	1309	2.6	44.7	73	*131	2.7	4.5	76	439	2.9	15.0	81
LADIES' HOME JOURNAL	11918	2076	15.2	17.4	103	7942	16.0	66.6	109	768	16.0	6.4	109	2589	17.2	21.7	117
LHJ FAMILY GRP COMBO(GROSS)	16764	2792	20.4	16.7	99	11271	22.7	67.2	110	1075	22.4	6.4	108	3583	23.8	21.4	115
LIFE	4254	884	6.5	20.8	123	2695	5.4	63.4	103	241	5.0	5.7	96	1008	6.7	23.7	127
L.A. TIMES HOME MAGAZINE	1145	623	4.6	54.4	322	844	1.7	73.7	120	**89	1.9	7.8	131	261	1.7	22.8	123
MADAMEELLE	2884	574	4.2	19.9	118	1813	3.6	62.9	102	*262	5.5	9.1	154	672	4.5	23.3	125
MC CALL'S	13460	2181	16.0	16.2	96	8786	17.7	65.3	106	991	20.7	7.4	124	2630	18.8	21.0	113
MC CALL'S/WRK MOTHER (GROSS)	14606	2383	17.4	16.3	97	9634	19.4	66.0	108	1056	22.0	7.2	122	3046	20.2	20.9	112
MECHANIX ILLUSTRATED	772	**87	0.6	11.3	67	538	1.1	69.7	114	**77	1.6	10.0	169	*182	1.2	23.6	127
METROPOLITAN HOME	967	*205	1.5	21.2	126	653	1.3	67.5	110	**78	1.6	8.1	136	215	1.4	22.2	120
MONEY	1588	413	3.0	26.0	154	1012	2.0	63.7	104	*204	4.3	12.8	217	383	2.5	24.1	130
MOTHER EARTH NEWS	1002	*235	1.7	23.5	139	743	1.5	74.2	121	*122	2.5	12.2	206	*232	1.5	23.2	124
MS.	825	241	1.8	29.2	173	524	1.1	63.5	104	**65	1.4	7.9	133	*177	1.2	21.5	115
NATIONAL ENQUIRER	10336	1755	12.8	17.0	101	6039	12.2	58.4	95	601	12.5	5.8	98	1855	12.3	17.9	96
NATIONAL GEOGRAPHIC	9597	2344	17.1	24.4	145	6783	13.7	70.7	115	**55	17.8	8.9	151	2158	14.3	22.5	121
NATIONAL SUNDAY MAGAZINE PKG	49558	8883	65.0	17.9	106	31688	63.8	63.9	104	3257	68.0	6.6	111	10021	66.5	20.2	109
NATURAL HISTORY	573	*167	1.2	29.1	173	396	0.8	69.1	113	**17	0.4	3.0	50	**188	1.2	32.8	176
NEW WOMAN	1699	297	2.2	17.5	104	1103	2.2	64.9	106	**82	1.7	4.8	82	329	2.2	19.4	104
NEW YORK INCLUDING CUE	443	*109	0.8	24.6	146	268	0.5	60.5	99	**42	0.9	9.5	160	**102	0.7	23.0	124
THE NEW YORKER	1270	281	2.1	22.1	131	817	1.6	64.3	105	*110	2.3	8.7	146	285	1.9	22.4	121
NEWSWEEK	6277	1359	9.9	21.7	128	4201	8.5	66.9	109	569	11.9	9.1	153	1449	9.6	23.1	124
THE N.Y. TIMES DAILY EDITION	1205	*187	1.4	15.5	92	826	1.7	68.5	112	*157	3.3	13.0	220	253	1.7	21.0	113
THE N.Y. TIMES MAGAZINE	2081	360	2.6	17.3	102	1376	2.8	66.1	108	317	6.6	15.2	258	*80	3.2	23.1	124
OWN	788	*171	1.3	21.7	129	532	1.1	67.5	110	**21	0.4	2.7	45	*170	1.1	21.6	116
ON CABLE	1158	**122	0.9	10.5	62	705	1.4	60.9	99	**48	1.0	4.1	70	*285	1.9	24.9	134
1001 HOME IDEAS	2852	430	3.1	15.1	89	1983	4.0	69.5	113	*154	3.2	5.4	91	584	3.9	20.5	110
ORGANIC GARDENING	1658	375	2.7	22.6	134	1228	2.5	74.1	121	**89	1.9	5.4	91	408	2.7	24.6	132
OUTDOOR LIFE	896	**64	0.5	7.1	42	598	1.2	66.7	109	**51	1.1	5.7	96	*218	1.4	24.3	131
PARADE MAGAZINE	24275	4312	31.5	17.8	105	15084	30.4	62.1	101	1683	35.1	6.9	117	4874	32.4	20.1	108

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	AVOCADOS				BANANAS				BLUEBERRIES				CANTALOUPE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	13671	100.0	16.9	100	49681	100.0	61.3	100	4790	100.0	5.9	100	15066	100.0	18.6	100
PARENTS	3845	571	4.2	14.9	88	2699	5.4	70.2	114	*248	5.2	6.4	109	782	5.2	20.3	109
PENTHOUSE	831	**115	0.8	13.8	82	447	0.9	53.8	88	**29	0.6	3.5	59	**159	1.1	19.1	103
PEOPLE	11645	2593	19.0	22.3	132	7575	15.2	65.0	106	799	16.7	6.9	116	2514	16.7	21.6	116
PLAYBOY	2006	313	2.3	15.6	92	1188	2.4	59.2	97	**69	1.4	3.4	58	342	2.3	17.0	92
POPULAR HOT RODDING	297	**17	0.1	5.7	34	*181	0.4	60.9	99	**11	0.2	3.7	63	**63	0.4	21.2	114
POPULAR MECHANICS	1018	**108	0.8	10.6	63	624	1.3	61.3	100	**83	1.7	8.2	138	*185	1.2	18.2	98
POPULAR SCIENCE	878	*168	1.2	19.1	113	534	1.1	60.8	99	**46	1.0	5.2	89	*211	1.4	24.0	129
PREVENTION	3913	771	5.6	19.7	117	2556	5.1	65.3	106	267	5.6	6.8	115	948	6.3	24.2	130
PSYCHOLOGY TODAY	1710	287	2.1	16.8	99	1197	2.4	70.0	114	*118	2.5	6.9	117	383	2.5	22.4	120
READER'S DIGEST	22204	3889	28.4	17.5	104	14586	29.4	65.7	107	1575	32.9	7.1	120	4807	31.9	21.6	116
REDBOOK	7684	1354	9.9	17.6	104	5193	10.5	67.6	110	479	10.0	6.2	105	1507	10.0	19.6	105
ROAD & TRACK	410	**83	0.6	20.2	120	*273	0.5	66.6	109	**16	0.3	3.9	66	**72	0.5	17.6	94
ROLLING STONE	969	*211	1.5	21.8	129	608	1.2	62.7	102	**97	2.0	10.0	169	*171	1.1	17.6	95
RUNNER'S WORLD	298	**76	0.6	25.5	151	*228	0.5	76.5	125	**60	1.3	20.1	340	**113	0.8	37.9	204
SATURDAY EVENING POST	1169	*213	1.6	18.2	108	747	1.5	63.9	104	**48	1.0	4.1	69	*254	1.7	21.7	117
SCIENCE 84	587	*192	1.4	32.7	194	402	0.8	68.5	112	**30	0.6	5.1	86	**91	0.6	15.5	83
SCIENCE DIGEST	482	**94	0.7	19.5	116	314	0.6	65.1	106	**42	0.9	8.7	147	**98	0.7	20.3	109
SCIENTIFIC AMERICAN	594	*135	1.0	22.7	135	420	0.8	70.7	115	**40	0.8	6.7	114	*145	1.0	24.4	131
SELF	2089	394	2.9	18.9	112	1361	2.7	65.2	106	*267	5.6	12.8	216	390	2.6	18.7	100
SEVENTEEN	2411	414	3.0	17.2	102	1491	3.0	61.8	101	*142	3.0	5.9	100	419	2.8	17.4	93
SKI	480	**103	0.8	21.5	127	312	0.6	65.0	106	**48	1.0	10.0	169	**123	0.8	25.6	138
SMITHSONIAN	2760	764	5.6	27.7	164	1913	3.9	69.3	113	275	5.7	10.0	168	667	4.4	24.2	130
SOAP OPERA DIGEST	3013	306	2.2	10.2	60	1644	3.3	54.6	89	*154	3.2	5.1	86	498	3.3	16.5	89
SOUTHERN LIVING	4184	792	5.8	18.9	112	2856	5.7	68.3	111	*266	5.6	6.4	107	955	6.3	22.8	123
SOUTH	559	**21	0.2	3.8	22	257	0.5	46.0	75	**15	0.3	2.7	45	**101	0.7	18.1	97
THE SPORTING NEWS	436	**40	0.3	9.2	54	*338	0.7	77.5	126	**20	0.4	4.6	78	**133	0.9	30.5	164
SPORTS AFIELD	493	**44	0.3	8.9	53	390	0.8	79.1	129	**65	1.4	13.2	223	**123	0.8	24.9	134
SPORTS ILLUSTRATED	2758	381	2.8	13.8	82	1787	3.6	64.8	106	*188	3.9	6.8	115	727	4.8	26.4	142
STAR	7456	1173	8.6	15.7	93	4159	8.4	55.8	91	299	6.2	4.0	68	1303	8.6	17.5	94
SUNDAY	24936	4292	31.4	17.2	102	15759	31.7	63.2	103	1660	34.7	6.7	113	5161	34.3	20.7	111
SUNSET	2124	1046	7.7	49.2	292	1700	3.4	80.0	130	*160	3.3	7.5	127	619	4.1	29.1	157
TV GUIDE	21661	3904	28.6	18.0	107	13033	26.2	60.2	98	1401	29.2	6.5	109	3984	26.4	18.4	99
TENNIS	550	*165	1.2	30.0	178	353	0.7	64.2	105	**30	0.6	5.5	92	**100	0.7	18.2	98
TIME	2880	2018	14.8	22.7	135	5927	11.9	66.7	109	694	14.5	7.8	132	1855	12.3	20.9	112
TOWN & COUNTRY	917	*194	1.4	21.2	125	600	1.2	65.4	107	**75	1.6	8.2	138	*217	1.4	23.7	127
TRAVEL & LEISURE	972	245	1.8	25.2	149	710	1.4	73.0	119	**102	2.1	10.5	177	298	2.0	30.7	165
TRUE STORY	3356	368	2.7	11.0	65	1878	3.8	56.0	91	**178	3.7	5.3	90	500	3.3	14.9	80
U.S. NEWS & WORLD REPORT	3410	715	5.2	21.0	124	2188	4.4	64.2	105	*201	4.2	5.9	100	813	5.4	23.8	128
USA TODAY	1759	316	2.3	18.0	106	1213	2.4	69.0	112	*125	2.6	7.1	120	372	2.5	21.1	114
US	1873	291	2.1	15.5	92	1135	2.3	60.6	99	**103	2.2	5.5	93	389	2.6	20.8	112
VOGUE	3909	824	6.0	21.1	125	2460	5.0	62.9	103	315	6.6	8.1	136	1021	6.8	26.1	140
WALL STREET JOURNAL	1886	495	3.6	26.2	155	1363	2.7	72.3	118	**188	3.9	10.0	169	491	3.3	26.0	140
WEIGHT WATCHERS	2120	357	2.6	16.8	100	1395	2.8	65.8	107	*134	2.8	6.3	107	359	2.4	16.9	91
WOMAN'S DAY	14172	2427	17.8	17.1	101	9346	18.8	65.9	108	970	20.3	6.8	116	2807	18.6	19.8	106
WORKING MOTHER	1146	*202	1.5	17.6	104	849	1.7	74.1	121	**65	1.4	5.7	96	*215	1.4	18.8	101
WORKING WOMAN	1322	310	2.3	23.4	139	896	1.8	67.8	110	*131	2.7	9.9	168	289	1.9	21.9	118
WORLD TENNIS	*163	**54	0.4	33.1	196	*109	0.2	66.9	109	**20	0.4	12.3	207	**34	0.2	20.9	112
ZIFF-DAVIS MAG NETWK (GROSS)	2532	444	3.2	17.5	104	1649	3.3	65.1	106	*174	3.6	6.9	116	463	3.1	18.3	98
BLAIR INSERTS	43657	7750	56.7	17.8	105	27823	56.0	63.7	104	2995	62.5	6.9	116	8855	58.8	20.3	109
DAILY NEWSPAPERS																	
READ ANY	51633	8713	63.7	16.9	100	32926	66.3	63.8	104	3280	68.5	6.4	107	10294	68.3	19.9	107
READ ONE	43463	7404	54.2	17.0	101	27706	55.8	63.7	104	2670	55.7	6.1	104	8639	57.3	19.9	107
READ TWO OR MORE	8170	1309	9.6	16.0	95	5219	10.5	63.9	104	609	12.7	7.5	126	1654	11.0	20.2	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	9457	69.2	18.0	106	33682	67.8	63.9	104	3527	73.6	6.7	113	10512	69.8	20.0	107
READ ONE	46126	8263	60.4	17.9	106	29263	58.9	63.4	103	3046	63.6	6.6	112	8990	59.7	19.5	105
READ TWO OR MORE	6552	1194	8.7	18.2	108	4419	8.9	67.4	110	482	10.1	7.4	124	1523	10.1	23.2	125
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.57				28.86				30.63				27.63			
30 DAY REACH	71455	12076	88.3	16.9	100	44006	88.6	61.6	100	4300	89.8	6.0	102	13248	87.9	18.5	100
50 SHWG - 30 DAY AV FREQ	14.56	15.47				15.22				16.25				14.66			
30 DAY REACH	67742	11583	84.7	17.1	101	41860	84.3	61.8	101	4061	84.8	6.0	101	12512	83.0	18.5	99
25 SHWG - 30 DAY AV FREQ	7.94	8.37				8.25				9.01				7.93			
30 DAY REACH	62117	10728	78.5	17.3	102	38595	77.7	62.1	101	3662	76.5	5.9	100	11564	76.8	18.6	100
CABLE TV: HOME WIRED	32077	5845	42.8	18.2	108	20932	42.1	65.3	106	1706	35.6	5.3	90	6205	41.2	19.3	104
HOME NOT WIRED	48909	7825	57.2	16.0	95	28748	57.9	58.8	96	3083	64.4	6.3	107	8861	58.8	18.1	97
HAVE PAY CABLE	15935	3120	22.8	19.6	116	10780	21.7	67.6	110	1035	21.6	6.5	110	3577	23.7	22.4	121

	TOTAL U.S. '000	AVOCADOS				BANANAS				BLUEBERRIES				CANTALOUPES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	50716	13671	100.0	16.9	100	49681	100.0	61.3	100	4790	100.0	5.9	100	15066	100.0	18.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7586	55.5	17.3	102	27630	55.6	62.9	103	2774	57.9	6.3	107	8387	55.7	19.1	103
10:00 AM - 3:00 PM	30659	5120	37.5	16.7	99	19132	38.5	62.4	102	1815	37.9	5.9	100	5910	39.2	19.3	104
3:00 PM - 7:00 PM	31045	5465	40.0	17.6	104	19608	39.5	63.2	103	2062	43.0	6.6	112	5956	39.5	19.2	103
7:00 PM - MIDNIGHT	15767	2891	21.1	18.3	109	9640	19.4	61.1	100	1013	21.1	6.4	109	3135	20.8	19.9	107
MIDNIGHT - 6:00 AM	9120	1572	11.5	17.2	102	5532	11.2	60.9	99	528	11.0	5.8	98	1696	11.3	18.6	100
6:00 AM - MIDNIGHT	58527	10077	73.7	17.2	102	36563	73.6	62.5	102	3570	74.5	6.1	103	11040	73.3	18.9	101
ENTIRE DAY	59311	10191	74.5	17.2	102	36985	74.4	62.4	102	3592	75.0	6.1	102	11141	73.9	18.8	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2789	20.4	17.2	102	10290	20.7	63.6	104	997	20.8	6.2	104	3024	20.1	18.7	101
ALL NEWS	2256	502	3.7	22.3	132	1293	2.6	57.3	93	*171	3.6	7.6	128	426	2.8	18.9	102
AOR/PROGRESSIVE	3874	796	5.8	20.5	122	2406	4.8	62.1	101	*257	5.4	6.6	112	668	4.4	17.2	93
BEAUTIFUL MUSIC	5660	907	6.6	16.0	95	3859	7.4	64.6	105	330	6.9	5.8	99	1271	8.4	22.5	121
BLACK	2204	260	1.9	11.8	70	1112	2.2	50.5	82	**60	1.3	2.7	46	317	2.1	14.4	77
CLASSICAL	1418	387	2.8	27.3	162	919	1.8	64.8	106	**139	2.9	9.8	166	299	2.0	21.1	113
CHR/ROCK	*538	1645	12.0	17.2	102	6124	12.3	64.2	105	644	13.4	6.8	114	1875	12.4	19.7	106
COUNTRY	12648	1922	14.1	15.2	90	7970	16.0	63.0	103	740	15.4	5.9	99	2209	14.7	17.5	94
GOLDEN OLDIES	1191	*165	1.2	13.9	82	641	1.3	53.8	88	**56	1.2	4.7	79	*201	1.3	16.9	91
MOR/NOSTALGIA	4757	1034	7.6	21.7	129	3207	6.5	67.4	110	393	8.2	8.3	140	1071	7.1	22.5	121
NEWS/TALK	3863	737	5.4	19.1	113	2453	4.9	63.5	104	268	5.6	6.9	117	995	6.6	25.8	138
RELIGIOUS	3084	527	3.9	17.1	101	1719	3.5	55.7	91	**133	2.8	4.3	73	492	3.3	16.0	86
SOFT ROCK	521	**33	0.2	6.3	38	314	0.6	60.3	98	**22	0.5	4.2	71	**92	0.6	17.7	95
URBAN CONTEMPORARY	1555	*174	1.3	11.0	65	708	1.4	44.7	73	**91	1.9	5.7	97	287	1.9	18.1	97
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	277	2.0	8.5	50	1691	3.4	51.9	85	*225	4.7	6.9	117	503	3.3	15.4	83
ABC DIRECTION	2316	343	2.7	15.7	93	1411	2.8	60.9	99	*184	3.8	7.9	134	521	3.5	22.5	121
ABC ENTERTAINMENT	4834	732	5.4	15.1	90	3124	6.3	64.6	105	295	6.2	6.1	103	894	5.9	18.5	99
ABC FM	2202	*283	2.1	12.9	76	1314	2.6	59.7	97	**104	2.2	4.7	80	463	3.1	21.0	113
ABC INFORMATION	5425	1170	8.6	21.6	128	3655	7.4	67.4	110	327	6.8	6.0	102	1175	7.8	21.7	116
ABC ROCK	1677	*219	1.6	13.1	77	975	2.0	58.1	95	**108	2.3	6.4	109	*274	1.8	16.3	88
CBS	4430	911	6.7	20.6	122	2821	5.7	63.7	104	302	6.3	6.8	115	990	6.6	22.3	120
MUTUAL	4992	768	5.6	15.4	91	2979	6.0	59.7	97	358	7.5	7.2	121	872	5.8	17.5	94
NBC	4679	615	4.5	13.1	78	3156	6.4	67.5	110	398	8.3	8.5	144	929	6.2	19.9	107
RADIO RADIO	1994	*234	1.7	11.7	70	1223	2.5	61.3	100	**84	1.8	4.2	71	386	2.6	19.4	104
RKO ONE	2298	369	2.7	16.1	95	1389	2.8	60.4	99	**119	2.5	5.2	88	385	2.6	16.8	90
RKO TWO	3311	256	1.9	7.7	46	2046	4.1	61.8	101	*215	4.5	6.5	110	526	3.5	15.9	85
THE SOURCE	2114	349	2.6	16.5	98	1375	2.8	65.0	106	*142	3.0	6.7	114	378	2.5	17.9	96
NON-WIRED : BLAIR	8654	1494	10.9	17.3	102	8552	11.2	64.2	105	488	10.2	5.6	95	1750	11.6	20.2	109
INTERNET	12025	2399	17.5	20.0	118	7593	15.3	63.1	103	811	16.9	6.7	114	2515	16.7	20.9	112
KATZ RADIO GROUP	15359	2817	20.6	18.3	109	9502	19.1	61.9	101	988	20.6	6.4	109	3082	20.5	20.1	108
SUPERNET	10628	1901	13.9	17.9	106	6717	13.5	63.2	103	687	14.3	6.5	109	1964	13.0	18.5	99
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1364	10.0	15.8	93	5058	10.2	58.4	95	448	9.4	5.2	87	1528	10.1	17.6	95
MKDAY 9:00 AM - 1:00 PM	12163	1686	12.3	13.9	82	6908	13.9	56.8	93	594	12.4	4.9	83	2049	13.6	16.8	91
MKDAY 1:00 PM - 4:30 PM	16150	2035	14.9	12.6	75	9224	18.6	57.1	93	739	15.4	4.6	77	2720	18.1	16.8	91
MKDAY 4:30 PM - 7:30 PM	22463	3405	26.4	16.0	95	13028	26.2	58.0	95	1102	23.0	4.9	83	3972	26.4	17.7	95
MKDAY 7:30 PM - 8:00 PM	31795	5041	36.9	15.9	94	19089	38.4	60.0	98	1587	33.1	5.0	84	5949	39.5	18.7	101
MKDAY 11:00 PM - 11:30 PM	23977	3720	27.2	15.5	92	14961	30.1	62.4	102	1295	27.0	5.4	91	4510	29.9	18.8	101
MKDAY 11:30 PM - 1:00 AM	7703	1198	8.8	15.6	92	4682	9.4	60.8	99	402	8.4	5.2	88	1440	9.6	18.7	100
M-SAT 8-11 PM+SUN 7-11 PM	33800	5576	40.8	16.5	98	20793	41.9	61.5	100	1916	40.0	5.7	96	6376	42.3	18.9	101
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	947	6.9	14.5	86	3940	7.9	60.3	98	394	8.2	6.0	102	1310	8.7	20.0	108
ANOTHER WORLD	N 4620	395	2.9	8.5	51	2538	5.1	54.9	90	234	4.9	5.1	86	673	4.5	14.6	78
AS THE WORLD TURNS	C 5614	749	5.5	13.3	79	3318	6.7	59.1	96	182	3.8	3.2	55	994	6.6	17.7	95
CAPITOL	C 3396	374	2.7	11.0	65	1885	3.8	55.5	90	*85	1.8	2.5	42	547	3.6	16.1	87
CBS MORN. NEWS 1	C 1446	217	1.6	15.0	89	750	1.5	51.9	85	*59	1.2	4.1	69	232	1.5	16.0	86
CBS MORN. NEWS 2	C 1207	183	1.3	15.2	90	642	1.3	53.2	87	*69	1.4	5.7	97	190	1.3	15.7	85
DAYS OF OUR LIVES	N 5877	648	4.7	11.0	65	3424	6.9	58.3	95	327	6.8	5.6	94	882	5.9	15.0	81
FACTS OF LIFE - DAYTIME	N 2290	201	1.5	8.8	52	1124	2.3	49.1	80	*130	2.7	5.7	96	318	2.1	13.9	75
FAMILY FEUD	A 3023	449	3.4	15.5	92	1892	3.8	62.6	102	107	2.2	3.5	60	600	4.0	19.8	107
GENERAL HOSPITAL	A 6097	651	4.8	10.7	63	3341	6.7	54.8	89	332	6.9	5.4	92	964	6.4	15.8	85
GOOD MORNING, AMERICA-730A	A 3515	527	3.9	15.0	89	2212	4.5	62.9	103	169	3.5	4.8	81	608	4.0	17.3	93
GOOD MORNING, AMERICA-830A	A 2818	489	3.6	17.4	103	1920	3.9	68.1	111	138	2.9	4.9	83	616	4.1	21.9	118
GUIDING LIGHT	C 5339	666	4.9	12.5	74	3139	6.3	58.8	96	174	3.6	3.3	55	898	6.0	16.8	90
ONE LIFE TO LIVE	A 4478	590	4.3	13.2	78	2497	5.0	55.8	91	234	4.9	5.2	88	714	4.7	15.9	86
PRESS YOUR LUCK	C 2244	307	2.2	13.7	81	1313	2.6	58.5	95	*77	1.6	3.4	58	340	2.3	15.2	81
PRICE IS RIGHT 1	C 4348	489	3.6	11.2	67	2484	5.0	57.1	93	157	3.3	3.6	61	693	4.6	15.9	86

	TOTAL U.S. '000	AVOCADOS				BANANAS				BLUEBERRIES				CANTALOUPE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	13671	100.0	16.9	100	49681	100.0	61.3	100	4790	100.0	5.9	100	15066	100.0	18.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3986	29.2	15.3	91	15453	31.1	59.3	97	1253	26.2	4.8	81	4741	31.5	18.2	98
NETWORK AFFILIATES - LATE	20261	3286	24.0	16.2	96	12750	25.7	62.9	103	1049	21.9	5.2	88	3776	25.1	18.6	100
INDEPENDENTS - LATE	2076	431	3.2	20.8	123	1273	2.6	61.3	100	172	3.6	8.3	140	500	3.3	24.1	129
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1509	11.0	14.4	86	6387	12.9	61.1	100	522	10.9	5.0	84	2019	13.4	19.3	104
ABC MONDAY NIGHT MOVIE	A 6412	1158	8.5	18.1	107	4069	8.2	63.5	103	354	7.4	5.5	93	1256	8.3	19.6	105
ABC SUNDAY NIGHT MOVIE	A 12407	2312	16.9	18.6	110	7878	15.9	63.5	104	715	14.9	5.8	97	2405	16.0	19.4	104
ABC WORLD NEWS TONIGHT	A 6176	979	7.2	15.9	94	3664	7.4	59.3	97	338	7.1	5.5	93	1180	7.8	19.1	103
AFTERMASH	C 5863	1055	7.7	18.0	107	3559	7.2	60.7	99	*263	5.5	4.5	76	1140	7.6	19.4	105
ALICE	C 9594	1652	12.1	17.2	102	5875	11.8	61.2	100	448	9.4	4.7	79	1797	11.9	18.7	101
AMERICAN PARADE	C 6622	941	6.9	14.2	84	4222	8.5	63.8	104	413	8.6	6.2	105	1329	8.8	20.1	108
BENSON	A 10886	1886	13.8	17.3	103	6754	13.6	62.0	101	474	9.9	4.4	74	2018	13.4	18.5	100
BLUE THUNDER	A 5036	936	6.8	18.6	110	3181	6.4	63.2	103	278	5.8	5.5	93	1039	6.9	20.6	111
CAGNEY & LACEY	C 9965	1586	11.6	15.9	94	6386	12.9	64.1	104	522	10.9	5.2	89	1637	10.9	16.4	88
CBS EVENING NEWS-DEAN	C 3491	596	4.4	17.1	101	2013	4.1	57.7	94	*160	3.3	4.6	77	719	4.8	20.6	111
CBS EVENING NEWS-RATHER	C 7123	1154	8.4	16.2	96	4298	8.7	60.3	98	315	6.6	4.4	75	1435	9.5	20.1	108
CBS SAT. NEWS-SCHIEFFER	C 3621	653	4.8	18.0	107	2178	4.4	60.1	98	155	3.2	4.3	72	720	4.8	19.9	107
CBS SATURDAY NIGHT MOVIE	C 5436	814	6.0	15.0	89	3432	6.9	63.1	103	271	5.7	5.0	84	1008	6.7	18.5	100
CBS WEDNESDAY NIGHT MOVIE	C 6100	934	6.8	15.3	91	3742	7.5	61.3	100	301	6.3	4.9	83	1109	7.4	18.2	98
CHEERS	N 8889	1440	10.5	16.2	96	5618	11.3	63.2	103	478	10.0	5.4	91	1564	10.4	17.6	95
DALLAS	C 22109	3535	25.9	16.0	95	13620	27.4	61.6	100	1129	23.6	5.1	86	4177	27.7	18.9	102
DIFF'RENT STROKES	N 6940	1020	7.5	14.7	87	3847	7.7	55.4	90	384	8.0	5.5	94	1329	8.8	19.1	103
DOUBLE TROUBLE	N 7223	1358	9.9	18.8	111	4287	8.6	59.4	97	367	7.7	5.1	86	1196	7.9	16.6	89
DUCK FACTORY	N 5595	856	6.3	15.3	91	3398	6.8	60.7	99	304	6.3	5.4	92	917	6.1	16.4	88
DUKES OF HAZZARD	C 5768	774	5.7	13.4	79	3500	7.0	60.7	99	*198	4.1	3.4	58	978	6.5	17.0	91
DYNASTY	A 20053	3506	25.6	17.5	104	12085	24.3	60.3	98	1058	22.1	5.3	89	3654	24.3	18.2	98
FACTS OF LIFE	N 8087	1522	11.1	18.8	111	4895	9.9	60.5	99	444	9.3	5.5	93	1505	10.0	18.6	100
FALCON CREST	C 20046	3078	22.5	15.4	91	12265	24.7	61.2	100	1005	21.0	5.0	85	3524	23.4	17.6	94
FALL GUY	A 9084	1394	10.2	15.3	91	5638	11.3	62.1	101	390	8.1	4.3	73	1693	11.2	18.6	100
FAMILY TIES	N 7964	1160	8.5	14.6	86	4877	9.8	61.2	100	403	8.4	5.1	86	1552	10.3	19.5	105
FANTASY ISLAND	A 7687	1192	8.7	15.5	92	4606	9.3	59.9	98	483	10.1	6.3	106	1415	9.4	18.4	99
FOULUPS, BLEEP & BLUNDERS	A 8861	1588	11.6	17.9	106	5518	11.1	62.3	102	555	11.6	6.3	106	1611	10.7	18.2	98
FOUR SEASONS	C 5095	931	6.8	18.3	108	2997	6.0	58.8	96	*276	5.8	5.4	92	959	6.4	18.8	101
GIMME A BREAK	N 8838	1173	8.6	13.3	79	5145	10.4	58.2	95	449	9.4	5.1	86	1576	10.5	17.8	96
HART TO HART	A 8978	1584	11.6	17.6	105	5447	11.0	60.7	99	484	10.1	5.4	91	1555	10.3	17.3	93
HILL STREET BLUES	N 8590	1359	9.9	15.8	94	5255	10.6	61.2	100	518	10.8	6.0	102	1500	10.0	17.5	94
HOTEL	A 14085	2426	17.7	17.2	102	8543	17.2	60.7	99	826	17.2	5.9	99	2487	16.5	17.7	95
JEFFERSONS	C 9360	1593	11.7	17.0	101	5581	11.2	59.6	97	438	9.1	4.7	79	1676	11.1	17.9	96
JENNIFER SLEPT HERE	N 5841	803	5.9	13.7	81	3347	6.7	57.3	93	*332	6.9	5.7	96	936	6.2	16.0	86
KATE & ALLIE	C 9206	1550	11.3	16.8	100	5603	11.3	60.9	99	528	11.0	5.7	97	1652	11.0	17.9	96
KNIGHT RIDER	N 7076	1273	9.3	18.0	107	4359	8.8	61.6	100	418	8.7	5.9	100	1258	8.3	17.8	96
LOVE BOAT	A 12219	2025	14.8	16.6	98	7295	14.7	59.7	97	544	11.4	4.5	75	2169	14.4	17.8	95
MAGNUM PI	C 11199	1904	13.9	17.0	101	6939	14.0	62.0	101	476	9.9	4.3	72	2045	13.6	18.3	98
MAMA'S FAMILY	N 6057	911	6.7	15.0	89	3477	7.0	57.4	94	342	7.1	5.6	95	1161	7.7	19.2	103
MASTER, THE	N 3598	532	3.9	14.8	88	2064	4.2	57.4	94	*229	4.8	6.4	108	537	3.6	14.9	80
MATT HOUSTON	A 6344	1186	8.7	18.7	111	4128	8.3	65.1	106	355	7.4	5.6	95	1351	9.0	21.3	114
NBC MONDAY NIGHT MOVIE	N 11994	1703	12.5	14.2	84	7262	14.6	60.5	99	762	15.9	6.4	107	2279	15.1	19.0	102
NBC NIGHTLY NEWS	N 5132	800	5.9	15.6	92	3048	6.1	59.4	97	249	5.2	4.9	82	901	6.0	17.6	94
NBC NIGHTLY NEWS-SAT	N 3375	507	3.7	15.0	89	1960	3.9	58.1	95	*128	2.7	3.8	64	572	3.8	16.9	91
NBC NIGHTLY NEWS-SUN	N 3130	588	4.3	18.8	111	1823	3.7	58.2	95	*155	3.2	5.0	84	528	3.5	16.9	91
NBC SUNDAY NIGHT MOVIE	N 8284	1073	7.8	13.0	77	5159	10.4	62.3	102	458	9.6	5.5	93	1414	9.4	17.1	92
NEWHART	C 9240	1390	10.2	15.0	89	5713	11.5	61.8	101	585	12.2	6.3	107	1634	10.8	17.7	95
ONE DAY AT A TIME	C 7288	1103	8.1	15.1	90	4377	8.8	60.1	98	467	9.7	6.4	108	1277	8.5	17.5	94
PEOPLE ARE FUNNY	N 4855	748	5.5	15.4	91	2978	6.0	61.3	100	*290	6.1	6.0	101	853	5.7	17.6	94
REAL PEOPLE	N 8869	1458	10.7	16.4	97	5459	11.0	61.6	100	489	10.2	5.5	93	1657	11.0	18.7	100
REMINGTON STEELE	N 7743	1095	8.0	14.1	84	4669	9.4	60.3	98	503	10.5	6.5	110	1475	9.8	19.0	102
RIPLEY'S BELIEVE IT - NOT	A 5345	1089	8.0	20.4	121	3453	7.0	64.6	105	259	5.4	4.8	82	1088	7.2	20.4	109
RPTIDE	N 6988	1049	7.7	15.0	89	4440	8.9	63.5	104	417	8.7	6.0	101	1435	9.5	20.5	110
SCARECROW & MRS. KING	C 10002	1572	11.5	15.7	93	6011	12.1	60.1	98	427	8.9	4.3	72	1832	12.2	18.3	98
SIMON & SIMON	C 10638	1766	12.9	16.6	98	6552	13.2	61.6	100	611	12.8	5.7	97	2047	13.6	19.2	103
60 MINUTES	C 13293	2410	17.6	18.1	107	8106	16.3	61.0	99	739	15.4	5.6	94	2363	15.7	17.8	96
ST. ELSEWHERE	N 7017	1017	7.4	14.5	86	4381	8.8	62.4	102	421	8.8	6.0	101	1358	9.0	19.4	104
THREE'S COMPANY	A 10917	2153	15.7	19.7	117	6756	13.6	61.9	101	536	11.2	4.9	83	1876	12.5	17.2	92
T.J. HOOKER	A 9204</																

	TOTAL U.S. '000	CHERRIES				CRANBERRIES				GRAPEFRUITS				GRAPES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	5711	100.0	7.1	100	4625	100.0	5.7	100	23356	100.0	28.8	100	26203	100.0	32.4	100
18 - 24	9282	740	13.0	8.0	113	**209	4.5	2.3	39	2072	8.9	22.3	77	2421	9.2	26.1	81
25 - 34	19072	1353	23.7	7.1	101	927	20.0	4.9	85	5221	22.4	27.4	95	6599	25.2	34.6	107
35 - 44	14591	1303	22.8	8.9	127	962	20.8	6.6	115	4258	18.2	29.2	101	5614	21.4	38.5	119
45 - 54	11345	795	13.9	7.0	99	673	14.6	5.9	104	3856	16.5	34.0	118	4021	15.3	35.4	110
55 - 64	11635	767	13.4	6.6	93	834	18.0	7.2	126	3820	16.4	32.8	114	3712	14.2	31.9	99
65 OR OLDER	15061	754	13.2	5.0	71	1022	22.1	6.8	119	4130	17.7	27.4	95	3835	14.6	25.5	79
18 - 34	28354	2093	36.6	7.4	105	1136	24.6	4.0	70	7293	31.2	25.7	89	9020	34.4	31.8	98
18 - 49	48339	3808	66.7	7.9	112	2447	52.9	5.1	89	13299	56.9	27.5	95	16483	62.9	34.1	105
25 - 54	45008	3451	60.4	7.7	109	2561	55.4	5.7	100	13335	57.1	29.6	103	16234	62.0	36.1	111
35 - 49	19985	1715	30.0	8.6	122	1311	28.3	6.6	115	6006	25.7	30.1	104	7462	28.5	37.3	115
50 OR OLDER	32647	1903	33.3	5.8	83	2179	47.1	6.7	117	10057	43.1	30.8	107	9720	37.1	29.8	92
GRADUATED COLLEGE	11155	963	16.9	8.6	122	796	17.2	7.1	125	4162	17.8	37.3	129	4418	16.9	39.6	122
ATTENDED COLLEGE	13682	1365	23.9	10.0	141	1045	22.6	7.6	134	4548	19.5	33.2	115	5289	20.2	38.7	119
GRADUATED HIGH SCHOOL	33880	2217	38.8	6.5	93	1906	41.2	5.6	99	9594	41.1	28.3	98	11165	42.6	33.0	102
DID NOT GRADUATE HIGH SCHOOL	22270	1166	20.4	5.2	74	879	19.0	3.9	69	5053	21.6	22.7	79	5330	20.3	23.9	74
EMPLOYED	40306	3468	60.7	8.6	122	2340	50.6	5.8	102	11929	51.1	29.6	103	14498	55.3	36.0	111
EMPLOYED FULL-TIME	32850	2810	49.2	8.6	121	2024	43.8	6.2	108	9596	41.1	29.2	101	11885	45.4	36.2	112
EMPLOYED PART-TIME	7456	658	11.5	8.8	125	*316	6.8	4.2	74	2333	10.0	31.3	108	2613	10.0	35.0	108
NOT EMPLOYED	40680	2243	39.3	5.5	78	2286	49.4	5.6	98	11427	48.9	28.1	97	11705	44.7	28.8	89
PROFESSIONAL/MANAGER	10392	1038	18.2	10.0	142	759	16.4	7.3	128	3446	14.8	33.2	115	4283	16.3	41.2	127
TECH/CLERICAL/SALES	17574	1395	24.4	7.9	113	935	20.2	5.3	93	5230	22.4	29.8	103	6512	24.9	37.1	115
PRECISION/CRAFT	985	**86	1.5	8.7	124	**89	1.9	9.0	158	*367	1.6	37.3	129	*396	1.5	40.2	124
OTHER EMPLOYED	11354	949	16.6	8.4	119	557	12.0	4.9	86	2886	12.4	25.4	88	3307	12.6	29.1	90
SINGLE	9863	726	12.7	7.4	104	355	7.7	3.6	63	2550	10.9	25.9	90	2844	10.9	28.8	89
MARRIED	51375	3708	64.9	7.2	102	3110	67.2	6.1	106	15582	66.7	30.3	105	17874	68.2	34.8	108
DIVORCED/SEPARATED/WIDOWED	19748	1277	22.4	6.5	92	1160	25.1	5.9	103	5224	22.4	26.5	92	5485	20.9	27.8	86
PARENTS	32590	2831	49.6	8.7	123	1800	38.9	5.5	97	9050	38.7	27.8	96	11321	43.2	34.7	107
WHITE	70416	5024	88.0	7.1	101	4194	90.7	6.0	104	20874	89.4	29.6	103	23219	88.6	33.0	102
BLACK	8778	520	9.1	5.9	84	*400	8.6	4.6	80	2059	8.8	23.5	81	2259	8.6	25.7	80
OTHER	1791	**167	2.9	9.3	132	**32	0.7	1.8	31	**424	1.8	23.7	82	*725	2.8	40.5	125
NORTHEAST-CENSUS	17786	1535	26.9	8.6	122	1098	23.7	6.2	108	6055	25.9	34.0	118	6217	23.7	35.0	108
NORTH CENTRAL	20741	1289	22.6	6.2	88	1390	30.1	6.7	117	6158	26.4	29.7	103	7124	27.2	34.3	106
SOUTH	27775	1512	26.5	5.4	77	1365	29.5	4.9	86	6709	28.7	24.2	84	8115	31.0	29.2	90
WEST	14683	1376	24.1	9.4	133	773	16.7	5.3	92	4435	19.0	30.2	105	4747	18.1	32.3	100
NORTHEAST-MKTG.	17961	1541	27.0	8.6	122	1079	23.3	6.0	105	6139	26.3	34.2	119	6070	23.2	33.8	104
EAST CENTRAL	11885	738	12.9	6.2	88	711	15.4	6.0	105	3410	14.6	28.7	99	4166	15.9	35.1	108
WEST CENTRAL	14090	843	14.8	6.0	85	1036	22.4	7.4	129	4110	17.6	29.2	101	4726	18.0	33.5	104
SOUTH	24081	1347	23.6	5.6	79	1153	24.9	4.8	84	5777	24.7	24.0	83	7029	26.8	29.2	90
PACIFIC	12969	1243	21.8	9.6	136	646	14.0	5.0	87	3921	16.8	30.2	105	4212	16.1	32.5	100
COUNTY SIZE A	32439	2539	44.5	7.8	111	1751	37.9	5.4	95	10317	44.2	31.8	110	11253	42.9	34.7	107
COUNTY SIZE B	24915	1412	24.7	5.7	80	1308	28.3	5.2	92	6958	29.8	27.9	97	7509	28.7	30.1	93
COUNTY SIZE C	12930	1019	17.8	7.9	112	804	17.4	6.2	109	3559	15.2	27.5	95	4078	15.6	31.5	97
COUNTY SIZE D	10703	742	13.0	6.9	98	763	16.5	7.1	125	2523	10.8	23.6	82	3364	12.8	31.4	97
METRO CENTRAL CITY	24518	1780	31.2	7.3	103	1011	21.9	4.1	72	7003	30.0	28.6	99	7329	28.0	29.9	92
METRO SUBURBAN	35919	2596	45.5	7.2	102	2147	46.4	6.0	105	11324	48.5	31.5	109	12372	47.2	34.4	106
NON METRO	20549	1336	23.4	6.5	92	1467	31.7	7.1	125	5029	21.5	24.5	85	6502	24.8	31.6	98
TOP 5 ADI'S	18341	1596	27.9	8.7	123	899	19.4	4.9	86	6012	25.7	32.8	114	6340	24.2	34.6	107
TOP 10 ADI'S	25378	2008	35.2	7.9	112	1303	28.2	5.1	90	8228	35.2	32.4	112	8687	33.2	34.2	106
TOP 20 ADI'S	36488	2708	47.4	7.4	105	1950	42.2	5.3	94	11433	49.0	31.3	109	12283	46.9	33.7	104
HSGLD INC. \$50,000 OR MORE	6612	*751	13.2	11.4	161	*454	9.8	6.9	120	2928	12.5	44.3	154	*3079	11.8	46.6	144
\$40,000 OR MORE	12659	1352	23.7	10.7	151	927	20.0	7.3	128	5041	21.6	39.8	138	5687	21.7	44.9	139
\$30,000 OR MORE	24698	2385	41.8	9.7	137	1767	38.2	7.2	125	8878	38.0	35.9	125	10428	39.8	42.2	130
\$25,000 OR MORE	32077	2884	50.5	9.0	127	2177	47.1	6.8	119	11218	48.0	35.0	121	13216	50.4	42.1	127
\$20,000 - \$24,999	9144	603	10.6	6.6	94	*510	11.0	5.6	98	2563	11.0	28.0	97	2571	9.8	28.1	87
\$15,000 - \$19,999	8728	*530	9.3	6.1	86	*473	10.2	5.4	95	2429	10.4	27.8	96	2370	9.0	27.2	84
\$10,000 - \$14,999	12562	667	11.7	5.3	75	731	15.8	5.8	102	3187	13.6	25.4	88	3650	13.9	29.1	90
UNDER \$10,000	18475	1029	18.0	5.6	79	734	15.9	4.0	70	3960	17.0	21.4	74	4396	16.8	23.8	78
HOUSEHOLD OF 1 PERSON	11987	640	11.2	5.3	76	723	15.6	6.0	106	3018	12.9	25.2	87	2799	10.7	23.4	72
2 PEOPLE	26577	1607	28.1	6.0	86	1387	30.0	5.2	91	8105	34.7	30.5	106	8408	32.1	31.6	98
3 OR 4 PEOPLE	30617	2223	38.9	7.3	103	1727	37.3	5.6	99	8718	37.3	28.5	99	10810	41.3	35.3	109
5 OR MORE PEOPLE	11804	1241	21.7	10.5	149	789	17.1	6.7	117	3516	15.1	29.8	103	4186	16.0	35.5	110
NO CHILD IN HSHLD	46165	2794	48.9	6.1	86	2659	57.5	5.8	101	13561	58.1	29.4	102	14069	53.7	30.5	94
CHILD(REN) UNDER 2 YRS	5325	*410	7.2	7.7	109	**322	7.0	6.0	106	1172	5.0	22.0	76	1428	5.4	26.8	83
2 - 5 YEARS	14221	998	17.5	7.0	100	822	17.8	5.8	101	3463	14.8	24.4	84	4646	17.7	32.7	101
6 - 11 YEARS	15117	1183	20.7	7.8	111	877	19.0	5.8	102	4229	18.1	28.0	97	5228	20.0	34.6	107
12 - 17 YEARS	16611	1633	28.6	9.8	139	1005	21.7	6.1	106	5366	23.0	32.3	112	6322	24.1	38.1	118
RESIDENCE OWNED	55884	4133	72.4	7.4	105	3794	82.0	6.8	119	18041	77.2	32.3	112	19475	74.3	34.8	108
VALUE: \$50,000 OR MORE	31744	2563	44.9	8.1	114	2001	43.3	6.3	110	11844	50.7	37.3	129	11776	44.9	37.1	115
VALUE: UNDER \$50,000	24140	1570	27.5	6.5	92	1793	38.8	7.4	130	6196	26.5	25.7	89	7700	29.4	31.9	99

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	CHERRIES				CRANBERRIES				GRAPEFRUITS				GRAPES			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	5711	100.0	7.1	100	4625	100.0	5.7	100	23356	100.0	28.8	100	26203	100.0	32.4	100
MAGAZINES	QUINTILE 1	15799	1239	21.7	7.8	111	1037	22.4	6.6	115	5385	23.1	34.1	118	6025	23.0	38.1	118
	QUINTILE 2	17259	1428	25.0	8.3	117	1306	28.2	7.6	133	5708	24.4	33.1	115	6504	24.8	37.7	116
	QUINTILE 3	13545	928	16.2	6.9	97	825	17.8	6.1	107	3790	16.2	28.0	97	4232	16.2	31.2	97
	QUINTILE 4	15133	938	16.4	6.2	88	674	14.6	4.5	78	4168	17.8	27.5	96	4495	17.2	29.7	92
	QUINTILE 5	19250	1178	20.6	6.1	87	784	17.0	4.1	71	4306	18.4	22.4	78	4948	18.9	25.7	79
NEWSPAPERS	QUINTILE 1	12413	987	17.3	8.0	113	958	20.7	7.7	135	4320	18.5	34.8	121	4835	18.5	39.0	120
	QUINTILE 2	24116	1723	30.2	7.1	101	1291	27.9	5.4	94	7641	32.7	31.7	110	8056	30.7	33.4	103
	QUINTILE 3	11261	841	14.7	7.5	106	674	14.6	6.0	105	3502	15.0	31.1	108	3822	14.6	33.9	105
	QUINTILE 4	20255	1463	25.6	7.2	102	1056	22.8	5.2	91	5242	22.4	25.9	90	5947	22.7	29.4	91
	QUINTILE 5	12940	697	12.2	5.4	76	646	14.0	5.0	87	2650	11.3	20.5	71	3542	13.5	27.4	85
OUTDOOR	QUINTILE 1	14852	1182	20.7	8.0	113	799	17.3	5.4	94	4809	20.6	32.4	112	5277	20.1	35.5	110
	QUINTILE 2	15725	1337	23.4	8.5	121	990	21.4	6.3	110	4660	20.0	29.6	103	4968	19.0	31.6	98
	QUINTILE 3	16330	1154	20.2	7.1	100	924	20.0	5.7	99	4580	19.6	28.0	97	5665	21.6	34.7	107
	QUINTILE 4	16744	890	15.6	5.3	75	770	16.6	4.6	81	4748	20.3	28.4	98	5195	19.8	31.0	96
	QUINTILE 5	17334	1149	20.1	6.6	94	1141	24.7	6.6	115	4561	19.5	26.3	91	5097	19.5	29.4	91
RADIO-DRIVE TIME	QUINTILE 1	15911	1276	22.3	8.0	114	1025	22.2	6.4	113	4771	20.4	30.0	104	5542	21.2	34.8	108
	QUINTILE 2	14837	1040	18.2	7.0	99	844	18.2	5.7	100	4346	18.6	29.3	102	4743	18.1	32.0	99
	QUINTILE 3	15339	1157	20.3	7.5	107	935	20.2	6.1	107	4514	19.3	29.4	102	5401	20.6	35.2	109
	QUINTILE 4	16723	1116	19.5	6.7	95	864	18.7	5.2	90	4646	19.9	27.8	96	5301	20.2	31.7	98
	QUINTILE 5	18176	1122	19.6	6.2	88	958	20.7	5.3	92	5080	21.8	27.9	97	5216	19.9	28.7	89
RADIO-MID- DAY	TERCILE 1	21020	1571	27.5	7.5	106	1176	25.4	5.6	98	6208	26.6	29.5	102	7302	27.9	34.7	107
	TERCILE 2	21610	1592	27.9	7.4	104	1097	23.7	5.1	89	6560	28.1	30.4	105	7157	27.3	33.1	102
	TERCILE 3	38355	2548	44.6	6.6	94	2352	50.9	6.1	107	10588	45.3	27.6	96	11744	44.8	30.6	95
RADIO-TOTAL	QUINTILE 1	15988	1256	22.0	7.9	111	941	20.3	5.9	103	4705	20.1	29.4	102	5525	21.1	34.6	107
	QUINTILE 2	15626	1029	18.0	6.6	93	889	19.2	5.7	100	4520	19.4	28.9	100	4985	19.0	31.9	99
	QUINTILE 3	16723	1244	21.8	7.4	105	831	18.0	5.0	87	4981	21.3	29.8	103	5724	21.8	34.2	106
	QUINTILE 4	16342	1142	20.0	7.0	99	1054	22.8	6.4	113	4722	20.2	28.9	100	5257	20.1	32.2	99
	QUINTILE 5	16306	1041	18.2	6.4	91	910	19.7	5.6	98	4429	19.0	27.2	94	4712	18.0	28.9	89
TV-PRIME TIME	QUINTILE 1	15953	1037	18.2	6.5	92	865	18.7	5.4	95	4547	19.5	28.5	99	5108	19.5	32.0	99
	QUINTILE 2	16137	1288	22.6	8.0	113	1007	21.8	6.2	109	4703	20.1	29.1	101	5269	20.1	32.7	101
	QUINTILE 3	16420	1183	20.7	7.2	102	968	20.9	5.9	103	4800	20.6	29.2	101	5327	20.3	32.4	100
	QUINTILE 4	16687	1077	18.9	6.5	92	929	20.1	5.6	97	5200	22.3	31.2	108	5551	21.2	33.3	103
	QUINTILE 5	15789	1127	19.7	7.1	101	856	18.5	5.4	95	4106	17.6	26.0	90	4948	18.9	31.3	97
TV-DAYTIME	TERCILE 1	27736	1853	32.4	6.7	95	1524	33.0	5.5	96	7392	31.6	26.7	92	8347	31.9	30.1	93
	TERCILE 2	26489	1832	32.1	6.9	98	1649	35.7	6.2	109	7552	32.3	28.5	99	8720	33.3	32.9	102
	TERCILE 3	26761	2026	35.5	7.6	107	1453	31.4	5.4	95	8413	36.0	31.4	109	9135	34.9	34.1	106
TV-TOTAL	QUINTILE 1	16345	1013	17.7	6.2	88	943	20.4	5.8	101	4283	18.3	26.2	91	4810	18.4	29.4	91
	QUINTILE 2	16447	1075	18.8	6.5	93	901	19.5	5.5	96	4711	20.2	28.6	99	5229	20.0	31.8	98
	QUINTILE 3	15980	1117	19.6	7.0	99	952	20.6	6.0	104	4803	20.6	30.1	104	5522	21.1	34.6	107
	QUINTILE 4	15887	1303	22.8	8.2	116	858	18.6	5.4	95	4731	20.3	29.8	103	5188	19.8	32.7	101
	QUINTILE 5	16326	1204	21.1	7.4	105	972	21.0	6.0	104	4829	20.7	29.6	103	5454	20.8	33.4	103
MAGAZINES-NEWSPAPERS: DUAL		20721	1695	29.7	8.2	116	1596	34.5	7.7	135	7304	31.3	35.2	122	8287	31.6	40.0	124
MAGAZINE IMPERATIVE		19186	1410	24.7	7.3	104	1167	25.2	6.1	107	5531	23.7	28.8	100	6402	24.4	33.4	103
NEWSPAPER IMPERATIVE		21899	1462	25.6	6.7	95	1065	23.0	4.9	85	6317	27.0	28.8	100	6548	25.0	29.9	92
MAGAZINES-OUTDOOR: DUAL		15451	1443	25.3	9.3	132	1065	23.0	6.9	121	5235	22.4	33.9	117	5986	22.8	38.7	120
MAGAZINE IMPERATIVE		25953	1795	31.4	6.9	98	1698	36.7	6.5	115	8013	34.3	30.9	107	9138	34.9	35.2	109
OUTDOOR IMPERATIVE		24400	1641	28.7	6.7	95	1168	25.3	4.8	84	6470	27.7	26.5	92	6994	26.7	28.7	89
MAGAZINES-RADIO: DUAL		18049	1294	22.7	7.2	102	1175	25.4	6.5	114	5740	24.6	31.8	110	6354	24.2	35.2	109
MAGAZINE IMPERATIVE		23571	1930	33.8	8.2	116	1679	36.3	7.1	125	7795	33.4	33.1	115	8609	32.9	36.5	113
RADIO IMPERATIVE		23278	1568	27.5	6.7	96	1047	22.6	4.5	79	6105	26.1	26.2	91	7059	26.9	30.3	94
MAGAZINES-TELEVISION: DUAL		15459	936	16.4	6.1	86	945	20.4	6.1	107	4821	20.6	31.2	108	5429	20.7	35.1	109
MAGAZINE IMPERATIVE		25829	2238	39.2	8.7	123	1819	39.3	7.0	123	8520	36.5	33.0	114	9657	36.9	37.4	116
TELEVISION IMPERATIVE		26039	1641	28.7	6.3	89	1261	27.3	4.8	85	6474	27.7	24.9	86	7232	27.6	27.8	86
NEWSPAPERS-OUTDOOR: DUAL		16605	1401	24.5	8.4	120	943	20.4	5.7	99	5580	23.9	33.6	117	5989	22.9	36.1	111
NEWSPAPER IMPERATIVE		26834	1805	31.6	6.7	95	1660	35.9	6.2	108	8551	36.6	31.9	110	9222	35.2	34.4	106
OUTDOOR IMPERATIVE		23346	1814	31.8	7.8	110	1268	27.4	5.4	95	6120	26.2	26.2	91	7142	27.3	30.6	95
NEWSPAPERS-RADIO: DUAL		17133	1366	23.9	8.0	113	1110	24.0	6.5	113	5444	23.3	31.8	110	6133	23.4	35.8	111
NEWSPAPER IMPERATIVE		25892	1867	32.7	7.2	102	1529	33.1	5.9	103	8471	36.3	32.7	113	8907	34.0	34.4	106
RADIO IMPERATIVE		23167	1597	28.0	6.9	98	1186	25.6	5.1	90	6064	26.0	26.2	91	7234	27.6	31.2	97
NEWSPAPERS-TELEVISION: DUAL		17159	1186	20.8	6.9	98	1154	25.0	6.7	118	5197	22.3	30.3	105	5800	22.1	33.8	104
NEWSPAPER IMPERATIVE		26214	2067	36.2	7.9	112	1501	32.5	5.7	100	9006	38.6	34.4	119	9352	35.7	35.7	110
TELEVISION IMPERATIVE		23412	1468	25.7	6.3	89	1169	25.3	5.0	87	5685	24.3	24.3	84	6677	25.5	28.5	88
OUTDOOR-RADIO: DUAL		15303	1223	21.4	8.0	113	788	17.0	5.1	90	4471	19.1	29.2	101	5240	20.0	34.2	106
OUTDOOR IMPERATIVE		24901	1948	34.1	7.8	111	1505	32.5	6.0	106	7452	31.9	29.9	104	8175	31.2	32.8	1

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CHERRIES				CRANBERRIES				GRAPEFRUITS				GRAPES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	5711	100.0	7.1	100	4625	100.0	5.7	100	23354	100.0	28.8	100	26203	100.0	32.4	100
ATLANTIC MONTHLY	415	**28	0.5	6.7	96	**40	0.9	9.6	169	*135	0.6	32.5	113	*167	0.6	40.2	124
BARRON'S	453	**38	0.7	8.4	119	**20	0.4	4.4	77	*257	1.1	56.7	197	*222	0.8	49.0	151
BETTER HOMES & GARDENS	16256	1184	20.7	7.3	103	1101	23.8	6.8	119	5552	23.8	34.2	118	5983	22.8	36.8	114
BON APPETIT	2535	*175	3.1	6.9	98	230	5.0	9.1	159	1009	4.3	39.8	138	1034	3.9	40.8	126
BUSINESS WEEK	1278	**71	1.2	5.6	79	**90	1.9	7.0	123	444	1.9	34.7	120	525	2.0	41.1	127
CAR AND DRIVER	378	**28	0.5	7.4	105	**35	0.8	9.3	162	*172	0.7	45.5	158	*181	0.7	47.9	148
CBS MAGAZINE NETWORK (GROSS)	1498	**139	2.4	9.3	132	**65	1.4	4.3	76	533	2.3	35.6	123	616	2.4	41.1	127
CHANGING TIMES	1505	**130	2.3	8.6	122	*207	4.5	13.8	241	554	2.4	36.8	128	572	2.2	38.0	117
COLONIAL HOMES	1231	**109	1.9	8.9	126	**135	2.9	11.0	192	426	1.8	34.6	120	502	1.9	40.8	126
CONDE NAST MAG. PKG. (GROSS)	14146	1377	24.1	9.7	138	668	14.4	4.7	83	4597	19.7	32.5	113	5347	20.4	37.8	117
CONSUMERS DIGEST	1323	*159	2.8	12.0	170	**160	3.5	12.1	212	497	2.1	37.6	130	538	2.1	40.7	126
COSMOPOLITAN	7102	638	11.2	9.0	127	380	8.2	5.4	94	1964	8.4	27.7	96	2628	10.0	37.0	114
COUNTRY LIVING	2481	*195	3.4	7.9	111	*267	5.8	10.8	188	922	3.9	37.2	129	1036	4.0	41.8	129
CUISINE	1472	*100	1.8	6.8	96	*123	2.7	8.4	146	393	1.7	26.7	93	565	2.2	38.4	119
CYCLE WORLD	425	**59	1.0	13.9	197	**31	0.7	7.3	128	**169	0.7	39.8	138	*232	0.9	54.6	169
DCI:CREATIVE IDEAS FOR LIV	2510	255	4.5	10.2	144	*286	6.2	11.4	200	833	3.6	33.2	115	940	3.6	37.5	116
DCI:CREAT IDEA/SO.LIV(GROSS)	6594	478	8.4	7.1	101	602	13.0	9.0	157	2325	10.0	34.7	120	2453	9.4	36.6	113
DISCOVER	894	**101	1.8	11.3	160	**36	0.8	4.0	71	266	1.1	29.8	103	290	1.1	32.4	100
EBONY	3507	229	4.0	6.5	93	*138	3.0	3.9	69	962	4.1	27.4	95	930	3.5	26.5	82
ESQUIRE	1083	**88	1.5	8.1	115	**70	1.5	6.5	113	248	1.1	22.9	79	366	1.4	33.8	104
ESSENCE	1830	*137	2.4	7.5	106	**86	1.9	4.7	82	577	2.5	31.5	109	586	2.2	32.0	99
FAMILY CIRCLE	15930	1132	19.8	7.1	101	1191	25.8	7.5	131	5061	21.7	31.8	110	5647	21.6	35.4	110
THE FAMILY HANDYMAN	1126	**78	1.4	6.9	98	**94	2.0	8.3	146	359	1.5	31.9	111	368	1.4	37.2	101
FAMILY WEEKLY	11468	940	16.5	8.2	116	734	15.9	6.4	112	3167	13.6	27.6	96	3683	14.1	32.1	99
FIELD & STREAM	2234	*178	3.1	8.0	113	**139	3.0	6.2	109	816	3.5	36.5	127	889	3.4	39.8	123
FOOD & WINE	579	**29	0.5	5.0	71	**29	0.6	5.0	88	*228	1.0	39.4	137	*214	0.8	37.0	114
FORBES	728	**36	0.6	4.9	70	**49	1.1	6.7	118	313	1.3	43.0	149	312	1.2	42.9	132
FORTUNE	906	**24	0.4	2.6	38	**55	1.2	6.1	106	398	1.7	43.9	152	458	1.7	50.6	156
GENTLEMEN'S QUARTERLY	791	**86	1.5	10.9	154	**50	1.1	6.3	111	*222	1.0	28.1	97	309	1.2	39.1	121
GLAMOUR	5265	503	8.8	9.6	135	*171	3.7	3.2	57	1713	7.3	32.5	113	1944	7.4	36.9	114
GOLF DIGEST	636	**75	1.3	11.8	167	**71	1.5	11.2	195	330	1.4	51.9	180	277	1.1	43.6	135
GOLF DIGEST/TENNIS (GROSS)	1186	**129	2.3	10.9	154	**90	1.9	7.6	133	620	2.7	52.3	181	482	1.8	40.6	126
GOLF MAGAZINE	441	**58	1.0	13.2	187	**48	1.0	10.9	191	*234	1.0	53.1	184	*161	0.6	36.5	113
GOLF MAGAZINE/SKI (GROSS)	922	**117	2.0	12.7	180	**81	1.8	8.8	154	449	1.9	48.7	169	402	1.5	43.6	135
GOOD HOUSEKEEPING	16487	1113	19.5	6.8	96	1152	24.9	7.0	122	5424	23.2	32.9	114	5850	22.3	35.5	110
HARPER'S BAZAAR	2423	*182	3.2	7.5	107	*136	2.9	5.6	98	802	3.4	33.1	115	1000	3.8	41.3	128
HEALTH	1994	*166	2.9	8.3	118	**94	2.0	4.7	83	888	2.9	34.5	120	785	3.0	39.4	122
HEARST MAG CORP. BUY (GROSS)	44101	3363	58.9	7.6	108	3086	66.7	7.0	123	14378	61.6	32.6	113	16381	62.5	37.1	115
HEARST MAN POWER (GROSS)	1993	*180	3.2	9.0	128	*190	4.1	9.5	167	*55	2.8	32.9	114	795	3.0	39.9	123
HEARST WOMAN POWER (GROSS)	31274	2323	40.7	7.4	105	2028	43.8	6.5	114	9927	42.5	31.7	110	11225	42.8	35.9	111
HOUSE BEAUTIFUL	3623	266	4.7	7.3	104	282	6.1	7.8	136	1231	5.3	34.0	118	1333	5.1	36.8	114
INC.	283	**17	0.3	6.0	85	**12	0.3	4.2	74	**115	0.5	40.6	141	**151	0.6	53.4	165
JET	2928	*191	3.3	6.5	93	*124	2.7	4.2	74	813	3.5	27.8	96	780	3.0	26.6	82
LADIES' HOME JOURNAL	11918	830	14.5	7.0	99	925	20.0	7.8	136	4009	17.2	33.6	117	4157	15.9	34.9	108
LHJ FAMILY GRP COMBO(GROSS)	16764	1199	21.0	7.2	101	1177	25.4	7.0	123	5617	24.0	33.5	116	5998	22.9	35.8	111
LIFE	4254	371	6.5	8.7	124	265	5.7	6.2	109	1304	5.6	30.7	106	1647	6.3	38.7	120
L.A. TIMES HOME MAGAZINE	1145	**81	1.4	7.1	100	**101	2.2	8.8	154	466	2.0	40.7	141	369	1.4	32.2	100
MADAME MOISELLE	2884	*216	3.8	7.5	106	*96	2.1	3.3	58	910	3.9	31.6	109	1063	4.1	36.9	114
MC CALL'S	13460	981	17.2	7.3	103	815	17.6	6.1	106	4476	19.2	33.3	115	4768	18.2	35.4	109
MC CALL'S/WRK MOTHER (GROSS)	14606	1117	19.6	7.6	108	883	19.1	6.0	106	4838	20.7	33.1	114	5172	19.7	35.4	109
MECHANIX ILLUSTRATED	772	**32	0.6	4.1	59	**92	2.0	11.9	209	298	1.3	38.6	134	*253	1.0	32.8	101
METROPOLITAN HOME	967	*141	2.5	14.6	207	**72	1.6	7.4	130	348	1.5	36.0	125	432	1.6	44.7	138
MONEY	1588	**87	1.5	5.5	78	**105	2.3	6.6	116	607	2.6	38.2	133	591	2.3	37.2	125
MOTHER EARTH NEWS	1002	**101	1.8	10.1	143	**78	1.7	7.8	136	357	1.5	35.6	124	417	1.6	41.6	119
MS.	825	**69	1.2	8.4	119	**47	1.0	5.7	100	299	1.3	36.2	126	265	1.0	32.1	99
NATIONAL ENQUIRER	10336	730	12.8	7.1	100	606	13.1	5.9	103	2730	11.7	26.4	92	3079	11.8	29.8	92
NATIONAL GEOGRAPHIC	9597	750	13.1	7.8	111	771	16.7	8.0	141	3565	15.3	37.1	129	3857	14.7	40.2	124
NATIONAL SUNDAY MAGAZINE PKG	49558	3661	64.1	7.4	105	2931	63.4	5.9	104	15483	66.3	31.2	108	16912	64.5	34.1	105
NATURAL HISTORY	573	**26	0.5	4.5	64	**83	1.8	14.5	254	*228	1.0	39.8	138	*261	1.0	45.5	141
NEM WOMAN	1699	*191	3.3	11.2	159	**54	1.2	3.2	56	584	2.5	34.4	119	726	2.8	42.7	132
NEW YORK INCLUDING CUE	443	**32	0.6	7.2	102	**27	0.6	6.1	107	183	0.8	41.3	143	*191	0.7	43.1	133
THE NEW YORKER	1270	**102	1.8	8.0	114	*140	3.0	11.0	193	576	2.5	45.4	157	586	2.2	46.1	143
NEWSWEEK	6277	437	7.7	7.0	99	444	9.6	7.1	124	2188	9.4	34.9	121	2510	9.6	40.0	124
THE N.Y. TIMES DAILY EDITION	1205	*113	2.0	9.4	133	**107	2.3	8.9	155	530	2.3	44.0	153	492	1.9	40.8	126
THE N.Y. TIMES MAGAZINE	2081	*241	4.2	11.6	164	*154	3.3	7.4	130	997	4.3	47.9	166	898	3.4	43.2	133
OWNI	788	**46	0.8	5.8	83	**63	1.4	8.0	140	213	0.9	27.0	94	324	1.2	41.1	127
ON CABLE	1158	**91	1.6	7.9	111	**45	1.0	3.9	68	*259	1.1	22.4	78	350	1.3	30.2	93
1001 HOME IDEAS	2852	*204	3.6	7.2	101	*158	3.4	5.5	97	920	3.9	32.3	112	1056	4.0	37.0	114
ORGANIC GARDENING	1658	*165	2.9	10.0	141	*148	3.2	8.9	156	642	2.7	38.7	134	680	2.6	41.0	127
OUTDOOR LIFE	896	**50	0.9	5.6	79	**89	1.9	9.9	174	333	1.4	37.2	129	342	1.3	38.2	118
PARADE MAGAZINE	24275	1800	31.5	7.4	105	1374	29.7	5.7	99	7807	33.4	32.2	112	8289	31.6	34.1	106

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	CHERRIES				CRANBERRIES				GRAPEFRUITS				GRAPES			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	5711	100.0	7.1	100	4625	100.0	5.7	100	23356	100.0	28.8	100	26203	100.0	32.4	100
PARENTS	3845	*279	4.9	7.3	103	*171	3.7	4.4	78	977	4.2	25.4	88	1262	4.8	32.8	101
PENTHOUSE	831	**43	0.8	5.2	73	*331	0.7	3.7	65	*225	1.0	27.1	94	*274	1.0	33.0	102
PEOPLE	11645	881	15.4	7.6	107	697	15.1	6.0	105	3596	15.4	30.9	107	4292	16.4	36.9	114
PLAYBOY	2006	*155	2.7	7.7	110	*87	1.9	4.3	76	594	2.5	29.6	103	675	2.6	33.6	104
POPULAR HOT RODDING	297	**44	0.8	14.8	210	**9	0.2	3.0	53	*114	0.5	38.4	133	*95	0.4	32.0	99
POPULAR MECHANICS	1018	**82	1.4	8.1	114	*80	1.7	7.9	138	317	1.4	31.1	108	449	1.7	44.1	136
POPULAR SCIENCE	878	*81	1.4	9.2	131	*115	2.5	13.1	229	359	1.5	40.9	142	373	1.4	42.5	131
PREVENTION	3913	270	4.7	6.9	98	291	6.3	7.4	130	1387	5.9	35.4	123	1494	5.7	38.2	118
PSYCHOLOGY TODAY	1710	*141	2.5	8.2	117	*119	2.6	7.0	122	528	2.3	30.9	107	629	2.4	36.8	114
READER'S DIGEST	22204	1764	30.9	7.9	113	1594	34.5	7.2	126	7258	31.1	32.7	113	7992	30.5	36.0	111
REDBOOK	7684	572	10.0	7.4	106	496	10.7	6.5	113	2538	10.9	33.0	115	2748	10.5	35.8	111
ROAD & TRACK	410	*20	0.4	4.9	69	*7	0.2	1.7	30	*154	0.7	37.6	130	*181	0.7	44.1	136
ROLLING STONE	969	*140	2.5	14.4	205	*45	1.0	4.6	81	237	1.0	24.5	85	405	1.5	41.8	129
RUNNER'S WORLD	298	*40	0.7	13.4	190	*35	0.8	11.7	206	*82	0.4	27.5	95	*139	0.5	46.6	144
SATURDAY EVENING POST	1169	*73	1.3	6.2	89	*114	2.5	9.8	171	467	2.0	39.9	139	471	1.8	40.3	125
SCIENCE 84	587	*62	1.1	10.6	150	*51	1.1	8.7	152	*239	1.0	40.7	141	220	0.8	37.5	116
SCIENCE DIGEST	482	*57	1.0	11.8	168	*44	1.0	9.1	160	*144	0.6	29.9	104	*170	0.6	35.3	109
SCIENTIFIC AMERICAN	594	*32	0.6	5.4	76	*48	1.0	8.1	141	315	1.3	53.0	184	*242	0.9	40.7	126
SELF	2089	*210	3.7	10.1	143	*136	2.9	6.5	114	675	2.9	32.3	112	853	3.3	40.8	126
SEVENTEEN	2411	*172	3.0	7.1	101	*85	1.8	3.5	62	842	3.6	34.9	121	891	3.4	37.0	114
SKI	480	*59	1.0	12.3	174	*33	0.7	6.9	120	*215	0.9	44.8	155	*241	0.9	50.2	155
SMITHSONIAN	2760	217	3.8	7.9	111	256	5.5	9.3	162	1169	5.0	42.4	147	1163	4.4	42.1	130
SOAP OPERA DIGEST	3013	*223	3.9	7.4	105	*75	1.6	2.5	44	793	3.4	26.3	91	1003	3.8	33.3	103
SOUTHERN LIVING	4184	*223	3.9	5.3	76	316	6.8	7.6	132	1492	6.4	35.7	124	1513	5.8	36.2	112
SPORT	559	*31	0.5	5.5	79	*57	1.2	10.2	179	*205	0.9	36.7	127	*238	0.9	42.6	132
THE SPORTING NEWS	436	*82	1.4	18.8	267	*37	0.8	8.5	149	*203	0.9	46.6	161	*246	0.9	56.4	174
SPORTS AFIELD	493	*41	0.7	8.3	118	*66	1.4	13.4	234	*194	0.8	39.4	136	*176	0.7	35.7	110
SPORTS ILLUSTRATED	2758	*226	4.0	8.2	116	*167	3.6	6.1	106	1037	4.4	37.6	130	1140	4.4	41.3	128
STAR	7456	410	7.2	5.5	78	339	7.3	4.5	80	1951	8.4	26.2	91	2182	8.3	29.3	90
SUNDAY	24936	1870	32.7	7.5	106	1512	32.7	6.1	106	7870	33.7	31.6	109	8682	33.1	34.8	108
SUNSET	2124	*154	2.7	7.3	103	*119	2.6	5.6	98	738	3.2	34.7	120	701	2.7	33.0	102
TV GUIDE	21661	1555	27.2	7.2	102	1287	27.8	5.9	104	5995	25.7	27.7	96	7139	27.2	33.0	102
TENNIS	550	*54	0.9	9.8	139	*19	0.4	3.5	60	*290	1.2	52.7	183	*205	0.8	37.3	115
TIME	8880	763	13.4	8.6	122	588	12.7	6.6	116	3122	13.4	35.2	122	3585	13.7	40.4	125
TOWN & COUNTRY	917	*105	1.8	11.5	162	*45	1.0	4.9	86	337	1.4	36.8	127	414	1.6	45.1	140
TRAVEL & LEISURE	972	*70	1.2	7.2	102	*80	1.7	8.2	144	448	1.9	46.1	160	416	1.6	42.8	132
TRUE STORY	3356	*281	4.9	8.4	119	*235	5.1	7.0	123	737	3.2	22.0	76	931	3.6	27.7	86
U.S. NEWS & WORLD REPORT	3410	*208	3.6	6.1	86	263	5.7	7.7	135	1324	5.7	38.8	135	1335	5.1	39.1	121
USA TODAY	1759	*165	2.9	9.4	133	*167	3.6	9.5	166	655	2.8	37.2	129	692	2.6	39.3	122
US	1873	*100	1.8	5.3	76	*85	1.8	4.5	79	493	2.1	26.3	91	676	2.6	36.1	112
VOGUE	3909	448	7.8	11.5	163	264	5.7	6.8	118	1299	5.6	33.2	115	1488	5.7	38.1	118
WALL STREET JOURNAL	1886	*170	3.0	9.0	128	*150	3.2	8.0	139	840	3.6	44.5	154	896	3.4	47.5	147
WEIGHT WATCHERS	2120	*170	3.0	8.0	114	*101	2.2	4.8	83	741	3.2	35.0	121	770	2.9	36.3	112
WOMAN'S DAY	14172	1003	17.6	7.1	100	974	21.1	6.9	120	4620	19.8	32.6	113	5221	19.9	36.8	114
WORKING MOTHER	1146	*136	2.4	11.9	168	*68	1.5	5.9	104	362	1.5	31.6	110	403	1.5	35.2	109
WORKING WOMAN	1322	*128	2.2	9.7	137	*87	1.9	6.6	115	462	2.0	34.9	121	548	2.1	41.5	128
WORLD TENNIS	*163	*11	0.2	6.7	96	*10	0.2	6.1	107	*73	0.3	44.8	155	*66	0.3	40.5	125
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*203	3.6	8.0	114	*171	3.7	6.8	118	1021	4.4	40.3	140	1052	4.0	41.5	128
BLAIR INSERTS	43657	3248	56.9	7.4	106	2559	55.3	5.9	103	14204	60.8	32.5	113	15126	57.7	34.6	107
DAILY NEWSPAPERS																	
READ ANY	51633	3780	66.2	7.3	104	3074	66.5	6.0	104	16189	69.3	31.4	109	17696	67.5	34.3	106
READ ONE	43463	3162	55.4	7.3	103	2483	53.7	5.7	100	13366	57.2	30.8	107	14529	55.4	33.4	103
READ TWO OR MORE	8170	618	10.8	7.6	107	591	12.8	7.2	127	2823	12.1	34.6	120	3167	12.1	38.8	120
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3984	69.8	7.6	107	3161	68.3	6.0	105	16632	71.2	31.6	109	17957	68.5	34.1	105
READ ONE	46126	3460	60.6	7.5	106	2666	57.6	5.8	101	14213	60.9	30.8	107	15393	58.7	33.4	103
READ TWO OR MORE	6552	524	9.2	8.0	113	495	10.7	7.6	132	2419	10.4	36.9	128	2565	9.8	39.1	121
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	31.12				26.02				29.23				28.83			
30 DAY REACH	71455	5104	89.4	7.1	101	4091	88.5	5.7	100	20760	88.9	29.1	101	23341	89.1	32.7	101
50 SHWG - 30 DAY AV FREQ	14.56	16.48				13.68				15.35				15.10			
30 DAY REACH	67742	4823	84.5	7.1	101	3897	84.3	5.8	101	19849	85.0	29.3	102	22313	85.2	32.9	102
25 SHWG - 30 DAY AV FREQ	7.94	9.01				7.84				8.31				8.21			
30 DAY REACH	62117	4425	77.5	7.1	101	3413	73.8	5.5	96	18360	78.6	29.6	102	20536	78.4	33.1	102
CABLE TV: HOME WIRED	32077	2750	48.2	8.6	122	1935	41.8	6.0	106	9870	42.3	30.8	107	11214	42.8	35.0	108
HOME NOT WIRED	48909	2962	51.9	6.1	86	2691	58.2	5.5	96	13487	57.7	27.6	96	14989	57.2	30.6	95
HAVE PAY CABLE	15935	1712	30.0	10.7	152	855	18.5	5.4	94	5245	22.5	32.9	114	6211	23.7	39.0	120

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	CHERRIES				CRANBERRIES				GRAPEFRUITS				GRAPES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	5711	100.0	7.1	100	4625	100.0	5.7	100	23356	100.0	28.8	100	26203	100.0	32.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3379	59.2	7.7	109	2762	59.7	6.3	110	13252	56.7	30.2	105	15034	57.4	34.2	106
10:00 AM - 3:00 PM	30659	2306	40.4	7.5	107	1613	34.9	5.3	92	9104	39.0	29.7	103	10425	39.8	34.0	105
3:00 PM - 7:00 PM	31045	2262	39.6	7.3	103	1856	40.1	6.0	105	9058	38.8	29.2	101	10911	41.6	35.1	109
7:00 PM - MIDNIGHT	15767	1157	20.3	7.3	104	764	16.5	4.8	85	4597	19.7	29.2	101	5250	20.0	33.3	103
MIDNIGHT - 6:00 AM	9120	658	11.5	7.2	102	578	12.5	6.3	111	2592	11.1	28.4	99	2860	10.9	31.4	97
6:00 AM - MIDNIGHT	58527	4294	75.2	7.3	104	3384	73.2	5.8	101	17205	73.7	29.4	102	19813	75.6	33.9	105
ENTIRE DAY	59311	4338	76.0	7.3	104	3427	74.1	5.8	101	17441	74.7	29.4	102	20003	76.3	33.7	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1303	22.8	8.1	114	1070	23.1	6.6	116	4659	19.9	28.8	100	5744	21.9	35.5	110
ALL NEWS	2256	*166	2.9	7.4	104	*161	3.5	7.1	125	813	3.5	36.0	125	719	2.7	31.9	99
AOR/PROGRESSIVE	3874	396	6.9	10.2	145	*192	4.2	5.0	87	1223	5.2	31.6	109	1428	5.4	36.9	114
BEAUTIFUL MUSIC	5660	405	7.1	7.2	101	387	8.4	6.8	120	1907	8.2	33.7	117	2184	8.3	38.6	119
BLACK	2204	**111	1.9	5.0	71	**45	1.0	2.0	36	488	2.1	22.1	77	671	2.6	30.4	94
CLASSICAL	1418	**124	2.2	8.7	124	*100	2.2	7.1	123	539	2.3	38.0	132	566	2.2	39.9	123
CHR/ROCK	9538	719	12.6	7.5	107	546	11.8	5.7	100	2509	10.7	26.3	91	3385	12.9	35.5	110
COUNTRY	12648	857	15.0	6.8	96	778	16.8	6.2	108	3601	15.4	28.5	99	3996	15.3	31.6	98
GOLDEN OLDIES	1191	**98	1.7	8.2	117	*62	1.3	5.2	91	309	1.3	25.9	90	285	1.1	23.9	74
MOR/NOSTALGIA	4757	445	7.8	9.4	133	249	5.4	5.2	92	1553	6.6	32.6	113	1895	7.2	39.8	123
NEWS/TALK	3863	257	4.5	6.7	94	301	6.5	7.8	136	1305	5.6	33.8	117	1255	4.8	32.5	100
RELIGIOUS	3084	*213	3.7	6.9	98	*105	2.3	3.4	60	825	3.5	26.8	93	933	3.6	30.3	94
SOFT ROCK	521	**41	0.7	7.9	112	*18	0.4	3.5	60	*142	0.6	27.3	95	*143	0.5	27.4	85
URBAN CONTEMPORARY	1585	**93	1.6	5.9	83	**46	1.0	2.9	51	454	1.9	28.6	99	468	1.8	29.5	91
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*197	3.4	6.0	86	*130	2.8	4.0	70	713	3.1	21.9	96	1008	3.8	30.9	96
ABC DIRECTION	2316	*154	2.7	6.6	94	*193	4.2	8.3	146	644	2.8	27.8	96	754	2.9	32.6	101
ABC ENTERTAINMENT	4834	392	6.9	8.1	115	262	5.7	5.4	95	1561	6.7	32.3	112	1831	7.0	37.9	117
ABC FM	2202	*186	3.3	8.4	120	**79	1.7	3.6	63	553	2.4	25.1	87	715	2.7	32.5	100
ABC INFORMATION	5425	320	5.6	5.9	84	366	7.9	6.7	118	1701	7.3	31.4	109	1957	7.5	36.1	111
ABC ROCK	1677	*208	3.6	12.4	176	**99	2.1	5.9	103	542	2.3	32.3	112	592	2.3	35.3	109
CBS	4430	323	5.7	7.3	103	413	8.9	9.3	163	1545	6.6	34.9	121	1585	6.0	35.8	111
MUTUAL	4992	462	8.1	9.3	131	469	10.1	9.4	165	1608	6.9	32.2	112	1587	6.1	31.8	98
NBC	4679	362	6.3	7.7	110	333	7.2	7.1	125	1489	6.4	31.8	110	1490	5.7	31.8	98
RADIORADIO	1994	**101	1.8	5.1	72	**76	1.6	3.8	67	576	2.5	28.9	100	606	2.3	30.4	94
RKO ONE	2298	*160	2.8	7.0	99	**132	2.9	5.7	101	621	2.7	27.0	94	768	2.9	33.4	103
RKO TWO	3311	*185	3.2	5.6	79	*119	2.6	3.6	63	948	4.1	28.6	99	1118	4.3	33.8	104
THE SOURCE	2114	*138	2.4	6.5	93	**81	1.8	3.8	67	624	2.7	29.5	102	771	2.9	36.5	113
NON-WIRED : BLAIR	8654	764	13.4	8.8	125	450	9.7	5.2	91	2343	10.0	27.1	94	3008	11.5	34.8	107
INTERNET	12025	1082	18.9	9.0	128	807	17.4	6.7	118	3583	15.3	29.8	103	4350	16.6	36.2	112
KATZ RADIO GROUP	15359	1098	19.2	7.1	101	1079	23.3	7.0	123	4999	21.4	32.5	113	5376	20.5	35.0	108
SUPERNET	10628	748	13.1	7.0	100	649	14.0	6.1	107	3175	13.6	29.9	104	3616	13.8	34.0	105
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	527	9.2	6.1	86	529	11.4	6.1	107	2411	10.3	27.8	97	2639	10.1	30.5	94
MKDAY 9:00 AM - 1:00 PM	12163	759	13.3	6.2	88	646	14.0	5.3	93	3181	13.6	26.2	91	3610	13.8	29.7	92
MKDAY 1:00 PM - 4:30 PM	16150	1027	18.0	6.4	90	842	18.2	5.2	91	4276	18.3	26.5	92	4809	18.4	29.8	92
MKDAY 4:30 PM - 7:30 PM	22463	1402	24.5	6.2	89	1179	25.5	5.2	92	6300	27.0	28.0	97	6927	26.4	30.8	95
MKDAY 7:30 PM - 8:00 PM	31795	2000	35.0	6.3	89	1721	37.2	5.4	95	8900	38.1	28.0	97	9989	38.1	31.4	97
MKDAY 11:00 PM - 11:30 PM	23977	1603	28.1	6.7	95	1416	30.6	5.9	103	6916	29.6	28.8	100	8135	31.0	33.9	105
MKDAY 11:30 PM - 1:00 AM	7703	502	8.8	6.5	92	422	9.1	5.5	96	2062	8.8	26.8	93	2560	9.8	33.2	103
M-SAT 8-11 PM-SUN 7-11 PM	33800	2392	41.9	7.1	100	1965	42.5	5.8	102	9794	41.9	29.0	100	10968	41.9	32.4	100
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	405	7.1	6.2	88	489	10.6	7.5	131	1849	7.9	28.3	98	2113	8.1	32.3	100
ANOTHER WORLD	N 4620	284	5.0	6.1	87	276	6.0	6.0	105	1260	5.4	27.3	95	1378	5.3	29.8	92
AS THE WORLD TURNS	C 5614	323	5.7	5.8	82	193	4.2	3.4	60	1511	6.5	26.9	93	1687	6.4	30.0	93
CAPITOL	C 3396	145	2.5	4.3	61	116	2.5	3.4	60	853	3.7	25.1	87	852	3.3	25.1	78
CBS MORN. NEWS 1	C 1446	*55	1.0	3.8	54	*86	1.9	5.9	104	399	1.7	27.6	96	397	1.5	27.5	85
CBS MORN. NEWS 2	C 1207	*53	0.9	4.4	62	*69	1.5	5.7	100	333	1.4	27.6	96	392	1.5	32.5	100
DAYS OF OUR LIVES	N 5877	460	8.1	7.8	111	359	7.8	6.1	107	1510	6.5	25.7	89	1737	6.6	29.6	91
FACTS OF LIFE - DAYTIME	N 2290	190	3.3	8.3	118	150	3.2	6.6	115	537	2.3	23.4	81	602	2.3	26.3	81
FAMILY FEUD	A 3023	156	2.7	5.2	73	162	3.5	5.4	94	828	3.5	27.4	95	917	3.5	30.3	94
GENERAL HOSPITAL	A 6097	366	6.4	6.0	85	347	7.5	5.7	100	1566	6.7	25.7	89	1812	6.9	29.7	92
GOOD MORNING, AMERICA-730A	A 3515	228	4.0	6.5	92	215	4.6	6.1	107	1013	4.3	28.8	100	1070	4.1	30.4	94
GOOD MORNING, AMERICA-830A	A 2818	218	3.8	7.7	110	205	4.4	7.3	127	871	3.7	30.9	107	934	3.6	33.1	102
GUIDING LIGHT	C 5339	353	6.2	6.6	94	233	5.0	4.4	76	1383	5.9	25.9	90	1532	5.8	28.7	89
ONE LIFE TO LIVE	A 4478	333	5.8	7.4	105	290	6.3	6.5	113	1128	4.8	25.2	87	1255	4.8	28.0	87
PRESS YOUR LUCK	C 2244	*95	1.7	4.2	60	*95	2.1	4.2	74	539	2.3	24.0	83	738	2.8	32.9	102
PRICE IS RIGHT 1	C 4348	187	3.3	4.3	61	177	3.8	4.1	71	1016	4.4	23.4	81	1269	4.8	29.2	90
PRICE IS RIGHT 2	C 5014	234	4.1	4.7	66	193	4.2	3.8	67	1249	5.3	24.9	86	1427	5.4	28.5	88
RYAN'S HOPE	A 3150	212	3.7	6.7	95	206	4.5	6.5	115	888	3.8	28.2	98	973	3.7	30.9	95
SALE OF THE CENTURY	N 2695	243	4.3	9.0	128	199	4.3	7.4	129	670	2.9	24.9	86	716	2.7	26.6	82
SEARCH FOR TOMORROW	N 2319	*130	2.3	5.6	79	*102	2.2	4.4	77	514	2.2	22.2	77	663	2.5	28.6	88
TODAY SHOW 1	N 2693	122	2.1	4.5	64	176	3.8	6.5	114	729	3.1	27.1	94	899	3.4	33.4	103
TODAY SHOW 2	N 2498	132	2.3	5.3	75	157	3.4	6.3	110	657	2.8	26.3	91	772	2.9	30.9	96
\$25,000 PYRAMID	C 2753	174	3.0	6.3	90	*75	1.6	2.7	48	742	3.2	27.0	93	842	3.2	30.6	95
WHEEL OF FORTUNE	N 4388	307	5.4	7.0	99	297	6.4	6.8	119	1130	4.8	25.8	89	1290	4.9	29.4	91
YOUNG AND THE RESTLESS	C 5695	334	5.8	5.9	83	289	6.2	5.1	89	1325	5.7	23.3	81	1699	6.5	29.8	92

		TOTAL	CHERRIES				CRANBERRIES				GRAPEFRUITS				GRAPES			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
		50966	5711	100.0	7.1	100	4625	100.0	5.7	100	23356	100.0	28.8	100	26203	100.0	32.4	100
WKDAY LOCAL EVENING TV NEWS																		
		26063	1593	27.9	6.1	87	1564	33.8	6.0	105	7624	32.6	29.3	101	8142	31.1	31.2	97
		20261	1402	24.5	6.9	98	1158	25.0	5.7	100	5922	25.4	29.2	101	6897	26.3	34.0	105
		2076	156	2.7	7.5	107	121	2.6	5.8	102	728	3.1	35.1	122	667	2.5	32.1	99
TV EVENING NTWK 6 PM - 2 AM																		
		10453	764	13.4	7.3	104	602	13.0	5.8	101	2795	12.0	26.8	93	3379	12.9	32.3	100
		6412	376	6.6	5.9	83	389	8.4	6.1	106	1897	8.1	29.6	103	2094	8.0	32.7	101
		12407	858	15.0	6.9	98	724	15.7	5.8	102	3979	17.0	32.1	111	4126	15.7	33.3	103
		6176	382	6.7	6.2	88	368	8.0	6.0	104	1759	7.5	28.5	99	1875	7.2	30.4	94
		5863	447	7.8	7.6	108	427	9.2	7.3	128	1840	7.9	31.4	109	1733	6.6	29.6	91
		9594	626	11.0	6.5	93	597	12.9	6.2	109	2867	12.3	29.9	104	3007	11.5	31.3	97
		6622	411	7.2	6.2	88	423	9.1	6.4	112	2030	8.7	30.7	106	2184	8.3	33.0	102
		10856	819	14.3	7.5	107	600	13.0	5.5	97	3224	13.8	29.6	103	3585	13.7	32.9	102
		5036	311	5.4	6.2	88	230	5.0	4.6	80	1496	6.4	29.7	103	1706	6.5	33.9	105
		9965	816	14.3	8.2	116	568	12.3	5.7	100	2874	12.3	28.8	100	3270	12.5	32.8	101
		3491	*258	4.5	7.4	105	*203	4.4	5.8	102	1163	5.0	33.3	116	1140	4.4	32.7	101
		7123	373	6.5	5.2	74	380	8.2	5.3	93	2149	9.2	30.2	105	2237	8.5	31.4	97
		3621	245	4.3	6.8	96	181	3.9	5.0	88	1063	4.6	29.4	102	1248	4.8	34.5	107
		5436	319	5.6	5.9	83	294	6.4	5.4	95	1436	6.1	26.4	92	1748	6.7	32.2	99
		6100	350	6.1	5.7	81	326	7.0	5.3	94	1693	7.2	27.8	96	1881	7.2	30.8	95
		8889	589	12.1	7.8	110	580	12.5	6.5	114	2352	10.1	26.5	92	2876	11.0	32.4	100
		22109	1413	24.7	6.4	91	1184	25.6	5.4	94	6569	28.1	29.7	103	7068	27.0	32.0	99
		6940	395	6.9	5.7	81	491	10.6	7.1	124	1791	7.7	25.8	89	1882	7.2	27.1	84
		7223	439	7.7	6.1	86	409	8.8	5.7	99	1885	8.1	26.1	90	2293	8.8	31.7	98
		5595	436	7.6	7.8	111	323	7.0	5.8	101	1420	6.1	25.4	88	1957	7.5	35.0	108
		5768	304	5.3	5.3	75	281	6.1	4.9	85	1488	6.4	25.8	89	1634	6.2	28.3	88
		20053	1346	23.6	6.7	95	1163	25.1	5.8	102	5781	24.8	28.8	100	6392	24.4	31.9	99
		8087	622	10.9	7.7	109	475	10.3	5.9	103	2248	9.6	27.8	96	2458	9.4	30.4	94
		20046	1277	22.4	6.4	90	1123	24.3	5.6	98	6214	26.6	31.0	107	6174	23.6	30.8	95
		9084	618	10.8	6.8	96	427	9.2	4.7	82	2550	10.9	28.1	97	2770	10.6	30.5	94
		7964	531	9.3	6.7	95	625	13.5	7.8	137	2091	9.0	26.3	91	2400	9.2	30.1	93
		7687	585	10.2	7.6	108	404	8.7	5.3	92	2349	10.1	30.6	106	2462	9.4	32.0	99
		8861	569	10.0	6.4	91	523	11.3	5.9	103	2705	11.6	30.5	106	2947	11.2	33.3	103
		5095	426	7.5	8.4	119	*343	7.4	6.7	118	1674	7.2	32.9	114	1411	5.4	27.7	86
		8838	584	10.2	6.6	94	637	13.8	7.2	126	2417	10.3	27.3	95	2662	10.2	30.1	93
		8978	601	10.5	6.7	95	538	11.6	6.0	105	2539	10.9	28.3	98	3060	11.7	34.1	105
		8590	763	13.4	8.9	126	437	9.4	5.1	89	2436	10.4	28.4	98	2698	10.3	31.4	97
		14085	1020	17.9	7.2	103	825	17.8	5.9	103	3954	16.9	28.1	97	4434	16.9	31.5	97
		9360	630	11.0	6.7	95	619	13.4	6.6	116	2796	12.0	29.9	104	2818	10.8	30.1	93
		5841	370	6.5	6.3	90	430	9.3	7.4	129	1505	6.4	25.8	89	1794	6.8	30.7	95
		9206	728	12.7	7.9	112	483	10.4	5.2	92	2606	11.2	28.3	98	2740	10.5	29.8	92
		7076	523	9.2	7.4	105	448	9.7	6.3	111	2041	8.7	28.8	100	2359	9.0	33.3	103
		12219	852	14.9	7.0	99	723	15.6	5.9	104	3561	15.2	29.1	101	3989	15.2	32.6	101
		11199	782	13.7	7.0	99	480	10.4	4.3	75	3087	13.2	27.6	96	3638	13.9	32.5	100
		6057	401	7.0	6.6	94	405	8.8	6.7	117	1927	8.3	31.8	110	1937	7.4	32.0	99
		3598	*210	3.7	5.8	83	*212	4.6	5.9	103	1010	4.3	28.1	97	1131	4.3	31.4	97
		6344	489	8.6	7.7	109	330	7.1	5.2	91	1745	7.5	27.5	95	2301	8.8	36.3	112
		11994	885	15.5	7.4	105	787	17.0	6.6	115	3249	13.9	27.1	94	3805	14.5	31.7	98
		5132	305	5.3	5.9	84	297	6.4	5.8	101	1486	6.4	29.0	100	1667	6.4	32.5	100
		3375	*184	3.2	5.5	77	*193	4.2	5.7	100	897	3.8	26.6	92	1050	4.0	31.1	96
		3130	*209	3.7	6.7	95	*171	3.7	5.5	96	836	3.6	26.7	93	971	3.7	31.0	96
		8284	616	10.8	7.4	105	636	13.8	7.7	134	1905	8.2	23.0	80	2913	11.1	35.2	109
		9240	771	13.5	8.3	118	594	12.8	6.4	113	2772	11.9	30.0	104	2880	11.0	31.2	96
		7288	462	8.1	6.3	90	542	11.7	7.4	130	2105	9.0	28.9	100	2342	8.9	32.1	99
		4855	348	6.1	7.2	102	328	7.1	6.8	118	1501	6.4	30.9	107	1490	5.7	30.7	95
		8869	639	11.2	7.2	102	581	12.6	6.6	115	2529	10.8	28.5	99	2888	11.0	32.6	101
		7743	547	9.6	7.1	100	273	5.9	3.5	62	2189	9.4	28.3	98	2516	9.6	32.5	100
		5345	368	6.4	6.9	98	297	6.4	5.6	97	1602	6.9	30.0	104	1774	6.8	33.2	103
		6988	506	8.9	7.2	103	244	5.3	3.5	61	1898	8.1	27.2	94	2325	8.9	33.3	103
		10002	763	13.4	7.6	108	477	10.3	4.8	84	2759	11.8	27.6	96	3079	11.8	30.8	95
		10638	877	15.4	8.2	117	592	12.8	5.6	97	3076	13.2	28.9	100	3512	13.4	33.0	102
		13293	890	15.6	6.7	95	821	17.8	6.2	108	4031	17.3	30.3	105	4327	16.5	32.6	101
		7017	536	9.4	7.6	108	465	10.1	6.6	116	1970	8.4	28.1	97	2434	9.3	34.7	107
		10917	686	12.0	6.3	89	695	15.0	6.4	111	3357	14.4	30.8	107	3813	14.6	34.9	108
		9204	609	10.7	6.6	94	434	9.4	4.7	83	2657	11.4	28.9	100	3058	11.7	33.2	103
		2372	160	2.8	6.7	96	146	3.2	6.2	108	789	3.4	33.3	115	851	3.2	35.9	111
		9846																

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	HONEY DEW MELONS				KIMIS				LEMONS				LIMES			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	6309	100.0	7.8	100	3316	100.0	4.1	100	21116	100.0	26.1	100	5876	100.0	7.3	100
18 - 24	9282	*562	8.9	6.1	78	**235	7.1	2.5	62	1965	9.3	21.2	81	*577	9.8	6.2	86
25 - 34	19072	1553	24.6	8.1	105	913	27.5	4.8	117	5465	25.9	28.7	110	1594	27.1	8.4	115
35 - 44	14591	1337	21.2	9.2	118	691	20.8	4.7	116	4251	20.1	29.1	112	1272	21.6	8.7	120
45 - 54	11345	955	15.1	8.4	108	613	18.5	5.4	132	3315	15.7	29.2	112	871	14.8	7.7	106
55 - 64	11635	878	13.9	7.5	97	*378	11.4	3.2	79	3196	15.1	27.5	105	836	14.2	7.2	99
65 OR OLDER	15061	1023	16.2	6.8	87	486	14.7	3.2	79	2924	13.8	19.4	74	725	12.3	4.8	66
18 - 34	28354	2115	33.5	7.5	96	1148	34.6	4.0	99	7431	35.2	26.2	101	2172	37.0	7.7	106
18 - 49	48339	3930	62.3	8.1	104	2272	68.5	4.7	115	13286	62.9	27.5	105	3910	66.5	8.1	111
25 - 54	45008	3845	60.9	8.5	110	2217	66.9	4.9	120	13031	61.7	29.0	111	3738	63.6	8.3	114
35 - 49	19985	1815	28.8	9.1	117	1123	33.9	5.6	137	5856	27.7	29.3	112	1738	29.6	8.7	120
50 OR OLDER	32647	2379	37.7	7.3	94	1044	31.5	3.2	78	7830	37.1	24.0	92	1966	33.5	6.0	83
GRADUATED COLLEGE	11155	1025	16.2	9.2	118	702	21.2	6.3	154	4118	19.5	36.9	142	1484	25.3	13.3	183
ATTENDED COLLEGE	13682	1539	24.4	11.2	144	877	26.4	6.4	157	4422	20.9	32.3	124	1476	25.1	10.8	149
GRADUATED HIGH SCHOOL	33880	2774	44.0	8.2	105	1139	34.3	3.4	82	8146	38.6	24.0	92	1989	33.8	5.9	81
DID NOT GRADUATE HIGH SCHOOL	22270	971	15.4	4.4	56	*598	18.0	2.7	66	4430	21.0	19.9	76	928	15.8	4.2	57
EMPLOYED	40306	3494	55.4	8.7	111	1859	56.1	4.6	113	11824	56.0	29.3	113	3426	58.3	8.5	117
EMPLOYED FULL-TIME	32850	2901	46.0	8.8	113	1502	45.3	4.6	112	9609	45.5	29.3	112	2777	47.3	8.5	117
EMPLOYED PART-TIME	7456	593	9.4	8.0	102	*357	10.8	4.8	117	2215	10.5	29.7	114	649	11.0	8.7	120
NOT EMPLOYED	40680	2815	44.6	6.9	89	1457	43.9	3.6	87	9292	44.0	22.8	88	2451	41.7	6.0	83
PROFESSIONAL/MANAGER	10392	1170	18.5	11.3	145	*608	18.3	5.9	143	3630	17.2	34.9	134	1468	25.0	14.1	195
TECH/CLERICAL/SALES	17574	1562	24.8	8.9	114	840	25.3	4.8	117	5269	25.0	30.0	115	1542	26.2	8.8	121
PRECISION/CRAFT	985	*111	1.8	11.3	145	*17	0.5	1.7	42	*287	1.4	29.1	112	*61	1.0	6.2	85
OTHER EMPLOYED	11354	653	10.4	5.8	74	*394	11.9	3.5	85	2639	12.5	23.2	89	*354	6.0	3.1	43
SINGLE	9863	761	12.1	7.7	99	408	12.3	4.1	101	2566	12.2	26.0	100	763	13.0	7.7	107
MARRIED	51375	4328	68.6	8.4	108	2214	66.8	4.3	105	14123	66.9	27.5	105	3800	64.7	7.4	102
DIVORCED/SEPARATED/WIDOWED	19748	1221	19.4	6.2	79	694	20.9	3.5	86	4428	21.0	22.4	86	1313	22.3	6.6	92
PARENTS	32590	2539	40.2	7.8	100	1239	37.4	3.8	93	8641	40.9	26.5	102	2414	41.1	7.4	102
WHITE	70416	5636	89.3	8.0	103	2851	86.0	4.0	99	18358	86.9	26.1	100	5231	89.0	7.4	102
BLACK	8778	*387	6.1	4.4	57	*361	10.9	4.1	100	2139	10.1	24.4	93	*430	7.3	4.9	68
OTHER	1791	*287	4.5	16.0	206	*104	3.1	5.8	142	*620	2.9	34.6	133	*215	3.7	12.0	165
NORTHEAST-CENSUS	17786	1776	28.2	10.0	128	577	17.4	3.2	79	4847	23.0	27.3	105	1358	23.1	7.6	105
NORTH CENTRAL	20741	1469	23.3	7.1	91	607	18.3	2.9	71	3669	17.4	17.7	68	1060	18.0	5.1	70
SOUTH	27775	1504	23.8	5.4	70	975	29.4	3.5	86	7119	33.7	25.6	98	1973	33.6	7.1	98
WEST	14683	1560	24.7	10.6	136	1157	34.9	7.9	192	5482	26.0	37.3	143	1484	25.3	10.1	139
NORTHEAST-MKTG.	17961	1827	29.0	10.2	131	650	19.6	3.6	88	4872	23.1	27.1	104	1485	25.3	8.3	114
EAST CENTRAL	11885	854	13.5	7.2	92	*270	8.1	2.3	55	2193	10.4	18.5	71	508	8.6	4.3	59
WEST CENTRAL	14090	946	15.0	6.7	86	522	15.7	3.7	90	2587	12.3	18.4	70	819	13.9	5.8	80
SOUTH	24081	1283	20.3	5.3	68	825	24.9	3.4	84	6448	30.5	26.8	103	1702	29.0	7.1	97
PACIFIC	12969	1399	22.2	10.8	138	1050	31.7	8.1	198	5017	23.8	38.7	148	1361	23.2	10.5	145
COUNTY SIZE A	32439	3192	50.6	9.8	126	1726	52.1	5.3	130	10094	47.8	31.1	119	3330	56.7	10.3	141
COUNTY SIZE B	24915	1759	27.9	7.1	91	810	24.4	3.3	79	5975	28.3	24.0	92	1528	26.0	6.1	85
COUNTY SIZE C	12930	892	14.1	6.9	89	578	17.4	4.5	109	3166	15.0	24.5	94	767	13.1	5.9	82
COUNTY SIZE D	10703	*466	7.4	4.4	56	*201	6.1	1.9	46	1881	8.9	17.6	67	*252	4.3	2.4	32
METRO CENTRAL CITY	24518	1922	30.5	7.8	101	1127	34.0	4.6	112	7019	33.2	28.6	110	2087	35.5	8.5	117
METRO SUBURBAN	35919	3261	51.7	9.1	117	1632	49.2	4.5	111	9923	47.0	27.6	106	3071	52.3	8.5	118
NON METRO	20549	1126	17.8	5.5	70	*556	16.8	2.7	66	4175	19.8	20.3	78	719	12.2	3.5	48
TOP 5 ADI'S	18341	1894	30.0	10.3	133	921	27.8	5.0	123	6315	29.9	34.4	132	1756	29.9	9.6	132
TOP 10 ADI'S	25378	2513	39.8	9.9	127	1391	41.9	5.5	134	8486	40.2	33.4	128	2599	44.2	10.2	141
TOP 20 ADI'S	36488	3544	56.2	9.7	125	1805	54.4	4.9	121	11077	52.5	30.4	116	3480	59.2	9.5	131
HHLD INC. \$50,000 OR MORE	6612	1083	17.2	16.4	210	*547	16.5	8.3	202	2941	13.9	44.5	171	1356	23.1	20.5	283
\$40,000 OR MORE	12659	1856	29.4	14.7	188	898	27.1	7.1	173	5231	24.8	41.3	158	2202	37.5	17.4	240
\$30,000 OR MORE	24698	2982	47.3	12.1	155	1559	47.0	6.3	154	8979	42.5	36.4	139	3240	55.1	13.1	181
\$25,000 OR MORE	32077	3670	58.2	11.4	147	1985	59.9	6.2	151	11045	52.3	34.4	132	3764	64.1	11.7	162
\$20,000 - \$24,999	9144	536	8.5	5.9	75	*313	9.4	3.4	84	2214	10.5	24.2	93	*453	7.7	5.0	68
\$15,000 - \$19,999	8728	500	7.9	5.7	74	*219	6.6	2.5	61	1978	9.4	22.7	87	571	9.7	6.5	90
\$10,000 - \$14,999	12562	918	14.6	7.3	94	*372	11.2	3.0	72	2397	11.4	19.1	73	504	8.6	4.0	55
UNDER \$10,000	18475	686	10.9	3.7	48	*426	12.8	2.3	56	3482	16.5	18.8	72	585	10.0	3.2	44
HOUSEHOLD OF 1 PERSON	11987	806	12.8	6.7	86	358	10.8	3.0	73	2564	12.1	21.4	82	603	10.3	5.0	69
2 PEOPLE	26577	2125	33.7	8.0	103	1296	39.1	4.9	119	7140	33.8	26.9	103	2175	37.0	8.2	113
3 OR 4 PEOPLE	30617	2360	37.4	7.7	99	1267	38.2	4.1	101	7931	37.6	25.9	99	2250	38.3	7.3	101
5 OR MORE PEOPLE	11804	1019	16.2	8.6	111	*395	11.9	3.3	82	3481	16.5	29.5	113	*848	14.4	7.2	99
NO CHILD IN HHLD	46165	3646	57.8	7.9	101	2018	60.9	4.4	107	11880	56.3	25.7	99	3327	56.6	7.2	99
CHILD(REN) UNDER 2 YRS	5325	*337	5.3	6.3	81	*172	5.2	3.2	79	1031	4.9	19.4	74	*317	5.4	6.0	82
2 - 5 YEARS	14221	1098	17.4	7.7	99	*446	13.4	3.1	77	3615	17.1	25.4	97	969	16.5	6.8	94
6 - 11 YEARS	15117	1186	18.8	7.8	101	*425	12.8	2.8	69	4068	19.3	26.9	103	1067	18.2	7.1	97
12 - 17 YEARS	16611	1408	22.3	8.5	109	648	19.5	3.9	95	5010	23.7	30.2	116	1329	22.6	8.0	110
RESIDENCE OWNED	55884	4693	74.4	8.4	108	2279	68.7	4.1	100	15620	74.0	28.0	107	4483	76.3	8.0	111
VALUE: \$50,000 OR MORE	31744	3219	51.0	10.1	130	1488	44.9	4.7	114	10520	49.8	33.1	127	3359	57.2	10.6	146
VALUE: UNDER \$50,000	24140	1474	23.4	6.1	78	791	23.9	3.3	80	5100	24.2	21.1	81	1124	19.1	4.7	64

		TOTAL	HONEY DEW MELONS				KIMIS				LEMONS				LIMES			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	6309	100.0	7.8	100	3316	100.0	4.1	100	21116	100.0	26.1	100	5876	100.0	7.3	100
MAGAZINES	QUINTILE 1	15799	1598	25.3	10.1	130	821	24.8	5.2	127	4992	23.6	31.6	121	1661	28.3	10.5	145
	QUINTILE 2	17259	1724	27.3	10.0	128	888	26.8	5.1	126	5110	24.2	29.6	114	1405	23.9	8.1	112
	QUINTILE 3	13545	1062	16.8	7.8	101	573	17.3	4.2	103	3530	16.7	26.1	100	1063	18.1	7.8	108
	QUINTILE 4	15133	919	14.6	6.1	78	*458	13.8	3.0	74	3605	17.1	23.8	91	790	13.4	5.2	72
	QUINTILE 5	19250	1006	15.9	5.2	67	*575	17.3	3.0	73	3880	18.4	20.2	77	957	16.3	5.0	69
NEWSPAPERS	QUINTILE 1	12413	1305	20.7	10.5	135	501	15.1	4.0	99	3770	17.9	30.4	116	1172	19.9	9.4	130
	QUINTILE 2	24116	2339	37.1	9.7	125	1264	38.1	5.2	128	6749	32.0	28.0	107	2136	36.4	8.9	122
	QUINTILE 3	11261	892	14.1	7.9	102	*489	14.7	4.3	106	3055	14.5	27.2	104	729	12.4	6.5	88
	QUINTILE 4	20255	1175	18.6	5.8	74	659	19.9	3.3	79	4741	22.5	23.4	90	1218	20.7	6.0	83
	QUINTILE 5	12940	598	9.5	4.6	59	*403	12.2	3.1	76	2792	13.2	21.6	83	*622	10.6	4.8	66
OUTDOOR	QUINTILE 1	14852	1216	19.3	8.2	105	771	23.3	5.2	127	4247	20.1	28.6	110	1523	25.9	10.3	141
	QUINTILE 2	15725	1164	18.4	7.4	95	568	17.1	3.6	88	4385	20.8	27.9	107	1159	19.7	7.4	102
	QUINTILE 3	16330	1480	23.5	9.1	116	679	20.5	4.2	102	4409	20.9	27.0	104	1339	22.8	8.2	113
	QUINTILE 4	16744	1266	20.1	7.6	97	606	18.3	3.6	88	3855	18.3	23.0	88	921	15.7	5.5	76
	QUINTILE 5	17334	1183	18.8	6.8	88	691	20.8	4.0	97	4221	20.0	24.4	93	936	15.9	5.4	74
RADIO-DRIVE TIME	QUINTILE 1	15911	1235	19.6	7.8	100	633	19.1	4.0	97	4080	19.3	25.6	98	1271	21.6	8.0	110
	QUINTILE 2	14837	1097	17.4	7.4	95	736	22.2	5.0	121	3716	17.6	25.0	96	904	15.4	6.1	84
	QUINTILE 3	15339	1267	20.1	8.3	106	673	20.3	4.4	107	4464	21.1	29.1	112	1472	25.1	9.6	132
	QUINTILE 4	16723	1401	22.2	8.4	108	558	16.8	3.3	81	4183	19.8	25.0	96	1130	19.2	6.8	93
	QUINTILE 5	18176	1309	20.7	7.2	92	715	21.6	3.9	96	4674	22.1	25.7	99	1100	18.7	6.1	83
RADIO-MID- DAY	TERCILE 1	21020	1529	24.2	7.3	93	841	25.4	4.0	98	5292	25.1	25.2	97	1359	23.1	6.5	89
	TERCILE 2	21610	1911	30.3	8.8	114	907	27.4	4.2	103	5664	26.8	26.2	101	1509	25.7	7.0	96
	TERCILE 3	38355	2869	45.5	7.5	96	1568	47.3	4.1	100	10160	48.1	26.5	102	3009	51.2	7.8	108
RADIO-TOTAL	QUINTILE 1	15988	1182	18.7	7.4	95	618	18.6	3.9	94	4047	19.2	25.3	97	1117	19.0	7.0	96
	QUINTILE 2	15626	1042	16.5	6.7	86	583	17.6	3.7	91	3905	18.5	25.0	96	1031	17.5	6.6	91
	QUINTILE 3	16723	1690	26.8	10.1	130	845	25.5	5.1	123	4687	22.2	28.0	107	1319	22.4	7.9	109
	QUINTILE 4	16342	1249	19.8	7.6	98	667	20.1	4.1	100	4380	20.7	26.8	103	1426	24.3	8.7	120
	QUINTILE 5	16306	1146	18.2	7.0	90	603	18.2	3.7	90	4096	19.4	25.1	96	984	16.7	6.0	83
TV-PRIME TIME	QUINTILE 1	15953	1192	18.9	7.5	96	*466	14.1	2.9	71	4157	19.7	26.1	100	802	13.6	5.0	69
	QUINTILE 2	16137	1431	22.7	8.9	114	625	18.8	3.9	95	4236	20.1	26.3	101	1118	19.0	6.9	95
	QUINTILE 3	16420	1374	21.8	8.4	107	714	21.5	4.3	106	4588	21.7	27.9	107	1350	23.0	8.2	113
	QUINTILE 4	16687	1210	19.2	7.3	93	836	25.2	5.0	122	4267	20.2	25.6	98	1502	25.6	9.0	124
	QUINTILE 5	15789	1102	17.5	7.0	90	675	20.4	4.3	104	3868	18.3	24.5	94	1104	18.8	7.0	96
TV-DAYTIME	TERCILE 1	27736	1726	27.4	6.2	80	842	25.4	3.0	74	6876	32.6	24.8	95	1469	25.0	5.3	73
	TERCILE 2	26489	2217	35.1	8.4	107	934	28.2	3.5	86	6209	29.4	23.4	90	1986	33.8	7.5	103
	TERCILE 3	26761	2366	37.5	8.8	113	1540	46.4	5.8	141	8031	38.0	30.0	115	2422	41.2	9.1	125
TV-TOTAL	QUINTILE 1	16345	966	15.3	5.9	76	*478	14.4	2.9	71	4062	19.2	24.9	95	714	12.2	4.4	60
	QUINTILE 2	16447	1305	20.7	7.9	102	688	20.7	4.2	102	4051	19.2	24.6	94	973	16.6	5.9	82
	QUINTILE 3	15980	1411	22.4	8.8	113	650	19.6	4.1	99	4354	20.6	27.2	104	1340	22.8	8.4	116
	QUINTILE 4	15887	1441	22.8	9.1	116	687	20.7	4.3	106	4133	19.6	26.0	100	1379	23.5	8.7	120
	QUINTILE 5	16326	1186	18.8	7.3	93	812	24.5	5.0	121	4516	21.4	27.7	106	1470	25.0	9.0	124
MAGAZINES-NEWSPAPERS: DUAL		20721	2510	39.8	12.1	155	1096	33.1	5.3	129	6655	31.5	32.1	123	2235	38.0	10.8	149
MAGAZINE IMPERATIVE		19186	1253	19.9	6.5	84	885	26.7	4.6	113	5183	24.5	27.0	104	1308	22.3	6.8	94
NEWSPAPER IMPERATIVE		21899	1659	26.3	7.6	97	874	26.4	4.0	97	5385	25.5	24.6	94	1461	24.9	6.7	92
MAGAZINES-OUTDOOR: DUAL		15451	1523	24.1	9.9	127	872	26.3	5.6	138	4835	22.9	31.3	120	1698	28.9	11.0	151
MAGAZINE IMPERATIVE		25953	2456	38.9	9.5	121	1194	36.0	4.6	112	7409	35.1	28.5	109	2012	34.2	7.8	107
OUTDOOR IMPERATIVE		24400	1549	24.6	6.3	81	791	23.9	3.2	79	5955	28.2	24.4	94	1636	27.8	6.7	92
MAGAZINES-RADIO: DUAL		18049	1363	21.6	7.6	97	715	21.6	4.0	97	5099	24.1	28.3	108	1665	28.3	9.2	127
MAGAZINE IMPERATIVE		23571	2614	41.4	11.1	142	1284	38.7	5.4	133	7263	34.4	30.8	118	2192	37.3	9.3	128
RADIO IMPERATIVE		23278	1502	23.8	6.5	83	739	22.3	3.2	78	5203	24.6	22.4	86	1121	19.1	4.8	66
MAGAZINES-TELEVISION: DUAL		15459	1369	21.7	8.9	114	715	21.6	4.6	113	4475	21.2	28.9	111	1201	20.4	7.8	107
MAGAZINE IMPERATIVE		25829	2565	40.7	9.9	127	1334	40.2	5.2	126	7952	37.7	30.8	118	2669	45.4	10.3	142
TELEVISION IMPERATIVE		26039	1503	23.8	5.8	74	794	23.9	3.0	74	5555	26.3	21.3	82	1067	18.2	4.1	56
NEWSPAPERS-OUTDOOR: DUAL		16605	1674	26.5	10.1	129	837	25.2	5.0	123	5149	24.4	31.0	119	1678	28.6	10.1	139
NEWSPAPER IMPERATIVE		26834	2495	39.5	9.3	119	1238	37.3	4.6	113	7232	34.2	27.0	103	2095	35.7	7.8	108
OUTDOOR IMPERATIVE		23346	1403	22.2	6.0	77	890	26.8	3.8	93	5861	27.9	25.2	97	1555	26.5	6.7	92
NEWSPAPERS-RADIO: DUAL		17133	1401	22.2	8.2	105	764	23.0	4.5	109	4632	21.9	27.0	104	1506	25.6	8.8	121
NEWSPAPER IMPERATIVE		25892	2810	44.5	10.9	139	1188	35.8	4.6	112	7578	35.9	29.3	112	2253	38.3	8.7	120
RADIO IMPERATIVE		23167	1459	23.1	6.3	81	805	24.3	3.5	85	5499	26.0	23.7	91	1175	20.0	5.1	70
NEWSPAPERS-TELEVISION: DUAL		17159	1537	24.4	9.0	115	697	21.0	4.1	99	4591	21.7	26.8	103	1178	20.0	6.9	95
NEWSPAPER IMPERATIVE		26214	2681	42.5	10.2	131	1393	42.0	5.3	130	7836	37.1	29.9	115	2669	45.4	10.2	140
TELEVISION IMPERATIVE		23412	1234	19.6	5.3	68	693	20.9	3.0	72	5298	25.1	22.6	87	1046	17.8	4.5	62
OUTDOOR-RADIO: DUAL		15303	1284	20.4	8.4	108	534	16.1	3.5	85	4150	19.7	27.1	104	1192	20.3	7.8	107
OUTDOOR IMPERATIVE		24901	2006	31.8	8.1	103	1147	34.6	4.6	112	6981	33.1	28.0	108	2240	38.1	9.0	124
RADIO IMPERATIVE		26492	1972	31.3	7.4	96	1174	35.4	4.4	108	6625	31.4	25.0	96	1630	27.7	6.2	85
OUTDOOR-TELEVISION: DUAL		14794	1036	16.4	7.0	90	589	17.8	4.0	97	3983	18.9	26.9	103	1039	17.		

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	HONEY DEW MELONS				KIWIS				LEMONS				LIMES			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	6309	100.0	7.8	100	3316	100.0	4.1	100	21116	100.0	26.1	100	5876	100.0	7.3	100
ATLANTIC MONTHLY	415	**30	0.5	7.2	93	**36	1.1	8.7	212	*122	0.6	29.4	113	**44	0.7	10.6	146
BARRON'S	453	**20	0.3	4.4	57	**49	1.5	10.8	264	*175	0.8	38.6	148	**95	1.6	21.0	289
BETTER HOMES & GARDENS	16256	1588	25.2	9.8	125	676	20.4	4.2	102	4713	22.3	29.0	111	1504	25.6	9.3	128
BON APPETIT	2535	332	5.3	13.1	168	260	7.8	10.3	250	1133	5.4	44.7	171	400	6.8	15.8	217
BUSINESS WEEK	1278	*219	3.5	17.1	220	**92	2.8	7.2	176	424	2.0	33.2	127	*233	4.0	18.2	251
CAR AND DRIVER	378	**39	0.6	10.3	132	**28	0.8	7.4	181	**161	0.8	42.6	163	**24	0.4	6.3	88
CBS MAGAZINE NETWORK (GROSS)	1498	**125	2.0	8.3	107	**107	3.2	7.1	174	478	2.3	31.9	122	*163	2.8	10.9	150
CHANGING TIMES	1505	*181	2.9	12.0	154	**78	2.4	5.2	127	495	2.3	32.9	126	*212	3.6	14.1	194
COLONIAL HOMES	1231	*120	1.9	9.7	125	**90	2.7	7.3	179	367	1.7	29.8	114	*129	2.2	10.5	144
CONDE NAST MAG. PKG. (GROSS)	14146	1692	26.8	12.0	154	723	21.8	5.1	125	4359	20.6	30.8	118	1381	23.5	9.8	135
CONSUMERS DIGEST	1323	**159	2.5	12.0	154	**65	2.0	4.9	120	446	2.1	33.7	129	**136	2.3	10.3	142
COSMOPOLITAN	7102	886	14.0	12.5	160	391	11.8	5.5	134	2211	10.5	31.1	119	670	11.4	9.4	130
COUNTRY LIVING	2481	*222	3.5	8.9	115	*107	3.2	4.3	105	902	4.3	36.4	139	238	4.1	9.6	132
CUISINE	1472	*146	2.3	9.9	127	*112	3.4	7.6	186	515	2.4	35.0	134	*166	2.8	11.3	155
CYCLE WORLD	425	**51	0.8	12.0	154	**34	1.0	8.0	195	**128	0.6	30.1	116	**61	1.0	14.4	198
DCI:CREATIVE IDEAS FOR LIV	2510	*215	3.4	8.6	110	**89	2.7	3.5	87	689	3.3	27.5	105	*188	3.2	7.5	103
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	516	8.2	7.7	99	*279	8.4	4.2	102	2026	9.6	30.3	116	627	10.7	9.4	129
DISCOVER	894	**84	1.3	9.4	121	**45	1.4	5.0	123	242	1.1	27.1	104	*332	0.5	3.6	49
EBONY	3507	*141	2.2	4.0	52	*96	2.9	2.7	67	887	4.2	25.3	97	*168	2.9	4.8	66
ESQUIRE	1083	*123	1.2	6.7	87	**48	1.4	4.4	108	303	1.4	28.0	107	**97	1.7	9.0	123
ESSENCE	1830	**80	1.3	4.4	56	**66	2.0	3.6	88	585	2.8	32.0	123	**108	1.8	5.9	81
FAMILY CIRCLE	15930	1489	23.6	9.3	120	653	19.7	4.1	100	4576	21.7	28.7	110	1232	21.0	7.7	107
THE FAMILY HANDYMAN	1126	**86	1.4	7.6	98	**28	0.8	2.5	61	*247	1.2	21.9	84	**77	1.3	6.8	94
FAMILY WEEKLY	11468	783	12.4	6.8	88	472	14.2	4.1	101	3016	14.3	26.3	101	652	11.1	5.7	78
FIELD & STREAM	2234	*182	2.9	8.1	105	**60	1.8	2.7	66	592	2.8	26.5	102	**146	2.5	6.5	90
FOOD & WINE	579	**61	1.0	10.5	135	**27	0.8	4.7	114	240	1.1	41.5	159	**75	1.3	13.0	179
FORBES	728	**51	0.8	7.0	90	**32	1.0	4.4	107	309	1.5	42.4	163	*140	2.4	19.2	265
FORTUNE	906	**111	1.8	12.3	157	**65	2.0	7.2	175	359	1.7	39.6	152	*199	3.4	22.0	303
GENTLEMEN'S QUARTERLY	791	**66	1.0	8.3	107	**49	1.5	6.2	151	221	1.0	27.9	107	**73	1.2	9.2	127
GLAMOUR	5265	575	9.1	10.9	140	*262	7.9	5.0	122	1564	7.4	29.7	114	501	8.5	9.5	131
GOLF DIGEST	636	**54	0.9	8.5	109	**37	1.1	5.8	142	*228	1.1	35.8	137	**108	1.8	17.0	234
GOLF DIGEST/TENNIS (GROSS)	1186	**74	1.2	6.2	80	**80	2.4	6.7	165	419	2.0	35.3	135	*198	3.4	16.7	230
GOLF MAGAZINE	441	**65	1.0	14.7	189	**34	1.0	7.7	188	*194	0.9	44.0	169	**85	1.4	19.3	266
GOLF MAGAZINE/SKI (GROSS)	922	**128	2.0	13.9	178	**90	2.7	9.8	238	376	1.8	40.8	156	*157	2.7	17.0	235
GOOD HOUSEKEEPING	16487	1502	23.8	9.1	117	702	21.2	4.3	104	4445	21.1	27.0	103	1448	24.6	8.8	121
HARPER'S BAZAAR	2423	252	4.0	10.4	134	*94	2.8	3.9	95	849	4.0	35.0	134	279	4.7	11.5	159
HEALTH	1994	*218	3.5	10.9	140	**81	2.4	4.1	99	631	3.0	31.6	121	*203	3.5	10.2	140
HEARST MAG CORP. BUY (GROSS)	44101	4334	68.7	9.8	126	2092	63.1	4.7	116	13249	62.7	30.0	115	4236	72.1	9.6	132
HEARST MAN POWER (GROSS)	1993	*157	2.5	7.9	101	*81	2.4	4.1	99	584	2.8	29.3	112	*252	4.3	12.6	174
HEARST WOMAN POWER (GROSS)	31274	3070	48.7	9.8	126	1410	42.5	4.5	110	8914	42.2	28.5	109	2738	46.6	8.8	121
HOUSE BEAUTIFUL	3623	390	6.2	10.8	138	*209	6.3	5.8	141	1215	5.8	33.5	129	392	6.7	10.8	147
INC.	283	**50	0.8	17.7	227	**3	0.1	1.1	26	**108	0.5	38.2	146	**83	1.4	29.3	404
JET	2928	*132	2.1	4.5	58	**105	3.2	3.6	88	813	3.9	27.8	106	*129	2.2	4.4	61
LADIES' HOME JOURNAL	11918	1205	19.1	10.1	130	535	16.1	4.5	110	3355	15.9	28.2	108	1030	17.5	8.6	119
LHJ FAMILY GRP COMBO(GROSS)	16764	1606	25.5	9.6	123	746	22.5	4.5	109	4771	22.6	28.5	109	1450	24.7	8.6	119
LIFE	4254	556	8.8	13.1	168	*247	7.4	5.8	142	1444	6.8	33.9	130	406	6.9	9.5	132
L.A. TIMES HOME MAGAZINE	1145	*141	2.2	12.3	158	**95	2.9	8.3	203	720	3.4	62.9	241	*253	4.3	22.1	305
MADAMEMOISELLE	2884	453	7.2	15.7	202	*113	3.4	3.9	96	906	4.3	31.4	120	270	4.6	9.4	129
MC CALL'S	13460	1152	18.3	8.6	110	511	15.4	3.8	93	3549	16.8	26.4	101	1117	19.0	8.3	114
MC CALL'S/WRK MOTHER (GROSS)	14606	1265	20.1	8.7	111	517	15.6	3.5	86	3790	17.9	25.9	100	1229	20.9	8.4	116
MECHANIX ILLUSTRATED	772	**25	0.4	3.2	42	**32	1.0	4.1	101	*263	1.2	34.1	131	**114	1.9	14.8	204
METROPOLITAN HOME	967	*97	1.5	10.0	129	**80	2.4	8.3	202	508	2.4	52.5	201	*145	2.5	15.0	207
MONEY	1588	*151	2.4	9.5	122	**82	2.5	5.2	126	587	2.8	37.0	142	*246	4.2	15.5	214
MOTHER EARTH NEWS	1002	**105	1.7	10.5	135	**86	2.6	8.6	210	*211	1.0	21.1	81	**103	1.8	10.3	142
MS.	825	**103	1.6	12.5	160	**71	2.1	8.6	210	299	1.4	36.2	139	*101	1.7	12.2	169
NATIONAL ENQUIRER	10336	626	9.9	6.1	78	352	10.6	3.4	83	2429	11.5	23.5	90	638	10.9	6.2	85
NATIONAL GEOGRAPHIC	9597	1060	16.8	11.0	142	619	18.7	6.4	158	3292	15.6	34.3	132	1147	19.5	12.0	165
NATIONAL SUNDAY MAGAZINE PKG	49558	4435	70.3	8.9	115	2295	69.2	4.6	113	13744	65.1	27.7	106	4035	68.7	8.1	112
NATURAL HISTORY	573	*37	0.6	6.5	83	**58	1.7	10.1	247	*188	0.9	32.8	126	**63	1.1	11.0	152
NEW WOMAN	1699	*153	2.4	9.0	116	**151	4.6	8.9	217	628	3.0	37.0	142	*107	1.8	6.3	87
NEW YORK INCLUDING CUE	443	**39	0.6	8.8	113	**26	0.8	5.9	143	188	0.9	42.4	163	**46	0.8	10.4	143
THE NEW YORKER	1270	*184	2.9	14.5	186	*95	2.9	7.5	183	531	2.5	41.8	160	215	3.7	16.9	233
NEWSWEEK	6277	717	11.4	11.4	147	365	11.0	5.8	142	2104	10.0	33.5	129	734	12.5	11.7	161
THE N.Y. TIMES DAILY EDITION	1205	*136	2.2	11.3	145	**74	2.2	6.1	150	616	2.9	51.1	196	*204	3.5	16.9	233
THE N.Y. TIMES MAGAZINE	2081	341	5.4	16.4	210	*100	3.0	4.8	117	1075	5.1	51.7	198	396	6.7	19.0	262
OMNI	788	**104	1.6	13.2	169	**56	1.7	7.1	174	239	1.1	30.3	116	**59	1.0	7.5	103
ON CABLE	1158	**160	2.5	13.8	177	**23	0.7	2.0	49	*184	0.9	15.9	61	**59	1.0	5.1	70
1001 HOME IDEAS	2852	*184	2.9	6.5	83	*131	4.0	4.6	112	785	3.7	27.5	106	*216	3.7	7.6	104
ORGANIC GARDENING	1658	**174	2.8	10.5	135	*109	3.3	6.6	161	481	2.3	29.0	111	*175	3.0	10.6	145
OUTDOOR LIFE	896	**83	1.3	9.3	119	**24	0.7	2.7	65	*197	0.9	22.0	84	**54	0.9	6.0	83
PARADE MAGAZINE	24275	2374	37.6	9.8	126	1061	32.0	4.4	107	6754	32.0	27.8	107	1972	33.6	8.1	112

	TOTAL U.S. '000	HONEY DEW MELONS				KIMIS				LEMONS				LIMES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAkers	100000	6309	100.0	7.8	100	3316	100.0	4.1	100	21116	100.0	26.1	100	5876	100.0	7.3	100
PARENTS	3845	305	4.8	7.9	102	**121	3.6	3.1	77	940	4.5	24.4	94	**224	3.8	5.8	80
PENTHOUSE	831	**101	1.6	12.2	156	**33	1.0	4.0	97	*241	1.1	29.0	111	**75	1.3	9.0	124
PEOPLE	11645	1139	18.1	9.8	126	520	15.7	4.5	109	3402	16.1	29.2	112	1086	18.5	9.3	129
PLAYBOY	2006	*149	2.4	7.4	95	**74	2.2	3.7	90	551	2.6	27.5	105	*185	3.1	9.2	127
POPULAR HOT RODDING	297	**10	0.2	3.4	43	**2	0.1	0.7	16	*78	0.4	26.3	101	*17	0.3	5.7	79
POPULAR MECHANICS	1018	**35	0.6	3.4	44	**23	0.7	2.3	55	*299	1.4	29.4	113	*129	2.2	12.7	175
POPULAR SCIENCE	878	**63	1.0	7.2	92	**45	1.4	5.1	125	*221	1.0	25.2	97	**70	1.2	8.0	110
PREVENTION	3913	406	6.4	10.4	133	*188	5.7	4.8	117	1158	5.5	29.6	114	335	5.7	8.6	118
PSYCHOLOGY TODAY	1710	*195	3.1	11.4	146	**119	3.6	7.0	170	511	2.4	29.9	115	*155	2.6	9.1	125
READER'S DIGEST	22204	1878	29.8	8.5	109	815	24.6	3.7	90	6145	29.1	27.7	106	1729	29.4	7.8	107
REDBOOK	7684	682	10.8	8.9	114	317	9.6	4.1	101	2258	10.7	29.4	113	620	10.6	8.1	111
ROAD & TRACK	410	**42	0.7	10.2	131	*31	0.9	7.6	185	*162	0.8	39.5	152	*36	0.6	8.8	121
ROLLING STONE	969	*193	3.1	19.9	256	**43	1.3	4.4	108	370	1.8	38.2	146	*160	2.7	16.5	228
RUNNER'S WORLD	298	**71	1.1	23.8	306	*30	0.9	10.1	246	*129	0.6	43.3	166	*58	1.0	19.5	268
SATURDAY EVENING POST	1169	*157	2.5	13.4	172	*54	1.6	4.6	113	329	1.6	28.1	108	*85	1.4	7.3	100
SCIENCE 84	587	**37	0.6	6.3	81	*12	0.4	2.0	50	*279	1.3	47.5	182	*92	1.6	15.7	216
SCIENCE DIGEST	482	**44	0.7	9.1	117	*33	1.0	6.8	167	*164	0.8	34.0	130	*63	1.1	13.1	180
SCIENTIFIC AMERICAN	594	*41	0.6	6.9	89	*1	0.2	6.9	169	*285	1.3	48.0	184	*159	2.7	26.8	369
SELF	2089	*257	4.1	12.3	158	*89	2.7	4.3	104	586	2.8	28.1	108	*172	2.9	8.2	113
SEVENTEEN	2411	*210	3.3	8.7	112	*47	1.4	1.9	48	747	3.5	31.0	119	*147	2.5	6.1	84
SKI	1800	**63	1.0	13.1	168	*56	1.7	11.7	285	*182	0.9	37.9	145	*72	1.2	15.0	207
SMITHSONIAN	2760	358	5.7	13.0	167	301	9.1	10.9	266	1029	4.9	37.3	143	358	6.1	13.0	179
SOAP OPERA DIGEST	3013	*190	3.0	6.3	81	*99	3.0	3.3	80	676	3.2	22.4	86	*176	3.0	5.8	81
SOUTHERN LIVING	4184	301	4.8	7.2	92	*189	5.7	4.5	110	1337	6.3	32.0	123	439	7.5	10.5	145
SPORT	559	*12	0.2	2.1	28	*34	1.0	6.1	149	*180	0.9	32.2	123	*40	0.7	7.2	99
THE SPORTING NEWS	436	*51	0.8	11.7	150	*6	0.2	1.4	34	*151	0.7	34.6	133	*66	1.1	15.1	209
SPORTS AFIELD	493	*78	1.2	15.8	203	*25	0.8	5.1	124	*121	0.6	24.5	94	*61	1.0	12.4	171
SPORTS ILLUSTRATED	2758	322	5.1	11.7	150	*197	5.9	7.1	174	948	4.5	34.4	132	*247	4.2	9.0	123
STAR	7456	480	7.6	6.4	83	*270	8.1	3.6	88	1726	8.2	23.1	89	548	9.3	7.3	101
SUNDAY	24936	2636	41.8	10.6	136	1195	36.0	4.8	117	6654	31.5	26.7	102	2276	38.7	9.1	126
SUNSET	2124	*283	4.5	13.3	171	*203	6.1	9.6	233	558	4.1	40.4	155	323	5.5	15.2	210
TV GUIDE	21661	1537	24.4	7.1	91	934	28.2	4.3	105	5650	26.8	26.1	100	1411	24.0	6.5	90
TENNIS	550	*20	0.3	3.6	47	*44	1.3	8.0	195	*192	0.9	34.9	134	*90	1.5	16.4	226
TIME	2880	923	14.6	10.4	133	587	17.7	6.6	161	3026	14.3	34.1	131	1117	19.0	12.6	173
TOWN & COUNTRY	917	*102	1.6	11.1	143	*99	3.0	10.8	264	368	1.7	40.1	154	*183	3.1	20.0	275
TRAVEL & LEISURE	972	*103	1.6	10.6	136	*51	1.5	5.2	128	473	2.2	48.7	187	*132	2.2	13.6	187
TRUE STORY	3356	*146	2.3	4.4	56	*34	1.0	1.0	25	589	3.3	20.5	79	*148	2.5	4.4	61
U.S. NEWS & WORLD REPORT	3410	394	6.2	11.6	148	*204	6.2	6.0	146	942	4.5	27.6	106	320	5.4	9.4	129
USA TODAY	1759	251	4.0	14.3	183	*127	3.8	7.2	176	614	2.9	34.9	134	*197	3.4	11.2	154
US	1873	*238	3.8	12.7	163	*58	1.7	3.1	76	405	1.9	21.6	83	*156	2.7	8.3	115
VOGUE	3909	406	6.4	10.4	133	259	7.8	6.6	162	1303	6.2	33.3	128	438	7.5	11.2	154
WALL STREET JOURNAL	1886	336	5.3	17.8	229	*196	5.9	10.4	254	782	3.7	41.5	159	378	6.4	20.0	276
WEIGHT WATCHERS	2120	*176	2.8	8.3	107	*98	3.0	4.6	113	659	3.1	31.1	119	*160	2.7	7.5	104
WOMAN'S DAY	14172	1298	20.6	9.2	118	661	19.9	4.7	114	4023	19.1	28.4	109	1221	20.8	8.6	119
WORKING MOTHER	1146	*113	1.8	9.9	127	*6	0.2	0.5	13	*241	1.1	21.0	81	*113	1.9	9.9	136
WORKING WOMAN	1322	*208	3.3	15.7	202	*65	2.0	4.9	120	428	2.0	32.4	124	*195	3.3	14.8	203
WORLD TENNIS	*163	*15	0.2	9.2	118	*13	0.4	8.0	195	*56	0.3	34.4	132	*24	0.4	14.7	203
ZIFF-DAVIS MAG NETWK (GROSS)	2532	233	3.7	9.2	118	*162	4.9	6.4	156	558	4.1	33.9	130	285	4.9	11.3	155
BLAIR INSERTS	43657	4178	66.2	9.6	123	2068	62.4	4.7	116	12478	59.1	28.6	110	3841	65.4	8.8	121
DAILY NEWSPAPERS																	
READ ANY	51633	4585	72.7	8.9	114	2257	68.1	4.4	107	14197	67.2	27.5	105	4046	68.9	7.8	108
READ ONE	43463	3766	59.7	8.7	111	1917	57.8	4.4	108	11656	55.2	26.8	103	3229	55.0	7.4	102
READ TWO OR MORE	8170	819	13.0	10.0	129	340	10.3	4.2	102	2541	12.0	31.1	119	818	13.9	10.0	138
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4731	75.0	9.0	115	2447	73.8	4.6	113	14819	70.2	28.1	108	4429	75.4	8.4	116
READ ONE	46126	3953	62.7	8.6	110	2170	65.4	4.7	115	12703	60.2	27.5	106	3661	62.3	7.9	109
READ TWO OR MORE	6552	778	12.3	11.9	152	277	8.4	4.2	103	2116	10.0	32.3	124	768	13.1	11.7	162
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.68				29.60				29.14				32.35			
30 DAY REACH	71455	5583	88.5	7.8	100	2950	89.0	4.1	101	18659	88.4	26.1	100	5210	88.7	7.3	100
50 SHWG - 30 DAY AV FREQ	14.56	14.41				15.80				15.34				16.75			
30 DAY REACH	67742	5361	85.0	7.9	102	2766	83.4	4.1	100	17790	84.2	26.3	101	5046	85.9	7.4	103
25 SHWG - 30 DAY AV FREQ	7.94	7.66				8.72				8.33				8.87			
30 DAY REACH	62117	5035	79.8	8.1	104	2517	75.9	4.1	99	16435	77.8	26.5	101	4811	81.9	7.7	107
CABLE TV: HOME WIRED	32077	2706	42.9	8.4	108	1282	38.7	4.0	98	8690	41.2	27.1	104	2279	38.8	7.1	98
HOME NOT WIRED	48909	3603	57.1	7.4	95	2034	61.3	4.2	102	12427	58.9	25.4	97	3597	61.2	7.4	101
HAVE PAY CABLE	15935	1494	23.7	9.4	120	710	21.4	4.5	109	4996	23.7	31.4	120	1370	23.3	8.6	118

	TOTAL U.S. '000	HONEY A '000	DEW B % DOWN	MELONS C % ACROSS	D INDX	KIMIS A '000	B % DOWN	C % ACROSS	D INDX	LEMONS A '000	B % DOWN	C % ACROSS	D INDX	LIMES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS	80986	6309	100.0	7.8	100	3316	100.0	4.1	100	21116	100.0	26.1	100	5876	100.0	7.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3554	56.3	8.1	104	1995	60.2	4.5	111	11715	55.5	26.7	102	3528	60.0	8.0	111
10:00 AM - 3:00 PM	30659	2341	37.1	7.6	98	1249	37.7	4.1	99	7804	37.0	25.5	98	2008	34.2	6.5	90
3:00 PM - 7:00 PM	31045	2548	40.4	8.2	105	1281	38.6	4.1	101	8273	39.2	26.6	102	2489	42.4	8.0	110
7:00 PM - MIDNIGHT	15767	1253	19.9	7.9	102	611	18.4	3.9	95	4246	20.1	26.9	103	1254	21.3	8.0	110
MIDNIGHT - 6:00 AM	9120	725	11.5	7.9	102	452	13.6	5.0	121	2348	11.1	25.7	99	681	11.6	7.5	103
6:00 AM - MIDNIGHT	58527	4693	74.4	8.0	103	2468	74.4	4.2	103	15465	73.2	26.4	101	4454	75.8	7.6	105
ENTIRE DAY	59311	4755	75.4	8.0	103	2502	75.5	4.2	103	15654	74.1	26.4	101	4487	76.4	7.6	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1414	22.4	8.7	112	688	20.7	4.3	104	3976	18.8	24.6	94	1247	21.2	7.7	106
ALL NEWS	2256	275	4.4	12.2	156	*141	4.3	6.3	153	806	3.8	35.7	137	287	4.9	12.7	175
AOR/PROGRESSIVE	3874	344	5.5	8.9	114	*163	4.9	4.2	103	1211	5.7	31.3	120	433	7.4	11.2	154
BEAUTIFUL MUSIC	5660	473	7.5	8.4	107	316	9.5	5.6	136	1748	8.3	30.9	118	510	8.7	9.0	124
BLACK	2204	**127	2.0	5.8	74	**109	3.3	4.9	121	672	3.2	30.5	117	*115	2.0	5.2	72
CLASSICAL	1418	*121	1.9	8.5	110	**106	3.2	7.5	183	534	2.5	37.7	144	*180	3.1	12.7	175
CHR/ROCK	9538	729	11.6	7.6	98	442	13.3	4.6	113	2640	12.5	27.7	106	808	13.8	8.5	117
COUNTRY	12648	682	10.8	5.4	69	461	13.9	3.6	89	2823	13.4	22.3	86	873	14.9	6.9	95
GOLDEN OLDIES	1191	**107	1.7	9.0	115	**25	0.8	2.1	51	274	1.3	23.0	88	**82	1.4	6.9	95
MOR/NOSTALGIA	4757	527	8.4	11.1	142	*208	6.3	4.4	107	1296	6.1	27.2	104	336	5.7	7.1	97
NEWS/TALK	3863	470	7.4	12.2	156	*241	7.3	6.2	152	1074	5.1	27.8	107	*228	3.9	5.9	81
RELIGIOUS	3084	*192	3.0	6.2	80	**92	2.8	3.0	73	696	3.3	22.6	87	*256	4.4	8.3	114
SOFT ROCK	521	**60	1.0	11.5	148	**11	0.3	2.1	52	*106	0.5	20.3	78	**113	0.2	2.5	34
URBAN CONTEMPORARY	1585	*163	2.6	10.3	132	**40	1.2	2.5	62	451	2.1	28.5	109	**93	1.6	5.9	81
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*235	3.7	7.2	93	**68	2.1	2.1	51	568	2.7	17.4	67	*233	4.0	7.1	98
ABC DIRECTION	2316	*191	3.0	8.2	106	**46	1.4	2.0	49	542	2.6	23.4	90	**102	1.7	4.4	61
ABC ENTERTAINMENT	4834	400	6.3	8.3	106	*109	3.3	2.3	55	1216	5.8	25.2	96	300	5.1	6.2	86
ABC FM	2202	*158	2.5	7.2	92	**42	1.3	1.9	47	562	2.7	25.5	98	*176	3.0	8.0	110
ABC INFORMATION	5425	502	8.0	9.3	119	*264	8.0	4.9	119	1481	7.0	27.3	105	325	5.5	6.0	83
ABC ROCK	1677	**134	2.1	8.0	103	**70	2.1	4.2	102	506	2.4	30.2	116	**122	2.1	7.3	100
CBS	4430	533	8.4	12.0	154	246	7.4	5.6	136	1207	5.7	27.2	104	361	6.1	8.1	112
MUTUAL	4992	423	6.7	8.5	109	*310	9.3	6.2	152	1063	5.0	21.3	82	424	7.2	8.5	117
NBC	4679	462	7.3	9.9	127	*190	5.7	4.1	99	1109	5.3	23.7	91	331	5.6	7.1	97
RADIORADIO	1994	*141	2.2	7.1	91	**71	2.1	3.6	87	554	2.6	27.8	107	*149	2.5	7.5	103
RKO ONE	2298	*167	2.6	7.3	93	**95	2.9	4.1	101	681	3.2	29.6	114	*179	3.0	7.8	107
RKO TWO	3311	284	4.5	8.6	110	**101	3.0	3.1	75	835	4.0	25.2	97	*151	2.6	4.6	63
THE SOURCE	2114	*171	2.7	8.1	104	**79	2.4	3.7	91	653	3.1	30.9	118	*225	3.8	10.6	147
NON-WIRED : BLAIR	8654	571	9.1	6.6	85	371	11.2	4.3	105	2232	10.6	25.8	99	625	10.6	7.2	100
INTERNET	12025	1054	16.7	8.8	113	590	17.8	4.9	120	3376	16.0	28.1	108	1025	17.4	8.5	117
KATZ RADIO GROUP	15359	1485	23.5	9.7	124	748	22.6	4.9	119	4357	20.6	28.4	109	1322	22.5	8.6	119
SUPERNET	10628	897	14.2	8.4	108	418	12.6	3.9	96	2791	13.2	26.3	101	692	11.8	6.5	90
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	580	9.2	6.7	86	308	9.3	3.6	87	2224	10.5	25.7	99	487	8.3	5.6	78
WKDAY 9:00 AM - 1:00 PM	12163	777	12.3	6.4	82	405	12.2	3.3	81	2900	13.7	23.8	91	609	10.4	5.0	69
WKDAY 1:00 PM - 4:30 PM	16150	1002	15.9	6.2	80	432	13.0	2.7	65	3850	18.2	23.8	91	834	14.2	5.2	71
WKDAY 4:30 PM - 7:30 PM	22463	1694	26.9	7.5	97	819	24.7	3.6	89	5566	26.4	24.8	95	1375	23.4	6.1	84
WKDAY 7:30 PM - 8:00 PM	31795	2386	37.6	7.5	96	1171	35.3	3.7	90	8118	38.4	25.5	98	1866	31.8	5.9	81
WKDAY 11:00 PM - 11:30 PM	23977	1906	30.2	7.9	102	972	29.3	4.1	99	6285	29.8	26.2	101	1575	26.8	6.6	91
WKDAY 11:30 PM - 1:00 AM	7703	609	9.7	7.9	101	336	10.1	4.4	107	1872	8.9	24.3	93	461	7.8	6.0	82
M-SAT 8-11 PM+SUN 7-11 PM	33800	2674	42.4	7.9	102	1287	38.8	3.8	93	8885	42.1	26.3	101	2240	38.1	6.6	91
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	568	9.0	8.7	112	212	6.4	3.2	79	1751	8.3	26.8	103	417	7.1	6.4	88
ANOTHER WORLD	N 4620	198	3.1	4.3	55	*88	2.7	1.9	47	1119	5.3	24.2	93	224	3.8	4.8	67
AS THE WORLD TURNS	C 5614	233	3.7	4.2	53	*171	5.2	3.0	74	1242	5.9	22.1	85	248	4.2	4.4	61
CAPITOL	C 3396	145	2.3	4.3	55	*97	2.9	2.9	70	737	3.5	21.7	83	*134	2.3	3.9	54
CBS MORN. NEWS 1	C 1446	*66	1.0	4.6	59	*57	1.7	3.9	96	368	1.7	25.4	98	*77	1.3	5.3	73
CBS MORN. NEWS 2	C 1207	*86	1.4	7.1	91	*61	1.8	5.1	123	314	1.5	26.0	100	*64	1.1	5.3	73
DAYS OF OUR LIVES	N 5877	386	6.1	6.6	84	*134	4.0	2.3	56	1376	6.5	23.4	90	355	6.0	6.0	87
FACTS OF LIFE - DAYTIME	N 2290	111	1.8	4.8	62	*116	3.5	5.1	124	468	2.2	20.4	78	144	2.5	6.3	87
FAMILY FEUD	A 3023	233	3.7	7.7	99	*123	3.7	4.1	99	854	4.0	28.3	108	152	2.6	5.0	69
GENERAL HOSPITAL	A 6097	388	6.1	6.4	82	200	6.0	3.3	80	1455	6.9	23.9	92	367	6.2	6.0	83
GOOD MORNING, AMERICA-730	A 3515	261	4.1	7.4	95	139	4.2	4.0	97	889	4.2	25.3	97	194	3.3	5.5	76
GOOD MORNING, AMERICA-830	A 2818	197	3.1	7.0	90	120	3.6	4.3	104	732	3.5	26.0	100	179	3.0	6.4	88
GUIDING LIGHT	C 5339	261	4.1	4.9	63	*130	3.9	2.4	59	1277	6.0	23.9	92	237	4.0	4.4	61
ONE LIFE TO LIVE	A 4478	322	5.1	7.2	92	*91	2.7	2.0	50	1087	5.1	24.3	93	291	5.0	6.5	90
PRESS YOUR LUCK	C 2244	153	2.4	6.8	88	*72	2.2	3.2	78	531	2.5	23.7	91	*101	1.7	4.5	62
PRICE IS RIGHT 1	C 4348	200	3.2	4.6	59	*114	3.4	2.6	64	899	4.3	20.7	79	145	2.5	3.3	46
PRICE IS RIGHT 2	C 5014	254	4.0	5.1	65	143	4.3	2.9	70	1069	5.1	21.3	82	186	3.2	3.7	51
RYAN'S HOPE	A 3150	308	4.9	9.8	126	*92	2.8	2.9	71	892	4.2	28.3	109	221	3.8	7.0	97
SALE OF THE CENTURY	N 2695	122	1.9	4.5	58	*116	3.5	4.3	105	660	3.1	24.5	94	159	2.7	5.9	81
SEARCH FOR TOMORROW	N 2319	155	2.5	6.7	86	*56	1.7	2.4	59	551	2.6	23.8	91	*124	2.1	5.3	74
TODAY SHOW 1	N 2693	174	2.8	6.5	83	*97	2.9	3.6	88	633	3.0	23.5	90	152	2.6	5.6	78
TODAY SHOW 2	N 2498	182	2.9	7.3	94	*66	2.0	2.6	65	528	2.5	21.1	81	87	1.5	3.5	48
\$25,000 PYRAMID	C 2753	153	2.4	5.6	71	*93	2.8	3.4	83	647	3.1	23.5	90	*96	1.6	3.5	48
WHEEL OF FORTUNE	N 4388	268	4.2	6.1	78	*165	5.0	3.8	92	1132	5.4	25.8	99	231	3.9	5.3	73
YOUNG AND THE RESTLESS	C 5695	255	4.0	4.5	57	147	4.4	2.6	63	1174	5.6	20.6	79	256	4.4	4.5	62
WEEKEND DAYTIME NTKM PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	166	2.6	9.4	121	**56	1.7	3.2	78	434	2.1	24.7	95	*104	1.8	5.9	81
NBA PLAYOFF GAME-1 C	1136	**69	1.1	6.1	78	**32	1.0	2.8	69	269	1.3	23.7	91	*36	0.6		

		TOTAL	HONEY DEW				MELONS				KIWIS				LEMONS				LIMES			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALE HOMEOWNERS		80986	6309	100.0	7.8	100	3316	100.0	4.1	100	21116	100.0	26.1	100	5876	100.0	7.3	100				
WKDAY LOCAL EVENING TV NEWS																						
NETWORK AFFILIATES - EARLY		26063	1876	29.7	7.2	92	966	29.1	3.7	91	6249	29.6	24.0	92	1675	28.5	6.4	89				
NETWORK AFFILIATES - LATE		20261	1570	24.9	7.7	99	786	23.7	3.9	95	5414	25.6	26.7	102	1341	22.8	6.6	91				
INDEPENDENTS - LATE		2076	212	3.4	10.2	131	113	3.4	5.4	133	647	3.1	31.2	120	166	2.8	8.0	110				
TV EVENING NTKW 6 PM - 2 AM																						
A TEAM		N 10453	595	9.4	5.7	73	308	9.3	2.9	72	2685	12.7	25.7	99	524	8.9	5.0	69				
ABC MONDAY NIGHT MOVIE		A 6412	509	8.1	7.9	102	231	7.0	3.6	88	1772	8.4	27.6	106	516	8.8	8.0	111				
ABC SUNDAY NIGHT MOVIE		A 12407	955	15.1	7.7	99	501	15.1	4.0	99	3323	15.7	26.8	103	872	14.8	7.0	97				
ABC WORLD NEWS TONIGHT		A 6176	513	8.1	8.3	107	229	6.9	3.7	91	1441	6.8	23.3	89	444	7.6	7.2	99				
AFTERMASH		C 5863	499	7.9	8.5	109	*289	8.7	4.9	120	1478	7.0	25.2	97	431	7.3	7.4	101				
ALICE		C 9594	725	11.5	7.6	97	385	11.6	4.0	98	2459	11.6	25.6	98	640	10.9	6.7	92				
AMERICAN PARADE		C 6622	529	8.4	8.0	103	235	7.1	3.5	87	1435	6.8	21.7	83	398	6.8	6.0	83				
BENSON		A 10886	881	14.0	8.1	104	376	11.3	3.5	84	2966	14.0	27.2	104	665	11.3	6.1	84				
BLUE THUNDER		A 5036	421	6.7	8.4	107	*147	4.4	2.9	71	1311	6.2	26.0	100	266	4.5	5.3	73				
CAGNEY & LACEY		C 9965	807	12.8	8.1	104	391	11.8	3.9	96	2648	12.5	26.6	102	590	10.0	5.9	82				
CBS EVENING NEWS-DEAN		C 3491	276	4.4	7.9	101	*160	4.8	4.6	112	970	4.6	27.8	107	*297	5.1	8.5	117				
CBS EVENING NEWS-RATHER		C 7123	609	9.7	8.5	110	292	8.8	4.1	100	1613	7.6	22.6	87	472	8.0	6.6	91				
CBS SAT. NEWS-SCHIEFFER		C 3621	314	5.0	8.7	111	134	4.0	3.7	90	950	4.5	26.2	101	260	4.4	7.2	99				
CBS SATURDAY NIGHT MOVIE		C 5436	416	6.6	7.7	98	215	6.5	4.0	97	1387	6.6	25.5	98	361	6.1	6.6	92				
CBS WEDNESDAY NIGHT MOVIE		C 6100	397	6.3	6.5	84	113	3.4	1.9	45	1418	6.7	23.2	89	344	5.9	5.6	78				
CHEERS		N 8889	768	12.2	8.6	111	400	12.1	4.5	110	2448	11.6	27.5	106	671	11.4	7.5	104				
DALLAS		C 22109	1731	27.4	7.8	101	898	27.1	4.1	99	5769	27.3	26.1	100	1471	25.0	6.7	92				
DIFF'RENT STROKES		N 6940	405	6.4	5.8	75	*242	7.3	3.5	85	1766	8.4	25.4	98	315	5.4	4.5	63				
DOUBLE TROUBLE		N 7223	472	7.5	6.5	84	249	7.5	3.4	84	1788	8.5	24.8	95	493	8.4	6.8	94				
DUCK FACTORY		N 5595	502	8.0	9.0	115	*240	7.2	4.3	105	1512	7.2	27.0	104	358	6.1	6.4	88				
DUKES OF HAZZARD		C 5768	381	6.0	6.6	85	*209	6.3	3.6	88	1419	6.7	24.6	94	336	5.7	5.8	80				
DYNASTY		A 20053	1508	23.9	7.5	97	706	21.3	3.5	86	5453	25.8	27.2	104	1385	23.6	6.9	95				
FACTS OF LIFE		N 8087	601	9.5	7.4	95	328	9.9	4.1	99	2041	9.7	25.2	97	553	9.4	6.8	94				
FALCON CREST		C 20046	1340	21.2	6.7	86	804	24.2	4.0	98	5255	24.9	26.2	101	1265	21.5	6.3	87				
FALL GUY		A 9084	624	9.9	6.9	88	303	9.1	3.3	81	2262	10.7	24.9	96	417	7.1	4.6	63				
FAMILY TIES		N 7964	663	10.5	8.3	107	377	11.4	4.7	116	2030	9.6	25.5	98	458	7.8	5.8	79				
FANTASY ISLAND		A 7687	678	10.7	8.8	113	235	7.1	3.1	75	2063	9.8	26.8	103	561	9.5	7.3	101				
FOOLUPS, BLEEP & BLUNDERS		A 8861	722	11.4	8.1	105	317	9.6	3.6	87	2385	11.3	26.9	103	646	11.0	7.3	100				
FOUR SEASONS		C 5095	427	6.8	8.4	108	**167	5.0	3.3	80	1344	6.4	26.4	101	410	7.0	8.0	111				
GIMME A BREAK		N 8838	633	10.0	7.2	92	443	13.4	5.0	122	2235	10.6	25.3	97	571	9.7	6.5	89				
HART TO HART		A 8978	765	12.1	8.5	109	268	8.1	3.0	73	2258	10.7	25.2	96	497	8.5	5.5	76				
HILL STREET BLUES		N 8590	786	12.5	9.2	117	371	11.2	4.3	105	2486	11.8	28.9	111	671	11.4	7.8	108				
HOTEL		A 14085	1006	15.9	7.1	92	464	14.0	3.3	80	3947	18.7	28.0	107	808	13.8	5.7	79				
JEFFERSONS		C 9360	757	12.0	8.1	104	343	10.3	3.7	89	2401	11.4	25.7	98	599	10.2	6.4	88				
JENNIFER SLEPT HERE		N 5841	323	5.1	5.5	71	*187	5.6	3.2	78	1368	6.5	23.4	90	294	5.0	5.0	69				
KATE & ALLIE		C 9206	671	10.6	7.3	94	242	7.3	2.6	64	2230	10.6	24.2	93	708	12.0	7.7	106				
KNIGHT RIDER		N 7076	461	7.3	6.5	84	354	10.7	5.0	122	1941	9.2	27.4	105	440	7.5	6.2	86				
LOVE BOAT		A 12219	936	14.8	7.7	98	449	13.5	3.7	90	3145	14.9	25.7	99	819	13.9	6.7	92				
MAGNUM PI		C 11199	895	14.2	8.0	103	361	10.9	3.2	79	3005	14.2	26.8	103	709	12.1	6.3	87				
MAMA'S FAMILY		N 6057	387	6.1	6.4	82	*249	7.5	4.1	100	1485	7.0	24.5	94	348	5.9	5.7	79				
MASTER, THE		N 3598	217	3.4	6.0	77	*158	4.8	4.4	107	933	4.4	25.9	99	261	4.4	7.3	100				
MATT HOUSTON		A 6344	607	9.6	9.6	123	*221	6.7	3.5	85	1649	7.8	26.0	100	320	5.4	5.0	70				
NBC MONDAY NIGHT MOVIE		N 11994	944	15.0	7.9	101	439	13.2	3.7	89	2927	13.9	24.4	94	684	11.6	5.7	79				
NBC NIGHTLY NEWS		N 5132	337	5.3	6.6	84	163	4.9	3.2	78	1394	6.6	27.2	104	354	6.0	6.9	95				
NBC NIGHTLY NEWS-SAT		N 3375	*172	2.7	5.1	65	*887	2.6	2.6	63	822	3.9	24.4	93	*188	3.2	5.6	77				
NBC NIGHTLY NEWS-SUN		N 3130	*133	2.1	4.2	55	**172	5.2	5.5	134	779	3.7	24.9	95	*286	4.9	9.1	126				
NBC SUNDAY NIGHT MOVIE		N 8284	617	9.8	7.4	96	*238	7.2	2.9	70	2026	9.6	24.5	94	*543	9.2	6.6	90				
NEWHART		C 9240	700	11.1	7.6	97	302	9.1	3.3	80	2396	11.3	25.9	99	621	10.6	6.7	93				
ONE DAY AT A TIME		C 7288	503	8.0	6.9	89	297	9.0	4.1	100	1836	8.7	25.2	97	431	7.3	5.9	82				
PEOPLE ARE FUNNY		N 4855	351	5.6	7.2	93	*217	6.5	4.5	109	1265	6.0	26.1	100	282	4.8	5.8	80				
REAL PEOPLE		N 8869	610	9.7	6.9	88	288	8.7	3.2	79	2341	11.1	26.4	101	653	11.1	7.4	101				
REMINGTON STEELE		N 7743	599	9.5	7.7	99	*234	7.1	3.0	74	1879	8.9	24.3	93	504	8.6	6.5	90				
RIPLEY'S BELIEVE IT - NOT		A 5345	455	7.2	8.5	109	*244	7.4	4.6	111	1302	6.2	24.4	93	290	4.9	5.4	75				
RIPTIDE		N 6988	496	7.9	7.1	91	*209	6.3	3.0	73	1792	8.5	25.6	98	362	6.2						

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	MANGOES				NECTARINES				ORANGES				PAPAYAS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	2169	100.0	2.7	100	6923	100.0	8.5	100	39727	100.0	49.1	100	2317	100.0	2.9	100
18 - 24	9282	**287	13.2	3.1	115	*608	8.8	6.6	77	4062	10.2	43.8	89	**229	9.9	2.5	86
25 - 34	19072	795	36.7	4.2	156	1736	25.1	9.1	106	10424	26.2	54.7	111	*532	23.0	2.8	97
35 - 44	14591	*230	10.6	1.6	59	1321	19.1	9.1	106	7801	19.6	53.5	109	*343	14.8	2.4	82
45 - 54	11345	*308	14.2	2.7	101	1105	16.0	9.7	114	5916	14.9	52.1	106	*345	14.9	3.0	106
55 - 64	11635	**192	8.9	1.7	62	957	13.8	8.2	96	5556	14.0	47.8	97	*323	13.9	2.8	97
65 OR OLDER	15061	*356	16.4	2.4	88	1197	17.3	7.9	93	5968	15.0	39.6	81	545	23.5	3.6	126
18 - 34	28354	1082	49.9	3.8	142	2343	33.8	8.3	97	14486	36.5	51.1	104	762	32.9	2.7	94
18 - 49	48339	1462	67.4	3.0	113	4235	61.2	8.8	102	25112	63.2	51.9	106	1272	54.9	2.6	92
25 - 54	45008	1333	61.5	3.0	111	4162	60.1	9.2	108	24140	60.8	53.6	109	1220	52.7	2.7	95
35 - 49	19985	*380	17.5	1.9	71	1892	27.3	9.5	111	10626	26.7	53.2	108	511	22.1	2.6	89
50 OR OLDER	32647	707	32.6	2.2	81	2689	38.8	8.2	96	14615	36.8	44.8	91	1044	45.1	3.2	112
GRADUATED COLLEGE	11155	*313	14.4	2.8	105	1234	17.8	11.1	129	6479	16.3	54.1	118	*475	20.5	4.3	149
ATTENDED COLLEGE	13682	*316	14.6	2.3	86	1291	18.6	9.4	110	8208	20.7	60.0	122	*425	18.3	3.1	109
GRADUATED HIGH SCHOOL	33880	922	42.5	2.7	102	2945	42.5	8.7	102	16593	41.8	49.0	100	819	35.3	2.4	84
DID NOT GRADUATE HIGH SCHOOL	22270	*617	28.4	2.8	103	1454	21.0	6.5	76	8448	21.3	37.9	77	*597	25.8	2.7	94
EMPLOYED	40306	894	41.2	2.2	83	3827	55.3	9.5	111	21178	53.3	52.5	107	1053	45.4	2.6	91
EMPLOYED FULL-TIME	32850	747	34.4	2.3	85	3170	45.8	9.6	113	16959	42.7	51.6	105	876	37.8	2.7	93
EMPLOYED PART-TIME	7456	**148	6.8	2.0	74	657	9.5	8.8	103	4219	10.6	56.6	115	**176	7.6	2.4	83
NOT EMPLOYED	40680	1275	58.8	3.1	117	3096	44.7	7.6	89	18549	46.7	45.6	93	1264	54.6	3.1	109
PROFESSIONAL/MANAGER	10392	*313	14.4	3.0	112	1179	17.0	11.3	133	6188	15.6	59.5	121	*319	13.8	3.1	107
TECH/CLERICAL/SALES	17574	*383	17.7	2.2	81	1748	25.2	9.9	116	9200	23.2	52.4	107	*460	19.9	2.6	91
PRECISION/CRAFT	985	**0	0.0	0.0	0	**64	0.9	6.5	76	*547	1.4	55.5	113	*3	0.1	0.3	11
OTHER EMPLOYED	11354	**198	9.1	1.7	65	837	12.1	7.4	86	5243	13.2	46.2	94	*271	11.7	2.4	83
SINGLE	9863	*319	14.7	3.2	121	681	9.8	6.9	81	4609	11.6	46.7	95	*258	11.1	2.6	91
MARRIED	51375	1233	56.8	2.4	90	4572	66.0	8.9	104	26671	67.1	51.9	106	1391	60.0	2.7	95
DIVORCED/SEPARATED/WIDOWED	19748	617	28.4	3.1	117	1671	24.1	8.5	99	8447	21.3	42.8	87	668	28.8	3.4	118
PARENTS	32590	975	45.0	3.0	112	2833	40.9	8.7	102	17456	43.9	53.6	109	782	33.8	2.4	84
WHITE	70416	1755	80.9	2.5	93	5970	86.2	8.5	99	35408	89.1	50.3	103	1725	74.4	2.4	86
BLACK	8778	*281	13.0	3.2	120	714	10.3	8.1	95	3377	8.5	38.5	78	*351	15.1	4.0	140
OTHER	1791	**132	6.1	7.4	275	**240	3.5	13.4	157	*942	2.4	52.6	107	**240	10.4	13.4	468
NORTHEAST-CENSUS	17786	*464	21.4	2.6	97	1950	28.2	11.0	128	9200	23.2	51.7	105	531	22.9	3.0	104
NORTH CENTRAL	20741	662	30.5	3.2	119	1642	23.7	7.9	93	10445	26.3	50.4	103	*316	13.6	1.5	53
SOUTH	27775	633	29.2	2.3	85	1950	28.2	7.0	82	11778	29.6	42.4	86	690	29.8	2.5	87
WEST	14683	*411	18.9	2.8	105	1382	20.0	9.4	110	8304	20.9	56.6	115	780	33.7	5.3	186
NORTHEAST-MKTG.	17961	*511	23.6	2.8	106	1915	27.7	10.7	125	8975	22.6	50.0	102	560	24.2	3.1	109
EAST CENTRAL	11885	*425	19.6	3.6	134	973	14.1	8.2	96	5740	14.4	48.3	98	*192	8.3	1.6	56
WEST CENTRAL	14090	**285	13.1	2.0	76	1086	15.7	7.7	90	7369	18.5	52.3	107	*239	10.3	1.7	59
SOUTH	24081	*550	25.4	2.3	85	1703	24.6	7.1	83	10326	26.0	42.9	87	*569	24.6	2.4	83
PACIFIC	12969	*398	18.3	3.1	115	1246	18.0	9.6	112	7318	18.4	56.4	115	758	32.7	5.8	204
COUNTY SIZE A	32439	1209	55.7	3.7	139	3236	46.7	10.0	117	16796	42.3	51.8	106	1389	59.9	4.3	150
COUNTY SIZE B	24915	*546	25.2	2.2	82	1922	27.8	7.7	90	12237	30.8	49.1	100	*535	23.1	2.1	75
COUNTY SIZE C	12930	**186	8.6	1.4	54	1147	16.6	8.9	104	6128	15.4	47.4	97	**229	9.9	1.8	62
COUNTY SIZE D	10703	**228	10.5	2.1	80	618	8.9	5.8	68	4566	11.5	42.7	87	**164	7.1	1.5	54
METRO CENTRAL CITY	24518	911	42.0	3.7	139	2013	29.1	8.2	96	11695	29.4	47.7	97	884	38.2	3.6	126
METRO SUBURBAN	35919	899	41.4	2.5	93	3350	48.4	9.3	109	18907	47.6	52.6	107	1106	47.7	3.1	108
NON METRO	20549	*359	16.6	1.7	65	1560	22.5	7.6	89	9125	23.0	44.4	91	*327	14.1	1.6	56
TOP 5 ADI'S	18341	731	33.7	4.0	149	2063	29.8	11.2	132	9485	23.9	51.7	105	810	35.0	4.4	154
TOP 10 ADI'S	25378	1048	48.3	4.1	154	2726	39.4	10.7	126	13268	33.4	52.3	107	1095	47.3	4.3	151
TOP 20 ADI'S	36488	1287	59.3	3.5	132	3578	51.7	9.8	115	18758	47.2	51.4	105	1468	63.4	4.0	141
HSGLD INC. \$50,000 OR MORE	6612	**145	6.7	2.2	82	*606	8.8	9.2	107	4289	10.8	64.9	132	**277	12.0	4.2	146
\$40,000 OR MORE	12659	*308	14.2	2.4	91	1398	20.2	11.0	129	7919	19.9	62.6	128	*435	18.8	3.4	120
\$30,000 OR MORE	24698	758	34.9	3.1	115	2723	39.3	11.0	129	14564	36.7	59.0	120	867	37.4	3.5	123
\$25,000 OR MORE	32077	988	45.6	3.1	115	3385	48.9	10.6	123	18629	46.9	58.1	118	1035	44.7	3.2	113
\$20,000 - \$24,999	9144	**195	9.0	2.1	80	790	11.4	8.6	101	4503	11.3	49.2	100	**241	10.4	2.6	92
\$15,000 - \$19,999	8728	**239	11.0	2.7	102	555	8.0	6.4	74	4215	10.6	48.3	98	**205	8.8	2.3	82
\$10,000 - \$14,999	12562	*316	14.6	2.5	94	1014	14.6	8.1	94	5264	13.3	41.9	85	*373	16.1	3.0	104
UNDER \$10,000	18475	*431	19.9	2.3	87	1179	17.0	6.4	75	7117	17.9	38.5	79	*462	19.9	2.5	87
HOUSEHOLD OF 1 PERSON	11987	*162	7.5	1.4	50	819	11.8	6.8	80	4792	12.1	40.0	81	317	13.7	2.6	92
2 PEOPLE	26577	663	30.6	2.5	93	2335	33.7	8.8	103	12402	31.2	46.7	95	864	37.3	3.3	114
3 OR 4 PEOPLE	30617	816	37.6	2.7	100	2655	38.4	8.7	101	15777	39.7	51.5	105	859	37.1	2.8	98
5 OR MORE PEOPLE	11804	*528	24.3	4.5	167	1115	16.1	9.4	110	6757	17.0	57.2	117	**277	12.0	2.3	82
NO CHILD IN HSHLD	46165	1134	52.3	2.5	92	3867	55.9	8.4	98	21024	52.9	45.5	93	1472	63.5	3.2	111
CHILD(REN) UNDER 2 YRS	5325	**169	7.8	3.2	118	*307	4.4	5.8	67	2557	6.4	48.0	98	**127	5.5	2.4	83
2 - 5 YEARS	14221	*366	16.9	2.6	96	1238	17.9	8.7	102	7742	19.5	54.4	111	**238	10.3	1.7	58
6 - 11 YEARS	15117	*566	26.1	3.7	140	1330	19.2	8.8	103	8050	20.3	53.3	109	*351	15.1	2.3	81
12 - 17 YEARS	16611	*494	22.8	3.0	111	1571	22.7	9.5	111	9365	23.6	56.4	115	*382	16.5	2.3	80
RESIDENCE OWNED	55884	1259	58.0	2.3	84	4830	69.8	8.6	101	29282	73.7	52.4	107	1593	68.8	2.9	100
VALUE: \$50,000 OR MORE	31744	669	30.8	2.1	79	3136	45.3	9.9	116	18138	45.7	57.1	116	1022	44.1	3.2	113
VALUE: UNDER \$50,000	24140	*590	27.2	2.4	91	1693	24.5	7.0	82	11144	28.1	46.2	94	*571	24.6	2.4	83

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	%	%	ACROSS INDX	'000	%	%	ACROSS INDX	'000	%	%	ACROSS INDX	'000	%	%	ACROSS INDX
TOTAL FEMALE HOMEMAKERS		80986	2169	100.0	2.7	100	6923	100.0	8.5	100	39727	100.0	49.1	100	2317	100.0	2.9	100
MAGAZINES	QUINTILE 1	15799	*448	20.7	2.8	106	1533	22.1	9.7	114	8796	22.1	55.7	113	*475	20.5	3.0	105
	QUINTILE 2	17259	*445	20.5	2.6	96	1747	25.2	10.1	118	9490	23.9	55.0	112	536	23.1	3.1	109
	QUINTILE 3	13545	*317	14.6	2.3	87	1118	16.1	8.3	97	6817	17.2	50.3	103	*356	15.4	2.6	92
	QUINTILE 4	15133	*436	20.1	2.9	108	1179	17.0	7.8	91	7022	17.7	46.4	95	*338	14.6	2.2	78
	QUINTILE 5	19250	*524	24.2	2.7	102	1345	19.4	7.0	82	7603	19.1	39.5	81	*611	26.4	3.2	111
NEWSPAPERS	QUINTILE 1	12413	*242	11.2	1.9	73	1122	16.2	9.0	106	6534	16.4	52.6	107	*364	15.7	2.9	102
	QUINTILE 2	24116	759	35.0	3.1	118	2261	32.7	9.4	110	12666	31.9	52.5	107	789	34.1	3.3	114
	QUINTILE 3	11261	*337	15.5	3.0	112	1049	15.2	9.3	109	5985	15.1	53.1	108	*356	15.4	3.2	110
	QUINTILE 4	20255	*456	21.0	2.3	84	1446	20.9	7.1	84	9334	23.5	46.1	94	*408	17.6	2.0	70
	QUINTILE 5	12940	**376	17.3	2.9	108	1046	15.1	8.1	95	5208	13.1	40.2	82	*400	17.3	3.1	108
OUTDOOR	QUINTILE 1	14852	*484	22.3	3.3	122	1343	19.4	9.0	106	7924	19.9	53.4	109	*395	17.0	2.7	93
	QUINTILE 2	15725	*445	20.5	2.8	106	1450	20.9	9.2	108	7830	19.7	49.8	102	*412	17.8	2.6	92
	QUINTILE 3	16330	*336	15.5	2.1	77	1472	21.3	9.0	105	8219	20.7	50.3	103	*564	24.3	3.5	121
	QUINTILE 4	16744	*378	17.4	2.3	84	1403	20.3	8.4	98	7934	20.0	47.4	97	*496	21.4	3.0	104
	QUINTILE 5	17334	*527	24.3	3.0	114	1257	18.2	7.3	85	7821	19.7	45.1	92	*450	19.4	2.6	91
RADIO-DRIVE TIME	QUINTILE 1	15911	*444	20.5	2.8	104	1599	23.1	10.0	118	8228	20.7	51.7	105	*369	15.9	2.3	81
	QUINTILE 2	14837	*285	13.1	1.9	72	1319	19.1	8.9	104	7520	18.9	50.7	103	*373	16.1	2.5	88
	QUINTILE 3	15339	*503	23.2	3.3	122	1273	18.4	8.3	97	7479	18.8	48.8	99	*616	26.6	4.0	140
	QUINTILE 4	16723	*375	17.3	2.2	84	1296	18.7	7.7	91	8034	20.2	48.0	98	*412	17.8	2.5	86
	QUINTILE 5	18176	*562	25.9	3.1	115	1436	20.7	7.9	92	8466	21.3	46.6	95	548	23.7	3.0	105
RADIO-MID- DAY	TERCILE 1	21020	512	23.6	2.4	91	1964	28.4	9.3	109	10601	26.7	50.4	103	534	23.0	2.5	89
	TERCILE 2	21610	557	25.7	2.6	96	2006	29.0	9.3	109	10764	27.1	49.8	102	588	25.4	2.7	95
	TERCILE 3	38355	1100	50.7	2.9	107	2953	42.7	7.7	90	18362	46.2	47.9	98	1195	51.6	3.1	109
	QUINTILE 1	15988	*396	18.3	2.5	92	1580	22.8	9.9	116	8265	20.8	51.7	105	*357	15.4	2.2	78
	QUINTILE 2	15626	*410	18.9	2.6	98	1368	19.8	8.8	102	7530	19.0	48.2	98	*465	20.1	3.0	104
RADIO-TOTAL	QUINTILE 3	16723	*419	19.3	2.5	94	1393	20.1	8.3	97	8596	21.6	51.4	105	*445	19.2	2.7	93
	QUINTILE 4	16342	*568	26.2	3.5	130	1339	19.3	8.2	96	7859	19.8	48.1	98	*534	23.0	3.3	114
	QUINTILE 5	16306	*377	17.4	2.3	86	1243	18.0	7.6	89	7477	18.8	45.9	93	*517	22.3	3.2	111
	QUINTILE 1	15953	*290	13.4	1.8	68	1186	17.1	7.4	87	7473	18.8	46.8	95	*421	18.2	2.6	92
	QUINTILE 2	16137	*533	24.6	3.3	123	1400	20.2	8.7	101	8107	20.4	50.2	102	552	23.8	3.4	120
TV-PRIME TIME	QUINTILE 3	16420	*411	18.9	2.5	93	1537	22.2	9.4	110	8089	20.4	49.3	100	*414	17.9	2.5	88
	QUINTILE 4	16687	*492	22.7	2.9	110	1343	19.4	8.0	94	8601	21.7	51.5	105	*471	20.3	2.8	99
	QUINTILE 5	15789	*442	20.4	2.8	105	1458	21.1	9.2	108	7457	18.8	47.2	96	*459	19.8	2.9	102
	TERCILE 1	27736	662	30.5	2.4	89	2101	30.3	7.6	89	12580	31.7	45.4	92	630	27.2	2.3	79
	TERCILE 2	26489	657	30.3	2.5	93	2223	32.1	8.4	98	13184	33.2	49.8	101	664	28.7	2.5	88
TV-DAYTIME	TERCILE 3	26761	850	39.2	3.2	119	2600	37.6	9.7	114	13963	35.1	52.2	106	1022	44.1	3.8	133
	QUINTILE 1	16345	*389	17.9	2.4	89	1041	15.0	6.4	75	7356	18.5	45.0	92	*333	14.4	2.0	71
	QUINTILE 2	16447	*472	21.8	2.9	107	1517	21.9	9.2	108	7764	19.5	47.2	96	565	24.4	3.4	120
	QUINTILE 3	15980	*410	18.9	2.6	96	1530	22.1	9.6	112	7861	19.8	49.2	100	529	22.8	3.3	116
	QUINTILE 4	15887	*369	17.0	2.3	87	1383	20.0	8.7	102	8360	21.0	52.6	107	*329	14.2	2.1	72
TV-TOTAL	QUINTILE 5	16326	*530	24.4	3.2	121	1453	21.0	8.9	104	8387	21.1	51.4	105	*561	24.2	3.4	120
	QUINTILE 1	15953	*290	13.4	1.8	68	1186	17.1	7.4	87	7473	18.8	46.8	95	*421	18.2	2.6	92
	QUINTILE 2	16137	*533	24.6	3.3	123	1400	20.2	8.7	101	8107	20.4	50.2	102	552	23.8	3.4	120
	QUINTILE 3	16420	*411	18.9	2.5	93	1537	22.2	9.4	110	8089	20.4	49.3	100	*414	17.9	2.5	88
	QUINTILE 4	16687	*492	22.7	2.9	110	1343	19.4	8.0	94	8601	21.7	51.5	105	*471	20.3	2.8	99
TV-DAYTIME	QUINTILE 5	15789	*442	20.4	2.8	105	1458	21.1	9.2	108	7457	18.8	47.2	96	*459	19.8	2.9	102
	TERCILE 1	27736	662	30.5	2.4	89	2101	30.3	7.6	89	12580	31.7	45.4	92	630	27.2	2.3	79
	TERCILE 2	26489	657	30.3	2.5	93	2223	32.1	8.4	98	13184	33.2	49.8	101	664	28.7	2.5	88
	TERCILE 3	26761	850	39.2	3.2	119	2600	37.6	9.7	114	13963	35.1	52.2	106	1022	44.1	3.8	133
	QUINTILE 1	16345	*389	17.9	2.4	89	1041	15.0	6.4	75	7356	18.5	45.0	92	*333	14.4	2.0	71
TV-TOTAL	QUINTILE 2	16447	*472	21.8	2.9	107	1517	21.9	9.2	108	7764	19.5	47.2	96	565	24.4	3.4	120
	QUINTILE 3	15980	*410	18.9	2.6	96	1530	22.1	9.6	112	7861	19.8	49.2	100	529	22.8	3.3	116
	QUINTILE 4	15887	*369	17.0	2.3	87	1383	20.0	8.7	102	8360	21.0	52.6	107	*329	14.2	2.1	72
	QUINTILE 5	16326	*530	24.4	3.2	121	1453	21.0	8.9	104	8387	21.1	51.4	105	*561	24.2	3.4	120
	QUINTILE 1	15953	*290	13.4	1.8	68	1186	17.1	7.4	87	7473	18.8	46.8	95	*421	18.2	2.6	92
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	527	24.3	2.5	95	2015	29.1	9.7	114	11550	29.1	55.7	114	699	30.2	3.4	118
	NEWSPAPER IMPERATIVE	19186	521	24.0	2.7	101	1747	25.2	9.1	107	10125	25.5	52.8	108	501	21.6	2.6	91
		21899	666	30.7	3.0	114	1896	27.4	8.7	101	10506	26.4	48.0	98	690	29.8	3.2	110
	MAGAZINES-OUTDOOR: DUAL	15451	*436	20.1	2.8	105	1452	21.0	9.4	110	8737	22.0	56.5	115	*384	16.6	2.5	87
	MAGAZINE IMPERATIVE	25953	660	30.4	2.5	95	2544	36.7	9.8	115	13721	34.5	52.9	108	864	37.3	3.3	116
MAGAZINES-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	24400	701	32.3	2.9	107	2021	29.2	8.3	97	11262	28.3	46.2	94	742	32.0	3.0	106
	MAGAZINES-RADIO: DUAL	18049	*433	20.0	2.4	90	1840	26.6	10.2	119	9769	24.6	54.1	110	*414	17.9	2.3	80
	MAGAZINE IMPERATIVE	23571	647	29.8	2.7	102	2077	30.0	8.8	103	12800	32.2	54.3	111	786	33.9	3.3	117
	RADIO IMPERATIVE	23278	*577	26.6	2.5	93	1843	26.6	7.9	93	10574	26.6	45.4	93	564	24.3	2.4	85
	MAGAZINES-TELEVISION: DUAL	15459	*446	20.6	2.9	108	1302	18.8	8.4	99	7976	20.1	51.6	105	*501	21.6	3.2	113
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	25829	626	28.9	2.4	90	2599	37.										

	TOTAL U.S. '000	MANGOES				NECTARINES				ORANGES				PAPAYAS			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAkers	80986	2169	100.0	2.7	100	6923	100.0	8.5	100	39727	100.0	49.1	100	2317	100.0	2.9	100
ATLANTIC MONTHLY	415	**4	0.2	1.0	36	**16	0.2	3.9	45	244	0.6	58.8	120	**12	0.5	2.9	101
BARRON'S	453	**4	0.2	0.9	33	**42	0.6	9.3	108	*265	0.7	58.5	119	**55	2.4	12.1	424
BETTER HOMES & GARDENS	16256	414	19.1	2.5	95	1652	23.9	10.2	119	8942	22.5	55.0	112	464	20.0	2.9	100
BON APPETIT	2535	**96	4.4	3.8	141	256	3.7	10.1	118	1502	3.8	59.3	121	*102	4.4	4.0	141
BUSINESS WEEK	1278	**80	3.7	6.3	234	**129	1.9	10.1	118	649	1.6	50.8	104	**69	3.0	5.4	189
CAR AND DRIVER	378	**21	1.0	5.6	207	**43	0.6	11.4	133	*202	0.5	53.4	109	**6	0.3	1.6	55
CBS MAGAZINE NETWORK (GROSS)	1498	**35	1.6	2.3	87	*155	2.2	10.3	121	756	1.9	50.5	103	**30	1.3	2.0	70
CHANGING TIMES	1505	**45	2.1	3.0	112	*166	2.4	11.0	129	821	2.1	54.6	111	**44	1.9	2.9	102
COLONIAL HOMES	1231	**86	4.0	7.0	261	*148	2.1	12.0	141	635	1.6	51.6	105	**47	2.0	3.8	133
CONDE NAST MAG. PKG. (GROSS)	14146	398	18.3	2.8	105	1463	21.1	10.3	121	7973	20.1	56.4	115	400	17.3	2.8	99
CONSUMERS DIGEST	1323	**56	2.6	4.2	158	*182	2.6	13.8	161	789	2.0	59.6	122	**63	2.7	4.8	166
COSMOPOLITAN	7102	*241	11.1	3.4	127	755	10.9	10.6	124	3948	9.9	55.6	113	261	11.3	3.7	128
COUNTRY LIVING	2481	**73	3.4	2.9	110	353	5.1	14.2	156	1487	3.7	59.9	122	**53	2.3	2.1	75
CUISINE	1472	**32	1.5	2.2	81	*190	2.7	12.9	151	785	2.0	53.3	109	**31	1.3	2.1	74
CYCLE WORLD	425	**10	0.5	2.4	88	**76	1.1	17.9	209	*243	0.6	57.2	117	**0	0.0	0.0	0
DCI:CREATIVE IDEAS FOR LIV	2510	**70	3.2	2.8	104	*294	4.2	11.7	137	1418	3.6	56.5	115	**31	1.3	1.2	43
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*170	7.8	2.5	95	617	8.9	9.2	108	3662	9.2	54.7	112	**113	4.9	1.7	59
DISCOVER	394	**18	0.8	2.0	75	*119	1.7	13.3	156	416	1.0	46.5	95	**25	1.1	2.8	98
EBONY	3507	*120	5.5	3.4	128	276	4.0	7.9	92	1390	3.5	39.6	81	*97	4.2	2.8	97
ESQUIRE	1083	**27	1.2	2.5	93	**104	1.5	9.6	112	460	1.2	42.5	87	**61	2.6	5.6	197
ESSENCE	1530	**58	2.7	3.2	118	*157	2.3	8.6	100	893	2.2	48.8	99	**85	3.7	4.6	162
FAMILY CIRCLE	15930	405	18.7	2.5	95	1438	20.8	9.0	106	8590	21.6	53.9	110	355	15.3	2.2	78
THE FAMILY HANDYMAN	1126	**19	0.9	1.7	63	**104	1.5	9.2	108	606	1.5	53.8	110	**35	1.5	3.1	109
FAMILY WEEKLY	11468	*219	10.1	1.9	71	1067	15.4	9.3	109	5690	14.3	49.6	101	*210	9.1	1.8	64
FIELD & STREAM	2234	**34	1.6	1.5	57	*174	2.5	7.8	91	1239	3.1	55.5	113	**34	1.5	1.5	53
FOOD & WINE	579	**24	1.1	4.1	155	**79	1.1	13.6	160	358	0.9	61.8	126	**12	0.5	2.1	72
FORBES	728	**6	0.3	0.8	31	**66	1.0	9.1	106	491	1.2	67.4	137	**66	2.8	9.1	317
FORTUNE	906	**4	0.2	0.4	16	**47	0.7	5.2	61	578	1.5	63.8	130	**54	2.3	6.0	208
GENTLEMEN'S QUARTERLY	791	**23	1.1	2.9	109	*102	1.5	12.9	151	387	1.0	48.9	100	**14	0.6	1.8	62
GLAMOUR	5265	*111	5.1	2.1	79	525	7.6	10.0	117	3034	7.6	57.6	117	**118	5.1	2.2	78
GOLF DIGEST	636	**22	1.0	3.5	129	**35	0.5	5.5	64	410	1.0	64.5	131	**0	0.0	0.0	0
GOLF DIGEST/TENNIS (GROSS)	1186	**36	1.7	3.0	113	**118	1.7	9.9	116	691	1.7	58.3	119	**35	1.5	3.0	103
GOLF MAGAZINE	441	**12	0.6	2.7	102	**41	0.6	9.3	109	*305	0.8	69.2	141	**2	0.1	0.5	16
GOLF MAGAZINE/SKI (GROSS)	922	**25	1.2	2.7	101	**123	1.8	13.3	156	628	1.6	68.1	139	**27	1.2	2.9	102
GOOD HOUSEKEEPING	16487	334	15.4	2.0	76	1585	22.9	9.6	112	8841	22.3	53.6	109	415	17.9	2.5	88
HARPER'S BAZAAR	2423	**34	1.6	1.4	52	262	3.8	10.8	126	1355	3.4	55.9	114	**119	5.1	4.9	172
HEALTH	1994	**46	2.1	2.3	86	**131	1.9	6.6	77	1095	2.8	54.9	112	**79	3.4	4.0	138
HEARST MAG CORP. BUY (GROSS)	44101	1123	51.8	2.5	95	4522	65.3	10.3	120	24068	60.6	54.6	111	1314	56.7	3.0	104
HEARST MAN POWER (GROSS)	1993	**59	2.7	3.0	111	*185	2.7	9.3	109	1124	2.8	54.4	115	**56	2.4	2.8	98
HEARST WOMAN POWER (GROSS)	31274	784	36.1	2.5	94	3064	44.3	9.8	115	16881	42.5	54.0	110	868	37.5	2.8	97
HOUSE BEAUTIFUL	3623	**58	2.7	1.6	60	400	5.8	11.0	129	1978	5.0	54.6	111	*135	5.8	3.7	130
INC.	283	**10	0.5	3.5	132	**35	0.5	12.4	145	*149	0.4	52.7	107	**28	1.2	9.9	346
JET	2928	**87	4.0	3.0	111	243	3.5	8.3	97	1185	3.0	40.5	83	*95	4.1	3.2	113
LADIES' HOME JOURNAL	11918	323	14.9	2.7	101	1146	16.6	9.6	112	6462	16.3	54.2	111	*276	11.9	2.3	81
LHJ FAMILY GRP COMBO(GROSS)	16764	446	20.6	2.7	99	1569	22.7	9.4	109	9206	23.2	54.9	112	429	18.5	2.6	89
LIFE	4254	*159	7.3	3.7	140	395	5.7	9.3	109	2394	6.0	56.3	115	*202	8.7	4.7	166
L.A. TIMES HOME MAGAZINE	1145	**24	1.1	2.1	78	*104	1.5	9.1	106	689	1.7	60.2	123	**163	7.0	14.2	498
MADMOISELLE	2884	**60	2.8	2.1	78	266	3.8	9.2	108	1652	4.2	57.3	117	**65	2.8	2.3	79
MC CALL'S	13460	339	15.6	2.5	94	1149	16.6	8.5	100	7027	17.7	52.2	106	259	11.2	1.9	67
MC CALL'S/MRK MOTHER (GROSS)	14606	370	17.1	2.5	95	1293	18.7	8.9	104	7719	19.4	52.8	108	296	12.8	2.0	71
MECHANIX ILLUSTRATED	772	**31	1.4	4.0	150	**77	1.1	10.0	117	486	1.2	63.0	128	**6	0.3	0.8	27
METROPOLITAN HOME	967	**15	0.7	1.6	58	*116	1.7	12.0	140	617	1.6	63.8	130	**15	0.6	1.6	54
MONEY	1588	**23	1.1	1.4	54	*170	2.5	10.7	125	857	2.2	54.0	110	**96	4.1	6.0	211
MOTHER EARTH NEWS	1002	**45	2.1	4.5	168	*143	2.1	14.3	167	642	1.6	64.1	131	**17	0.7	1.7	59
MS.	825	**9	0.4	1.1	41	**38	0.5	4.6	54	408	1.0	49.5	101	**1	0.0	0.1	4
NATIONAL ENQUIRER	10336	285	13.1	2.8	103	921	13.3	8.9	104	4738	11.9	45.8	93	*229	9.9	2.2	77
NATIONAL GEOGRAPHIC	9597	*242	11.2	2.5	94	940	13.6	9.8	115	5563	14.0	58.0	118	377	16.3	3.9	137
NATIONAL SUNDAY MAGAZINE PKG	49558	1368	63.1	2.8	103	4524	65.3	9.1	107	25556	64.3	51.6	105	1465	63.3	2.0	103
NATURAL HISTORY	573	**4	0.2	0.7	26	**28	0.4	4.9	57	338	0.9	59.0	120	**5	0.2	0.9	30
NEW WOMAN	1699	**21	1.0	1.2	46	*151	2.2	8.9	104	1036	2.6	61.0	124	**44	1.9	2.6	91
NEW YORK INCLUDING CUE	443	**13	0.6	2.9	110	**23	0.3	5.2	61	259	0.7	58.5	119	**8	0.3	1.8	63
THE NEW YORKER	1270	**43	2.0	3.4	126	*161	2.3	12.7	148	787	2.0	62.0	126	**39	1.7	3.1	107
NEWSWEEK	6277	*163	7.5	2.6	97	*67	9.5	10.5	122	3667	9.2	58.4	119	*289	12.5	4.6	161
THE N.Y. TIMES DAILY EDITION	1205	**48	2.2	4.0	149	*126	1.8	10.5	122	702	1.8	58.3	119	**35	1.5	2.9	102
THE N.Y. TIMES MAGAZINE	2081	**59	2.7	2.8	106	288	4.2	13.8	162	1306	3.3	62.8	128	**105	4.5	5.0	176
OWNI	788	**64	3.0	8.1	303	**53	0.8	6.7	79	458	1.2	58.1	118	**36	1.6	4.6	160
ON CABLE	1158	**47	2.2	4.1	152	**110	1.6	9.5	111	541	1.4	46.7	95	**5	0.2	0.4	15
1001 HOME IDEAS	2852	**77	3.6	2.7	101	292	4.2	10.2	120	1650	4.2	57.9	118	**74	3.2	2.6	91
ORGANIC GARDENING	1658	**38	1.8	2.3	86	*151	2.2	9.1	107	912	2.3	55.0	112	**78	3.4	4.7	164
OUTDOOR LIFE	896	**10	0.5	1.1	42	**90	1.3	10.0	118	463	1.2	51.7	105	**2	0.1	0.2	8
PARADE MAGAZINE	24275	714	32.9	2.9	110	2299	33.2	9.5	111	12303	31.0	50.7	103	773	33.4	3.2	111

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	MANGOES				NECTARINES				ORANGES				PAPAYAS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	2169	100.0	2.7	100	6923	100.0	8.5	100	39727	100.0	49.1	100	2317	100.0	2.9	100
PARENTS	3845	**91	4.2	2.4	88	373	5.4	9.7	113	2099	5.3	54.6	111	**105	4.5	2.7	95
PENTHOUSE	831	**36	1.7	4.3	162	**84	1.2	10.1	118	397	1.0	47.8	97	**0	0.0	0.0	0
PEOPLE	11645	359	16.6	3.1	115	1009	14.6	8.7	101	6375	16.0	54.7	112	384	16.6	3.3	115
PLAYBOY	2006	**57	2.6	2.8	106	*132	1.9	6.6	77	1007	2.5	50.2	102	**74	3.2	3.7	129
POPULAR HOT RODDING	297	**4	0.2	1.3	50	**39	0.6	13.1	154	*202	0.5	68.0	139	**8	0.3	2.7	94
POPULAR MECHANICS	1018	**20	0.9	2.0	73	**108	1.6	10.6	124	564	1.4	55.4	113	**37	1.6	3.6	127
POPULAR SCIENCE	878	**19	0.9	2.2	81	**97	1.4	11.0	129	483	1.2	55.0	112	**5	0.2	0.6	20
PREVENTION	3913	**138	6.4	3.5	132	530	7.7	13.5	158	2032	5.1	51.9	106	*129	5.6	3.3	115
PSYCHOLOGY TODAY	1710	**28	1.3	1.6	61	*150	2.2	8.8	103	970	2.4	56.7	116	**41	1.8	2.4	84
READER'S DIGEST	22204	530	24.4	2.4	89	2036	29.4	9.2	107	11784	29.7	53.1	108	582	25.1	2.6	92
REDBOOK	7684	*209	9.6	2.7	102	724	10.5	9.4	110	4092	10.3	53.3	109	*192	8.3	2.5	87
ROAD & TRACK	410	**2	0.1	0.5	18	**24	0.3	5.9	68	*224	0.6	54.6	111	**8	0.3	2.0	68
ROLLING STONE	969	**11	0.5	1.1	42	**106	1.5	10.9	128	566	1.4	58.4	119	**10	0.4	1.0	36
RUNNER'S WORLD	298	**6	0.3	2.0	75	**44	0.6	14.8	173	*204	0.5	68.5	140	*3	0.1	1.0	35
SATURDAY EVENING POST	1169	**27	1.2	2.3	86	**70	1.0	6.0	70	584	1.5	50.0	102	**27	1.2	2.3	81
SCIENCE 84	587	**23	1.1	3.9	146	**65	0.9	11.1	130	348	0.9	59.3	121	**27	1.2	4.6	161
SCIENCE DIGEST	482	**14	0.6	2.9	108	**24	0.3	5.0	58	294	0.7	61.0	124	**13	0.6	2.7	94
SCIENTIFIC AMERICAN	594	**5	0.2	0.8	31	**88	1.3	14.8	173	397	1.0	66.8	136	**25	1.1	4.2	147
SELF	2089	**97	4.5	4.6	173	*245	3.5	11.7	137	1236	3.1	59.2	121	**60	2.6	2.9	100
SEVENTEEN	2411	**58	2.7	2.4	90	*328	4.7	13.6	159	1358	3.4	56.3	115	**33	1.4	1.4	48
SKI	480	**13	0.6	2.7	101	**82	1.2	17.1	200	323	0.8	67.3	137	**24	1.0	5.0	175
SMITHSONIAN	2760	**51	2.4	1.8	69	261	3.8	9.5	111	1688	4.2	61.2	125	**82	3.5	3.0	104
SOAP OPERA DIGEST	3013	**94	4.3	3.1	116	*214	3.1	7.1	83	1464	3.7	48.6	99	**40	1.7	1.3	46
SOUTHERN LIVING	4184	**100	4.6	2.4	89	323	4.7	7.7	90	2244	5.6	53.6	109	**83	3.6	2.0	69
SPORT	559	**0	0.0	0.0	0	**10	0.1	1.8	21	*238	0.6	42.6	87	**6	0.3	1.1	38
THE SPORTING NEWS	436	**1	0.0	0.2	9	**20	0.3	4.6	54	*299	0.8	68.6	140	**7	0.3	1.6	56
SPORTS AFIELD	493	**25	1.2	5.1	189	**53	0.8	10.8	126	266	0.7	54.0	110	**6	0.3	1.2	43
SPORTS ILLUSTRATED	2758	**61	2.8	2.2	83	*224	3.2	8.1	95	1663	4.2	60.3	123	**95	4.1	3.4	120
STAR	7456	*223	10.3	3.0	112	640	9.2	8.6	100	3385	8.5	45.4	93	*150	6.5	2.0	70
SUNDAY	24936	802	37.0	3.2	120	2304	33.3	9.2	108	13061	32.9	52.4	107	773	33.4	3.1	108
SUNSET	2124	**44	2.0	2.1	77	*225	3.3	10.6	124	1329	3.3	62.6	128	*190	8.2	8.9	313
TV GUIDE	21661	487	22.5	2.2	84	1879	27.1	8.7	101	10864	27.3	50.2	102	534	23.0	2.5	86
TENNIS	550	**14	0.6	2.5	95	**82	1.2	14.9	174	280	0.7	50.9	104	**35	1.5	6.4	222
TIME	8880	*37	14.6	3.6	133	794	11.5	8.9	105	5082	12.8	57.2	117	334	14.4	3.8	131
TOWN & COUNTRY	917	**21	1.0	2.3	86	*93	1.3	10.1	119	561	1.4	61.2	125	*331	1.3	3.4	118
TRAVEL & LEISURE	972	**49	2.3	5.0	188	*106	1.5	10.9	128	656	1.7	67.5	138	**56	2.4	5.8	201
TRUE STORY	3356	**57	2.6	1.7	63	*171	2.5	5.1	60	1565	3.9	46.6	95	**17	0.7	0.5	18
U.S. NEWS & WORLD REPORT	3410	**103	4.7	3.0	113	345	5.0	10.1	118	1793	4.5	52.6	107	*103	4.4	3.0	106
USA TODAY	1759	**53	2.4	3.0	113	*173	2.5	9.8	115	990	2.5	56.3	115	**96	4.1	5.5	191
US	1873	**68	3.1	3.6	136	*120	1.7	6.4	75	930	2.3	49.7	101	**46	2.0	2.5	86
VOGUE	5909	*131	6.0	3.4	125	427	6.2	10.9	128	2052	5.2	52.5	107	*157	6.8	4.0	140
WALL STREET JOURNAL	1856	**109	5.0	5.8	216	*168	2.4	8.9	104	1203	3.0	63.8	130	**124	5.4	6.6	230
WEIGHT WATCHERS	2120	**60	2.8	2.8	106	*175	2.5	8.3	97	1209	3.0	57.0	116	**116	5.0	5.5	191
WOMAN'S DAY	14172	386	17.8	2.7	102	1229	17.8	8.7	101	7705	19.4	54.4	111	326	14.1	2.3	80
WORKING WOMAN	1146	**31	1.4	2.7	101	**145	2.1	12.7	148	693	1.7	60.5	123	**37	1.6	3.2	113
WORKING WOMAN	1322	**18	0.8	1.4	51	*130	1.9	9.8	115	786	2.0	59.5	121	**45	1.9	3.4	119
WORLD TENNIS	*163	**7	0.3	4.3	160	**11	0.2	6.7	79	**76	0.2	46.6	95	**8	0.3	4.9	172
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**102	4.7	4.0	150	335	4.8	13.2	155	1475	3.7	58.3	119	**89	3.8	3.5	123
BLAIR INSERTS	43657	1211	55.8	2.8	104	3993	57.7	9.1	107	22725	57.2	52.1	106	1388	59.9	3.2	111
DAILY NEWSPAPERS																	
READ ANY	51633	1360	62.7	2.6	98	4575	66.1	8.9	104	26582	66.9	51.5	105	1571	67.8	3.0	106
READ ONE	43463	1153	53.2	2.7	99	3814	55.1	8.8	103	22372	56.3	51.5	105	1321	57.0	3.0	106
READ TWO OR MORE	8170	*206	9.5	2.5	94	760	11.0	9.3	109	4210	10.6	51.5	105	249	10.7	3.0	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1445	66.6	2.7	102	4747	68.6	9.0	105	27386	68.9	52.0	106	1589	68.6	3.0	105
READ ONE	46126	1328	61.2	2.9	107	4236	61.2	9.2	107	23707	59.7	51.4	105	1383	59.7	3.0	105
READ TWO OR MORE	6552	*117	5.4	1.8	67	511	7.4	7.8	91	3679	9.3	56.2	114	*205	8.8	3.1	109
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.84				28.94				28.99				24.61			
30 DAY REACH	71455	1891	87.2	2.6	99	6276	90.7	8.8	103	35252	88.7	49.3	101	2041	88.1	2.9	100
50 SHWG - 30 DAY AV FREQ	14.56	16.29				15.11				15.24				13.04			
30 DAY REACH	67742	1740	80.2	2.6	96	6025	87.0	8.9	104	33610	84.6	49.6	101	1933	83.4	2.9	100
25 SHWG - 30 DAY AV FREQ	7.94	8.66				8.25				8.25				6.79			
30 DAY REACH	62117	1633	75.3	2.6	98	5526	79.8	8.9	104	31083	78.2	50.0	102	1843	79.5	3.0	104
CABLE TV: HOME WIRED	32077	605	27.9	1.9	70	2744	39.6	8.6	100	16954	42.7	52.9	108	689	29.7	2.1	75
HOME NOT WIRED	48909	1564	72.1	3.2	119	4179	60.4	8.5	100	22773	57.3	46.6	95	1628	70.3	3.3	116
HAVE PAY CABLE	15935	*327	15.1	2.1	77	1538	22.2	9.7	113	8844	22.3	55.5	113	*398	17.2	2.5	87

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	2169	100.0	2.7	100	6923	100.0	8.5	100	39727	100.0	49.1	100	2317	100.0	2.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1070	49.3	2.4	91	3987	57.6	9.1	106	22447	56.5	51.1	104	1228	53.0	2.8	98
10:00 AM - 3:00 PM	30659	717	33.1	2.3	87	2753	39.8	9.0	105	15238	38.4	49.7	101	787	34.0	2.6	90
3:00 PM - 7:00 PM	31045	815	37.6	2.6	98	2752	39.8	8.9	104	15876	40.0	51.1	104	786	33.9	2.5	88
7:00 PM - MIDNIGHT	15767	415	19.1	2.6	98	1474	21.3	9.3	109	8068	20.3	51.2	104	437	18.9	2.8	97
MIDNIGHT - 6:00 AM	9120	*228	10.5	2.5	93	815	11.8	8.9	105	4681	11.8	51.3	105	*249	10.7	2.7	95
6:00 AM - MIDNIGHT	58527	1501	69.2	2.6	96	5156	74.5	8.8	103	29384	74.0	50.2	102	1607	69.4	2.7	96
ENTIRE DAY	59311	1519	70.0	2.6	96	5186	74.9	8.7	102	29764	74.9	50.2	102	1623	70.0	2.7	96
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	384	17.7	2.4	89	1440	20.8	8.9	104	8190	20.6	50.6	103	335	14.5	2.1	72
ALL NEWS	2256	**53	2.4	2.3	88	*179	2.6	7.9	93	1100	2.8	48.8	99	*181	7.8	8.0	280
AOR/PROGRESSIVE	3874	**125	5.8	3.2	120	325	4.7	8.4	98	2162	5.4	55.8	114	**103	4.4	2.7	93
BEAUTIFUL MUSIC	5660	*123	5.7	2.2	81	457	6.6	8.1	94	2813	7.1	49.7	101	*121	5.2	2.1	75
BLACK	2204	**36	1.7	1.6	61	*190	2.7	8.6	101	953	2.4	43.2	88	**84	3.6	3.8	133
CLASSICAL	1418	**52	2.4	3.7	137	**136	2.0	9.6	112	742	1.9	52.3	107	**61	2.6	4.3	150
CHR/ROCK	9538	*281	13.0	2.9	110	880	12.7	9.2	108	4896	12.3	51.3	105	*310	13.4	3.3	114
COUNTRY	12648	*274	12.6	2.2	81	1015	14.7	8.0	94	6177	15.5	48.8	100	*236	10.2	1.9	65
GOLDEN OLDIES	1191	**21	1.0	1.8	66	**120	1.7	10.1	118	553	1.4	46.4	95	**19	0.8	1.6	56
MOR/NOSTALGIA	4757	**71	3.3	1.5	56	407	5.9	8.6	100	2735	6.9	57.5	117	**160	6.9	3.4	118
NEWS/TALK	3863	**82	3.8	2.1	79	460	6.6	11.9	139	1925	4.8	49.8	102	*161	6.9	4.2	146
RELIGIOUS	3084	**85	3.9	2.8	103	*341	4.9	11.1	129	1357	3.4	44.0	90	**115	5.0	3.7	130
SOFT ROCK	521	**4	0.2	0.8	29	**44	0.6	8.4	99	246	0.6	47.2	96	**13	0.6	2.5	87
URBAN CONTEMPORARY	1585	**115	5.3	7.3	271	*188	2.7	11.9	139	726	1.8	45.8	93	**61	2.6	3.8	135
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**57	2.6	1.7	65	*258	3.7	7.9	93	1452	3.7	44.5	91	**95	4.1	2.9	102
ABC DIRECTION	2316	**35	1.6	1.5	56	*225	3.3	9.7	114	980	2.5	42.3	86	**60	2.6	2.6	91
ABC ENTERTAINMENT	4834	**69	3.2	1.4	53	390	5.6	8.1	94	2552	6.4	52.8	108	**96	4.1	2.0	69
ABC FM	2202	**57	2.6	2.6	97	288	4.2	13.1	153	1019	2.6	46.3	94	**95	4.1	4.3	151
ABC INFORMATION	5425	*174	8.0	3.2	120	573	8.3	10.6	124	2964	7.5	54.6	111	*196	8.5	3.6	126
ABC ROCK	1677	**56	2.6	3.3	125	**103	1.5	6.1	72	879	2.2	52.4	107	**39	1.7	2.3	81
CBS	4430	*116	5.3	2.6	98	423	6.1	9.5	112	2386	6.0	53.9	110	*187	8.1	4.2	148
MUTUAL	4992	**102	4.7	2.0	76	504	7.3	10.1	118	2424	6.1	48.6	99	**103	4.4	2.1	72
NBC	4679	**102	4.7	2.2	81	468	6.8	10.0	117	2476	6.2	52.9	108	**97	4.2	2.1	72
RADIORADIO	1994	**21	1.0	1.1	39	*158	2.3	7.9	93	1055	2.7	52.9	108	**26	1.1	1.3	46
RKO ONE	2298	**90	4.1	3.9	146	*180	2.6	7.8	92	1138	2.9	49.5	101	**75	3.2	3.3	114
RKO TWO	3311	**63	2.9	1.9	71	*229	3.3	6.9	81	1666	4.2	50.3	103	**82	3.5	2.5	87
THE SOURCE	2114	**55	2.5	2.6	97	*190	2.7	9.0	105	1019	2.6	48.2	98	**39	1.7	1.8	64
NON-WIRED : BLAIR	8654	*224	10.3	2.6	97	764	11.0	8.8	103	4598	11.6	53.1	108	*234	10.1	2.7	95
INTERNET	12025	309	14.2	2.6	96	1212	17.5	10.1	118	6179	15.6	51.4	105	432	18.6	3.6	126
KATZ RADIO GROUP	15359	397	18.3	2.6	97	1321	19.1	8.6	101	8053	20.3	52.4	107	387	16.7	2.5	88
SUPERNET	10628	*195	9.0	1.8	69	993	14.3	9.3	109	5192	13.1	48.9	100	289	12.5	2.7	95
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	209	9.6	2.4	90	699	10.1	8.1	94	3774	9.5	43.6	89	208	9.0	2.4	84
WKDAY 9:00 AM - 1:00 PM	12163	301	13.9	2.5	92	887	12.8	7.3	85	5465	13.8	44.9	92	277	12.0	2.3	80
WKDAY 1:00 PM - 4:30 PM	16150	403	18.6	2.5	93	1217	17.6	7.5	88	7244	18.2	44.9	91	377	16.3	2.3	82
WKDAY 4:30 PM - 7:30 PM	22463	579	26.7	2.6	96	1774	25.6	7.9	92	10415	26.2	46.4	95	656	28.3	2.9	102
WKDAY 7:30 PM - 8:00 PM	31795	825	38.0	2.6	97	2583	37.3	8.1	95	14858	37.4	46.7	95	916	39.5	2.9	101
WKDAY 11:00 PM - 11:30 PM	23977	570	26.3	2.4	89	1955	28.2	8.2	95	11861	29.9	49.5	101	652	28.1	2.7	95
WKDAY 11:30 PM - 1:00 AM	7703	208	9.6	2.7	101	652	9.4	8.5	99	3755	9.5	48.7	99	185	8.0	2.4	84
M-SAT 8-11 PM+SUN 7-11 PM	33800	856	39.5	2.5	95	2758	39.8	8.2	95	16471	41.5	48.7	99	961	41.5	2.8	99
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	244	11.2	3.7	139	404	5.8	6.2	72	3161	8.0	48.3	99	242	10.4	3.7	129
ANOTHER WORLD	N 4620	*148	6.8	3.2	120	325	4.7	7.0	82	1862	4.7	40.3	82	*109	4.7	2.4	82
AS THE WORLD TURNS	C 5614	*63	2.9	1.1	42	371	5.4	6.6	77	2342	5.9	41.7	85	119	5.1	2.1	74
CAPITOL	C 3396	**37	1.7	1.1	41	261	3.8	7.7	90	1295	3.3	38.1	78	*79	3.4	2.3	81
CBS MORN. NEWS 1	C 1446	**22	1.0	1.5	57	*93	1.3	6.4	75	577	1.5	39.9	81	**34	1.5	2.4	82
CBS MORN. NEWS 2	C 1207	**22	1.0	1.8	68	*73	1.1	6.0	71	530	1.3	43.9	90	**42	1.8	3.5	122
DAYS OF OUR LIVES	N 5877	*160	7.4	2.7	102	540	7.8	9.2	107	2626	6.6	44.7	91	*136	5.9	2.3	81
FACTS OF LIFE - DAYTIME	N 2290	**114	5.3	5.0	186	143	2.1	6.2	73	1023	2.6	44.7	91	*86	3.7	3.8	131
FAMILY FEUD	A 3023	*57	2.6	1.9	70	190	2.7	6.3	74	1442	3.6	47.7	97	**46	2.0	1.5	53
GENERAL HOSPITAL	A 6097	*162	7.5	2.7	99	375	5.4	6.2	72	2827	7.1	46.4	95	131	5.7	2.1	75
GOOD MORNING, AMERICA-730	A 3515	*95	4.4	2.7	101	348	5.0	9.9	116	1656	4.2	47.1	96	*76	3.3	2.2	76
GOOD MORNING, AMERICA-830	A 2818	*66	3.0	2.3	87	281	4.1	10.0	117	1401	3.5	49.7	101	*59	2.5	2.1	73
GUIDING LIGHT	C 5339	*47	2.2	0.9	33	464	6.7	8.7	102	2322	5.8	43.5	89	*109	4.7	2.0	71
ONE LIFE TO LIVE	A 4478	182	8.4	4.1	152	300	4.3	6.7	78	2017	5.1	45.0	92	*93	4.0	2.1	73
PRESS YOUR LUCK	C 2244	**42	1.9	1.9	70	146	2.1	6.5	76	992	2.5	44.2	90	**28	1.2	1.2	44
PRICE IS RIGHT 1	C 4348	*75	3.5	1.7	64	304	4.4	7.0	82	1794	4.5	41.3	84	*93	4.0	2.1	75
PRICE IS RIGHT 2	C 5014	*74	3.4	1.5	55	401	5.8	8.0	94	2085	5.2	41.6	85	*98	4.2	2.0	68
RYAN'S HOPE	A 3150	*105	4.8	3.3	124	190	2.7	6.0	71	1509	3.8	47.9	98	*70	3.0	2.2	78
SALE OF THE CENTURY	N 2695	**132	6.1	4.9	183	238	3.4	8.8	103	1229	3.1	45.6	93	**95	4.1	3.5	123
SEARCH FOR TOMORROW	N 2319	**54	2.5	2.3	87	233	3.4	10.0	118	987	2.5	42.6	87	**55	2.4	2.4	83
TODAY SHOW 1	N 2693	**52	2.4	1.9	72	179	2.6	6.6	78	1163	2.9	43.2	88	*63	2.7	2.3	82
TODAY SHOW 2	N 2498	**48	2.2	1.9	72	169	2.4	6.8	79	1003	2.5	40.2	82	**32	1.4	1.3	45
\$25,000 PYRAMID	C 2753	**53	2.4	1.9	72	201	2.9	7.3	85	1180	3.3						

		TOTAL U.S. '000	MANGOES				NECTARINES				ORANGES				PAPAYAS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS																		
WKDAY LOCAL EVENING TV NEWS		26063	598	27.6	2.3	86	2108	30.4	8.1	95	11901	30.0	45.7	93	794	34.3	3.0	106
NETWORK AFFILIATES - EARLY		20261	492	22.7	2.4	91	1656	23.9	8.2	96	10082	25.4	49.8	101	545	23.5	2.7	94
INDEPENDENTS - LATE		2076	*71	3.3	3.4	128	185	2.7	8.9	104	1079	2.7	52.0	106	*53	2.3	2.6	89
TV EVENING NTKW 6 PM - 2 AM																		
A TEAM	N	10453	*181	8.3	1.7	65	789	11.4	7.5	88	4890	12.3	46.8	95	268	11.6	2.6	90
ABC MONDAY NIGHT MOVIE	A	6412	*119	5.5	1.9	69	548	7.9	8.5	100	3227	8.1	50.3	103	241	10.4	3.8	131
ABC SUNDAY NIGHT MOVIE	A	12407	367	16.9	3.0	110	1009	14.6	8.1	95	6310	15.9	50.9	104	368	15.9	3.0	104
ABC WORLD NEWS TONIGHT	A	6176	139	6.4	2.3	84	476	6.9	7.7	90	2847	7.2	46.1	94	126	5.4	2.0	77
AFTERMASH	C	5863	**114	5.3	1.9	73	464	6.7	7.9	93	2640	6.6	45.0	92	*163	7.0	2.8	92
ALICE	C	9594	*238	11.0	2.5	93	839	12.1	8.7	102	4636	11.7	48.3	99	*211	9.1	2.2	77
AMERICAN PARADE	C	6622	*119	5.5	1.8	67	552	8.0	8.3	98	3096	7.8	46.8	95	*226	9.8	3.4	119
BENSON	A	10886	250	11.5	2.3	86	971	14.0	8.9	104	5295	13.3	48.6	99	354	15.3	3.3	114
BLUE THUNDER	A	5036	**105	4.8	2.1	78	422	6.1	8.4	98	2547	6.4	50.6	103	*141	6.1	2.8	98
CAGNEY & LACEY	C	9965	317	14.6	3.2	119	695	10.0	7.0	82	4935	12.4	49.5	101	325	14.0	3.3	114
CBS EVENING NEWS-DEAN	C	3491	**59	2.7	1.7	63	254	3.7	7.3	85	1669	4.2	47.8	97	**119	5.1	3.4	119
CBS EVENING NEWS-RATHER	C	7123	145	6.7	2.0	76	637	9.2	8.9	105	3214	8.1	45.1	92	215	9.3	3.0	106
CBS SAT. NEWS-SCHIEFFER	C	3621	*82	3.8	2.3	85	318	4.6	8.8	103	1683	4.2	46.5	95	*142	6.1	3.9	137
CBS SATURDAY NIGHT MOVIE	C	5436	107	4.9	2.0	73	400	5.8	7.4	86	2604	6.6	47.9	98	141	6.1	2.6	91
CBS WEDNESDAY NIGHT MOVIE	C	6100	139	6.4	2.3	85	523	7.6	8.6	100	2923	7.4	47.9	98	115	5.0	1.9	66
CHEERS	N	8889	182	8.4	2.0	76	666	9.6	7.5	88	4349	10.9	48.9	100	274	11.8	3.1	108
DALLAS	C	22109	619	28.5	2.8	105	1924	27.8	8.7	102	10830	27.3	49.0	100	833	36.0	3.8	132
DIFF'RENT STROKES	N	6940	*159	7.3	2.3	86	576	8.3	8.3	97	2981	7.5	43.0	88	*178	7.7	2.6	90
DOUBLE TROUBLE	N	7223	*169	7.8	2.3	87	546	7.9	7.6	88	3328	8.4	46.1	94	*216	9.3	3.0	105
DUCK FACTORY	N	5595	*124	5.7	2.2	83	505	7.3	9.0	106	2687	6.8	48.0	98	*164	7.1	2.9	102
DUKES OF HAZZARD	C	5768	*185	8.5	3.2	120	468	6.8	8.1	95	2670	6.7	46.3	94	*222	9.6	3.8	135
DYNASTY	A	20053	585	27.0	2.9	109	1380	19.9	6.9	81	9841	24.8	49.1	100	469	20.2	2.3	82
FACTS OF LIFE	N	8087	*200	9.2	2.5	92	691	10.0	8.5	100	3751	9.4	46.4	95	*258	11.1	3.2	112
FALCON CREST	C	20046	638	29.4	3.2	119	1677	24.2	8.4	98	9939	25.0	49.6	101	681	29.4	3.4	119
FALL GUY	A	9084	199	9.2	2.2	82	644	9.3	7.1	83	4476	11.3	49.3	100	229	9.9	2.5	88
FAMILY TIES	N	7964	*152	7.0	1.9	71	518	7.5	6.5	76	3720	9.4	46.7	95	*227	9.8	2.9	100
FANTASY ISLAND	A	7687	*274	12.6	3.6	133	658	9.5	8.6	100	3777	9.5	49.1	100	*244	10.5	3.2	111
FOULUPS, BLEEP & BLUNDERS	A	8861	*287	13.2	3.2	121	765	11.1	8.6	101	4230	10.6	47.7	97	*168	7.3	1.9	66
FOUR SEASONS	C	5095	**99	4.6	1.9	73	426	6.2	8.4	98	2310	5.8	45.3	92	**101	4.4	2.0	69
GIMME A BREAK	N	8838	*249	11.5	2.8	105	707	10.2	8.0	94	4003	10.1	45.3	92	371	16.0	4.2	147
HART TO HART	A	8978	*207	9.5	2.3	86	787	11.4	8.8	103	4295	10.8	47.8	98	282	12.2	3.1	110
HILL STREET BLUES	N	8590	*232	10.7	2.7	101	776	11.2	9.0	106	4363	11.0	50.8	104	359	15.5	4.2	146
HOTEL	A	14085	415	19.1	2.9	110	1202	17.4	8.5	100	7067	17.8	50.2	102	448	19.3	3.2	111
JEFFERSONS	C	9360	*226	10.4	2.4	90	848	12.2	9.1	106	4399	11.1	47.0	96	*238	10.3	2.5	89
JENNIFER SLEPT HERE	N	5841	**122	5.6	2.1	78	451	6.5	7.7	90	2571	6.5	44.0	90	*133	5.7	2.3	80
KATE & ALLIE	C	9206	*171	7.9	1.9	69	608	8.8	6.6	77	4488	11.3	48.8	99	284	12.3	3.1	108
KNIGHT RIDER	N	7076	*220	10.1	3.1	116	562	8.1	7.9	93	3632	9.1	51.3	105	*221	9.5	3.1	109
LOVE BOAT	A	12219	323	14.9	2.6	99	955	13.8	7.8	91	5710	14.4	46.7	95	403	17.4	3.3	115
MAGNUM PI	C	11199	*220	10.1	2.0	73	949	13.7	8.5	99	5152	13.0	46.0	94	351	15.1	3.1	110
MAMA'S FAMILY	N	6057	**118	5.4	1.9	73	457	6.6	7.5	88	2749	6.9	45.4	93	*142	6.1	2.3	82
MASTER, THE	N	3598	**69	3.2	1.9	72	241	3.5	6.7	78	1613	4.1	44.8	91	**83	3.6	2.3	81
MATT HOUSTON	A	6344	*127	5.9	2.0	75	459	6.6	7.2	85	3214	8.1	50.7	103	*173	7.5	2.7	95
NBC MONDAY NIGHT MOVIE	N	11994	294	13.6	2.5	92	929	13.4	7.7	91	5701	14.4	47.5	97	267	11.5	2.2	78
NBC NIGHTLY NEWS	N	5132	*158	7.3	3.1	115	406	5.9	7.9	93	2309	5.8	45.0	92	208	9.0	4.1	142
NBC NIGHTLY NEWS-SAT	N	3375	**101	4.7	3.0	112	*184	2.7	5.5	64	1477	3.7	43.8	89	**91	3.9	2.7	94
NBC NIGHTLY NEWS-SUN	N	3130	**167	7.7	5.3	199	*210	3.0	6.7	78	1476	3.7	47.2	96	**151	6.5	4.8	169
NBC SUNDAY NIGHT MOVIE	N	8284	*199	9.2	2.4	90	684	9.9	8.3	97	3815	9.6	46.1	94	*194	8.4	2.3	82
NEWMART	C	9240	*228	10.5	2.5	92	653	9.4	7.1	83	4488	11.3	48.6	99	*220	9.5	2.4	83
ONE DAY AT A TIME	C	7288	*198	9.1	2.7	101	672	9.7	9.2	108	3506	8.8	48.1	98	*185	8.0	2.5	89
PEOPLE ARE FUNNY	N	4855	**79	3.6	1.6	61	363	5.2	7.5	87	2294	5.8	47.3	96	**107	4.6	2.2	77
REAL PEOPLE	N	8869	*240	11.1	2.7	101	797	11.5	9.0	105	4225	10.6	47.6	97	320	13.8	3.6	126
REMINGTON STEELE	N	7743	*195	9.0	2.5	94	713	10.3	9.2	108	3558	9.0	46.0	94	*159	6.9	2.1	72
RIPLEY'S BELIEVE IT - NOT	A	5345	*179	8.3	3.3	125	555	8.0	10.4	121	2748	6.9	51.4	105	*118	5.1	2.2	77
RIPTIDE	N	6988	*183	8.4	2.6	98	611	8.8	8.7	102	3498	8.8	50.1	102	*190	8.2	2.7	95
SCARECROW & MRS. KING	C	10002	198	9.1	2.0	74	783	11.3	7.8	92	4833	12.2	48.3	99	352	15.2	3.5	123
SIMON & SIMON	C	10638	319	14.7	3.0	112	879	12.7	8.3	97	4923	12.4	46.3	94	306	13.2	2.9	101
60 MINUTES	C	13293	345	15.9	2.6	97	1035	15.0	7.8	91	6237	15.7	46.9	96	526	22.7	4.0	138
ST. ELSEWHERE	N	7017	*180	8.3	2.6	96	572	8.3	8.2	95	3500	8.8	49.9	102	*208	9.0	3.0	104
THREE'S COMPANY	A	10917	*226	10.4	2.1	77	872	12.6	8.0	93	5383	13.5	49.3	101	287	12.4	2.6	92
T.J. HOOKER	A	9204	*181	8.3	2.0	73	730	10.5	7.9	93	4349	10.9	47.3	96	206	8.9	2.2	78
TONIGHT SHOW	N	2372	78	3.6	3.3	123	234	3.4	9.9	115	1268	3.3						

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	PEACHES				PEARS				PINEAPPLES				PLUMS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	50986	13220	100.0	16.3	100	14741	100.0	18.2	100	8625	100.0	10.6	100	5500	100.0	6.8	100
18 - 24	9282	1319	10.0	14.2	87	1274	8.6	13.7	75	1167	13.5	12.6	118	699	12.7	7.5	111
25 - 34	19072	3456	26.1	18.1	111	3581	24.3	18.8	103	2376	27.5	12.5	117	1237	22.5	6.5	96
35 - 44	14591	2478	18.7	17.0	104	2974	20.2	20.4	112	1550	18.0	10.6	100	1255	22.8	8.6	127
45 - 54	11345	1623	12.3	14.3	88	2101	14.3	18.5	102	1280	14.8	11.3	106	763	13.9	6.7	99
55 - 64	11635	1916	14.5	16.5	101	2144	14.5	18.4	101	1156	13.4	9.9	93	635	11.5	5.5	80
65 OR OLDER	15061	2428	18.4	16.1	99	2668	18.1	17.7	97	1095	12.7	7.3	68	911	16.6	6.0	89
18 - 34	28354	4775	36.1	16.8	103	4854	32.9	17.1	94	3543	41.1	12.5	117	1936	35.2	6.8	101
18 - 49	48339	8000	60.5	16.5	101	8726	59.2	18.1	99	5724	66.4	11.8	111	3591	65.3	7.4	109
25 - 54	45008	7556	57.2	16.8	103	8656	58.7	19.2	106	5206	60.4	11.6	109	3255	59.2	7.2	106
35 - 49	19985	3223	24.4	16.1	99	3872	26.3	19.4	106	2181	25.3	10.9	102	1655	30.1	8.3	122
50 OR OLDER	32647	5220	39.5	16.0	98	6015	40.8	18.4	101	2900	33.6	8.9	83	1909	34.7	5.8	86
GRADUATED COLLEGE	11155	1830	13.8	16.4	100	2831	19.2	25.4	139	1804	20.9	16.2	152	928	16.9	8.3	122
ATTENDED COLLEGE	13682	2457	18.6	18.0	110	2794	19.0	20.4	112	1877	21.8	13.7	129	996	18.1	7.3	107
GRADUATED HIGH SCHOOL	32820	5566	42.1	16.4	101	6063	41.1	17.9	98	3420	39.7	10.1	95	2364	43.0	7.0	103
DID NOT GRADUATE HIGH SCHOOL	22270	3367	25.5	15.1	93	3053	20.7	13.7	75	1524	17.7	6.8	64	1213	22.1	5.4	80
EMPLOYED	40306	6579	49.8	16.3	100	7471	50.7	18.5	102	4886	56.6	12.1	114	2769	50.3	6.9	101
EMPLOYED FULL-TIME	32850	5201	39.3	15.8	97	6022	40.9	18.3	101	3811	44.2	11.6	109	2193	39.9	6.7	98
EMPLOYED PART-TIME	7456	1378	10.4	18.5	113	1449	9.8	19.4	107	1075	12.5	14.4	135	576	10.5	7.7	114
NOT EMPLOYED	40680	6641	50.2	16.3	100	7270	49.3	17.9	98	4738	43.3	9.2	86	2731	49.7	6.7	99
PROFESSIONAL/MANAGER	10392	1870	14.1	18.0	110	2234	15.2	21.5	118	1653	19.2	15.9	149	860	15.6	8.3	122
TECH/CLERICAL/SALES	17574	2934	22.2	16.7	102	3285	22.3	18.7	103	2131	24.7	12.1	114	1262	22.9	7.2	106
PRECISION/CRAFT	985	**94	0.7	9.5	58	**153	1.0	15.5	85	**115	1.3	11.7	110	**48	0.9	4.9	72
OTHER EMPLOYED	11354	1681	12.7	14.8	91	1800	12.2	15.9	87	984	11.5	8.7	82	599	10.9	5.3	78
SINGLE	9863	1457	11.0	14.8	90	1513	10.3	15.3	84	1070	12.4	10.8	102	724	13.2	7.3	108
MARRIED	51375	3929	67.5	17.4	106	10149	68.8	19.8	109	5670	65.7	11.0	104	3610	65.6	7.0	103
DIVORCED/SEPARATED/WIDOWED	19748	2834	21.4	14.4	88	3079	20.9	15.6	86	1885	21.9	9.5	90	1166	21.2	5.9	87
PARENTS	32590	5556	42.3	17.1	105	6169	41.8	18.9	104	3608	41.8	11.1	104	2502	45.5	7.7	113
WHITE	70416	11531	87.2	16.4	100	13096	88.8	18.6	102	7498	86.9	10.6	100	4645	84.5	6.6	97
BLACK	8778	1296	9.8	14.8	90	1257	8.5	14.3	79	831	9.6	9.5	89	676	12.3	7.7	113
OTHER	1791	**392	3.0	21.9	134	**389	2.6	21.7	119	**295	3.4	16.5	155	**178	3.2	9.9	146
NORTHEAST-CENSUS	17786	3189	24.1	17.9	110	4260	28.9	24.0	132	1960	22.7	11.0	103	1224	22.3	6.9	101
NORTH CENTRAL	20741	3161	23.9	15.2	93	3736	25.3	18.0	99	1839	21.3	8.9	83	1563	28.4	7.5	111
SOUTH	27775	4385	33.2	15.8	97	3756	25.5	13.5	74	2478	28.7	8.9	84	1766	32.1	6.4	94
WEST	14683	2482	18.8	16.9	104	2927	20.3	20.4	112	2348	27.2	16.0	150	947	17.2	6.4	95
NORTHEAST-MKTG.	17961	3085	23.3	17.2	105	4042	27.4	22.5	124	2039	23.6	11.4	107	1301	23.7	7.2	107
EAST CENTRAL	11885	2013	15.2	16.9	104	2128	14.4	17.9	98	1153	13.4	9.7	91	795	14.5	6.7	98
WEST CENTRAL	14090	2050	15.5	14.5	89	2592	17.6	18.4	101	1224	14.2	8.7	82	1048	19.1	7.4	110
SOUTH	24081	3783	28.6	15.7	96	3270	22.2	13.6	75	2045	23.7	8.5	80	1463	26.6	6.1	89
PACIFIC	12969	2288	17.3	17.6	108	2709	18.4	20.9	115	2163	25.1	16.7	157	894	16.3	6.9	102
COUNTY SIZE A	32439	5584	42.2	17.2	105	6854	46.5	21.1	116	3988	46.2	12.3	115	2824	51.3	8.7	128
COUNTY SIZE B	24915	3981	30.1	16.0	98	4269	29.0	17.1	94	2717	31.5	10.9	102	1533	27.9	6.2	91
COUNTY SIZE C	12930	1793	13.6	13.9	85	2235	15.2	17.3	95	1315	15.2	10.2	95	455	8.3	3.5	52
COUNTY SIZE D	10703	1862	14.1	17.4	107	1387	9.4	12.9	71	805	7.0	5.7	53	688	12.5	6.4	95
METRO CENTRAL CITY	24518	3945	29.8	16.1	99	4256	28.9	17.4	95	2656	30.8	10.8	102	1782	32.4	7.3	107
METRO SUBURBAN	35919	5979	45.2	16.6	102	7495	50.8	20.9	115	4447	51.6	12.4	116	2680	48.7	7.5	110
NON METRO	20549	3295	24.9	16.0	98	2990	20.3	14.6	80	1521	17.6	7.4	70	1038	18.9	5.1	74
TOP 5 ADI'S	18341	3350	25.3	18.3	112	3978	27.0	21.7	119	2373	27.5	12.9	121	1750	31.8	9.5	140
TOP 10 ADI'S	25378	4371	33.1	17.2	106	5332	36.2	21.0	115	3095	35.9	12.2	115	2165	39.4	8.5	126
TOP 20 ADI'S	36488	6028	45.6	16.5	101	7270	49.3	19.9	109	4399	51.0	12.1	113	2986	54.3	8.2	120
HSOLD INC. \$50,000 OR MORE	6612	1316	10.0	19.9	122	1462	9.9	22.1	121	1235	14.3	18.7	175	*680	12.4	10.3	151
\$40,000 OR MORE	12659	2517	19.0	19.9	122	2723	18.5	21.5	118	2170	25.2	17.1	161	1168	21.2	9.2	136
\$30,000 OR MORE	24698	4633	35.0	18.8	115	5583	37.9	22.6	124	3752	43.5	15.2	143	2207	40.1	8.9	132
\$25,000 OR MORE	32077	5668	42.9	17.7	108	7160	48.6	22.3	123	4584	53.1	14.3	134	2731	49.7	8.5	125
\$20,000 - \$24,999	9144	1265	9.6	13.8	85	1714	11.6	18.7	103	939	10.9	10.3	96	484	8.8	5.3	78
\$15,000 - \$19,999	8728	1278	9.7	14.6	90	1407	9.5	16.1	89	552	6.4	6.3	59	305	5.5	3.5	51
\$10,000 - \$14,999	12562	2281	17.3	18.2	111	2075	14.1	16.5	91	1139	13.2	9.1	85	773	14.1	6.2	91
UNDER \$10,000	18475	2728	20.6	14.8	90	2386	16.2	12.9	71	1411	16.4	7.6	72	1208	22.0	6.5	96
HOUSEHOLD OF 1 PERSON	11987	1592	12.0	13.3	81	1675	11.4	14.0	77	955	11.4	8.2	77	634	11.5	5.3	78
2 PEOPLE	26577	4349	32.9	16.4	100	4942	33.5	18.6	102	2887	33.5	10.9	102	1496	27.2	5.6	83
3 OR 4 PEOPLE	30617	5139	38.9	16.8	103	5755	39.0	18.8	103	3456	40.1	11.3	106	2205	40.1	7.2	106
5 OR MORE PEOPLE	11804	2141	16.2	18.1	111	2369	16.1	20.1	110	1297	15.0	11.0	103	1164	21.2	9.9	145
NO CHILD IN HSOLD	46165	7407	56.0	16.0	98	8082	54.8	17.5	96	4814	55.8	10.4	98	2823	51.3	6.1	90
CHILD(REN) UNDER 2 YRS	5325	973	7.4	18.3	112	959	6.5	18.0	99	*465	5.4	8.7	82	**276	5.0	5.2	76
2 - 5 YEARS	14221	2572	19.5	18.1	111	2754	18.7	19.4	106	1430	16.6	10.1	94	1004	18.3	7.1	104
6 - 11 YEARS	15117	2665	20.2	17.6	108	2931	19.9	19.4	107	1691	19.6	11.2	105	1264	23.0	8.4	123
12 - 17 YEARS	16611	2721	20.6	16.4	100	3258	22.1	19.6	108	1975	22.9	11.9	112	1338	24.3	8.1	119
RESIDENCE OWNED	55884	9599	72.2	17.1	105	10944	74.2	19.6	108	6152	71.3	11.0	103	3904	71.0	7.0	103
VALUE: \$50,000 OR MORE	31744	5501	41.6	17.3	106	8866	46.6	21.6	119	4138	48.0	13.0	122	2497	45.4	7.9	116
VALUE: UNDER \$50,000	24140	4038	30.5	16.7	102	4079	27.7	16.9	93	2015	23.4	8.3	78	1407	25.6	5.8	86

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	PEACHES				PEARS				PINEAPPLES				PLUMS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	13220	100.0	16.3	100	14741	100.0	18.2	100	8625	100.0	10.6	100	5500	100.0	6.8	100
MAGAZINES	QUINTILE 1	15799	2844	21.5	18.0	110	3482	23.6	22.0	121	2068	24.0	13.1	123	1224	22.3	7.7	114
	QUINTILE 2	17259	3121	23.6	18.1	111	3905	26.5	22.6	124	2133	24.7	12.4	116	1556	28.3	9.0	133
	QUINTILE 3	13545	2083	15.8	15.4	94	2347	15.9	17.3	95	1532	17.8	11.3	106	706	12.8	5.2	77
	QUINTILE 4	15133	2235	16.9	14.8	90	2345	15.9	15.5	85	1294	15.0	8.6	80	862	15.7	5.7	84
	QUINTILE 5	19250	2937	22.2	15.3	93	2662	18.1	13.8	76	1598	18.5	8.3	78	1153	21.0	6.0	88
NEWSPAPERS	QUINTILE 1	12413	2124	16.1	17.1	105	2583	17.5	20.8	114	1605	18.6	12.9	121	1002	18.2	8.1	119
	QUINTILE 2	24116	4121	31.2	17.1	105	4754	32.3	19.7	108	2638	30.6	10.9	103	1654	30.1	6.9	101
	QUINTILE 3	11261	1820	13.8	16.2	99	2106	14.3	18.7	103	1298	15.0	11.5	108	721	13.1	6.4	99
	QUINTILE 4	20255	3129	23.7	15.4	95	3297	22.4	16.3	89	1770	20.5	8.7	82	1250	22.7	6.2	91
	QUINTILE 5	12940	2026	15.3	15.7	96	2001	13.6	15.5	85	1314	15.2	10.2	95	873	15.9	6.7	99
OUTDOOR	QUINTILE 1	14852	2509	19.0	16.9	103	2999	20.3	20.2	111	1756	20.4	11.8	111	1249	22.7	8.4	124
	QUINTILE 2	15725	2574	19.5	16.4	100	2642	17.9	16.8	92	1750	20.3	11.1	104	1109	20.2	7.1	104
	QUINTILE 3	16330	2706	20.5	16.6	102	3182	21.6	19.5	107	1829	21.2	11.2	105	1113	20.2	6.8	100
	QUINTILE 4	16744	2611	19.8	15.6	96	2986	20.3	17.8	98	1719	19.9	10.3	96	1105	20.1	6.6	97
	QUINTILE 5	17334	2821	21.3	16.3	100	2932	19.9	16.9	93	1571	18.2	9.1	85	924	16.8	5.3	78
RADIO-DRIVE TIME	QUINTILE 1	15911	2726	20.6	17.1	105	2862	19.4	18.0	99	1764	20.5	11.1	104	1157	21.0	7.3	107
	QUINTILE 2	14837	2494	18.9	16.8	103	2967	20.1	20.0	110	1515	17.6	10.2	96	1034	18.8	7.0	103
	QUINTILE 3	15339	2618	19.8	17.1	105	2746	18.6	17.9	98	1648	19.1	10.7	101	1194	21.7	7.8	115
	QUINTILE 4	16723	2540	19.2	15.2	93	3089	21.0	18.5	101	1745	20.2	10.4	98	1149	20.9	6.9	101
	QUINTILE 5	18176	2842	21.5	15.6	96	3077	20.9	16.9	93	1953	22.6	10.7	101	966	17.6	5.3	78
RADIO-MID- DAY	TERCILE 1	21020	3542	26.8	16.9	103	3703	25.1	17.6	97	2009	23.3	9.6	90	1505	27.4	7.2	105
	TERCILE 2	21610	3573	27.0	16.5	101	4271	29.0	19.8	109	2448	28.4	11.3	106	1687	30.7	7.8	115
	TERCILE 3	38355	6104	46.2	15.9	97	6767	45.9	17.6	97	4167	48.3	10.9	102	2308	42.0	6.0	89
RADIO-TOTAL	QUINTILE 1	15988	2782	21.0	17.4	107	2801	19.0	17.5	96	1760	20.4	11.0	103	1261	22.9	7.9	116
	QUINTILE 2	15626	2593	19.6	16.6	102	2983	20.2	19.1	105	1409	16.3	9.0	85	854	15.5	5.5	80
	QUINTILE 3	16723	2836	21.5	17.0	104	3492	23.7	20.9	115	1984	23.0	11.9	111	1414	25.7	8.5	125
	QUINTILE 4	16342	2394	18.1	14.6	90	2612	17.7	16.0	88	1820	21.1	11.1	105	1139	20.7	7.0	103
	QUINTILE 5	16306	2614	19.8	16.0	98	2853	19.4	17.5	96	1651	19.1	10.1	95	832	15.1	5.1	75
TV-PRIME TIME	QUINTILE 1	15953	2615	19.8	16.4	100	3235	21.9	20.3	111	1657	19.2	10.4	98	1114	20.3	7.0	103
	QUINTILE 2	16137	2620	19.8	16.2	99	2800	19.0	17.4	95	1713	19.9	10.6	100	1110	20.2	6.9	101
	QUINTILE 3	16420	2785	21.1	17.0	104	2990	20.3	18.2	100	1536	17.8	9.4	88	1241	22.6	7.6	111
	QUINTILE 4	16687	2583	19.5	15.5	95	2880	19.5	17.3	95	1779	20.6	10.7	100	1032	18.8	6.2	91
	QUINTILE 5	15789	2616	19.8	16.6	101	2836	19.2	18.0	99	1940	22.5	12.3	115	1003	18.2	6.4	94
TV-DAYTIME	TERCILE 1	27736	4603	34.8	16.6	102	4433	30.1	16.0	88	2733	31.7	9.9	93	1741	31.7	6.3	92
	TERCILE 2	26489	4289	32.4	16.2	99	5045	34.2	19.0	105	2710	31.4	10.2	96	1654	30.1	6.2	92
	TERCILE 3	26761	4328	32.7	16.2	99	5263	35.7	19.7	108	3182	36.9	11.9	112	2105	38.3	7.9	116
TV-TOTAL	QUINTILE 1	16345	2630	19.9	16.1	99	2749	18.6	16.8	92	1655	19.2	10.1	95	1031	18.7	6.3	93
	QUINTILE 2	16447	2701	20.4	16.4	101	3059	20.8	18.6	102	1545	17.9	9.4	88	924	16.8	5.6	83
	QUINTILE 3	15980	2681	20.3	16.8	103	3039	20.6	19.0	104	1838	21.3	11.5	108	1426	25.9	8.9	131
	QUINTILE 4	15887	2575	19.5	16.2	99	2788	18.9	17.5	96	1418	16.4	8.9	84	1072	19.5	6.7	99
	QUINTILE 5	16326	2634	19.9	16.1	99	3105	21.1	19.0	104	2169	25.1	13.3	125	1047	19.0	6.4	94
MAGAZINES-NEWSPAPERS: DUAL		20721	3603	27.3	17.4	107	4786	32.5	23.1	127	2671	31.0	12.9	121	1760	32.0	8.5	125
MAGAZINE IMPERATIVE		19186	3306	25.0	17.2	106	3806	25.8	19.8	109	2228	25.8	11.6	109	1384	25.2	7.2	106
NEWSPAPER IMPERATIVE		21899	3596	27.2	16.4	101	3572	24.2	16.3	90	2137	24.8	9.8	92	1217	22.1	5.6	82
MAGAZINES-OUTDOOR: DUAL		15451	2569	19.4	16.6	102	3276	22.2	21.2	116	2074	24.0	13.4	126	1369	24.9	8.9	130
MAGAZINE IMPERATIVE		25953	4694	35.5	18.1	111	5536	37.6	21.3	117	3014	34.9	11.6	109	1788	32.5	6.9	101
OUTDOOR IMPERATIVE		24400	3747	28.3	15.4	94	3863	26.2	15.8	87	2311	26.8	9.5	89	1553	28.2	6.4	94
MAGAZINES-RADIO: DUAL		18049	3055	23.1	16.9	104	3898	26.4	21.6	119	2071	24.0	11.5	108	1241	22.6	6.9	101
MAGAZINE IMPERATIVE		23571	4159	31.5	17.6	108	4968	33.7	21.1	116	3118	36.2	13.2	124	1905	34.6	8.1	119
RADIO IMPERATIVE		23278	3684	27.9	15.8	97	3582	24.3	15.4	85	2137	24.8	9.2	86	1518	27.6	6.5	96
MAGAZINES-TELEVISION: DUAL		15459	2651	20.1	17.1	105	3253	22.1	21.0	116	1903	22.1	12.3	116	978	17.8	6.3	93
MAGAZINE IMPERATIVE		25829	4456	33.7	17.3	106	5590	37.9	21.6	119	3324	38.5	12.9	121	2198	40.0	8.5	125
TELEVISION IMPERATIVE		26039	4142	31.3	15.9	97	3893	26.4	15.0	82	2139	24.8	8.2	77	1548	28.1	5.9	88
NEWSPAPERS-OUTDOOR: DUAL		16605	2858	21.6	17.2	105	3323	22.5	20.0	110	2125	24.6	12.8	120	1464	26.6	8.8	130
NEWSPAPER IMPERATIVE		26834	4513	34.1	16.8	103	5297	35.9	19.7	108	2926	33.9	10.9	102	1654	30.1	6.2	91
OUTDOOR IMPERATIVE		23346	3680	27.8	15.8	97	4045	27.4	17.3	95	2484	28.8	10.6	100	1659	30.2	7.1	105
NEWSPAPERS-RADIO: DUAL		17133	2859	21.6	16.7	102	3163	21.5	18.5	101	1680	19.5	9.8	92	1185	21.5	6.9	102
NEWSPAPER IMPERATIVE		25892	4455	33.7	17.2	105	5297	35.9	20.5	112	3256	37.8	12.6	118	1905	34.6	7.4	108
RADIO IMPERATIVE		23167	3953	29.9	17.1	105	4092	27.8	17.7	97	2392	27.7	10.3	97	1645	29.9	7.1	105
NEWSPAPERS-TELEVISION: DUAL		17159	2991	22.6	17.4	107	3432	23.3	20.0	110	1739	20.2	10.1	95	1127	20.5	6.6	97
NEWSPAPER IMPERATIVE		26214	4260	32.2	16.3	100	5058	34.3	19.3	106	3201	37.1	12.2	115	1963	35.7	7.5	110
TELEVISION IMPERATIVE		23412	3574	27.0	15.3	94	3737	25.4	16.0	88	2242	26.0	9.6	90	1436	26.1	6.1	90
OUTDOOR-RADIO: DUAL		15303	2607	19.7	17.0	104	2839	19.3	18.6	102	1655	19.2	10.8	102	1152	20.9	7.5	111
OUTDOOR IMPERATIVE		24901	3947	29.9	15.9	97	4655	31.6	18.7	103	2916	33.8	11.7	110	1833	33.3	7.4	108
RADIO IMPERATIVE		26492	4441	33.6	16.8	103	48948											

	TOTAL U.S. '000	PEACHES				PEARS				PINEAPPLES				PLUMS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	13220	100.0	16.3	100	14741	100.0	18.2	100	8625	100.0	10.6	100	5500	100.0	6.8	100
ATLANTIC MONTHLY	415	**31	0.2	7.5	46	**80	0.5	19.3	106	**62	0.7	14.9	140	**29	0.5	7.0	103
BARRON'S	453	**71	0.5	15.7	96	**105	0.7	23.2	127	**112	1.3	24.7	232	**21	0.4	4.6	68
BETTER HOMES & GARDENS	16256	2837	21.5	17.5	107	3508	23.8	21.6	119	1875	21.7	11.5	108	1355	24.6	8.3	123
BON APPETIT	2535	409	3.1	16.1	99	576	3.9	22.7	125	464	5.4	18.3	172	230	4.2	9.1	134
BUSINESS WEEK	1278	*244	1.8	19.1	117	*250	1.7	19.6	107	*200	2.3	15.6	147	*155	2.8	12.1	179
CAR AND DRIVER	378	**71	0.5	18.8	115	**132	0.9	34.9	192	**102	1.2	27.0	253	**57	1.0	15.1	222
CBS MAGAZINE NETWORK (GROSS)	1498	*301	2.3	20.1	123	354	2.4	23.6	130	*242	2.8	16.2	152	*166	3.0	11.1	163
CHANGING TIMES	1505	*296	2.2	19.7	120	443	3.0	29.4	162	*229	2.7	15.2	143	*283	1.5	5.5	81
COLONIAL HOMES	1231	*252	1.9	20.5	125	392	2.7	31.8	175	*282	3.3	22.9	215	*134	2.4	10.9	160
CONDE NAST MAG. PKG. (GROSS)	14146	2543	19.2	18.0	110	2981	20.2	21.1	116	2142	24.8	15.1	142	1300	23.6	9.2	135
CONSUMERS DIGEST	1323	*232	1.8	17.5	107	272	1.8	20.6	113	*190	2.2	14.4	135	**130	2.4	9.8	145
COSMOPOLITAN	7102	1233	9.3	17.4	106	1447	9.8	20.4	112	941	10.9	13.2	124	584	10.6	8.2	121
COUNTRY LIVING	2481	420	3.2	16.9	104	527	3.6	21.2	117	416	4.8	16.8	157	*248	4.5	10.0	147
CUISINE	1472	*236	1.8	16.0	98	301	2.0	20.4	112	*203	2.4	13.8	129	**135	2.5	9.2	135
CYCLE WORLD	425	**130	1.0	30.6	187	**105	0.7	24.7	136	**61	0.7	14.4	135	**89	1.6	20.9	308
DCI:CREATIVE IDEAS FOR LIV	2510	494	3.7	19.7	121	587	4.0	23.4	128	290	3.4	11.6	108	*267	4.9	10.6	157
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1154	8.7	17.2	106	1373	9.3	20.5	113	785	9.1	11.7	110	504	9.2	7.5	111
DISCOVER	894	*119	0.9	13.3	82	*161	1.1	18.0	99	*103	1.2	11.5	108	**56	1.0	6.3	92
EBONY	3507	507	3.8	14.5	89	483	3.3	13.8	76	351	4.1	10.0	94	249	4.5	7.1	105
ESQUIRE	1083	*164	1.2	15.1	93	*170	1.2	15.7	86	*152	1.8	14.0	132	**84	1.5	7.8	114
ESSENCE	1830	331	2.5	18.1	111	348	2.4	19.0	104	*219	2.5	12.0	112	*173	3.1	9.5	139
FAMILY CIRCLE	15930	2782	21.0	17.5	107	3585	24.3	22.5	124	1765	20.5	11.1	104	1189	21.6	7.5	110
THE FAMILY HANDYMAN	1126	*159	1.2	14.1	87	*209	1.4	18.6	102	**98	1.1	8.7	82	**53	1.0	4.7	69
FAMILY WEEKLY	11468	2030	15.4	17.7	108	2078	14.1	18.1	100	1125	13.0	9.8	92	701	12.7	6.1	90
FIELD & STREAM	2234	486	3.7	21.8	133	385	2.6	17.2	95	*225	2.6	10.1	95	**160	2.9	7.2	105
FOOD & WINE	579	*98	0.7	16.9	104	*141	1.0	24.4	134	*60	0.7	10.4	97	**77	1.4	13.3	196
FORBES	728	*132	1.0	18.1	111	*174	1.2	23.9	131	**130	1.5	17.9	168	**22	0.4	3.0	44
FORTUNE	906	**160	1.2	17.7	108	*147	1.0	16.2	89	*124	1.4	13.7	129	**74	1.3	8.2	120
GENTLEMEN'S QUARTERLY	791	**83	0.6	10.5	64	*160	1.1	20.2	111	**124	1.4	15.7	147	**44	0.8	5.6	82
GLAMOUR	5265	926	7.0	17.6	108	1153	7.8	21.9	120	770	8.9	14.6	137	442	8.0	8.4	124
GOLF DIGEST	636	**103	0.8	16.2	99	*180	1.2	28.3	155	**54	0.6	8.5	80	**18	0.3	2.8	42
GOLF DIGEST/TENNIS (GROSS)	1186	*236	1.8	19.9	122	290	2.0	24.5	134	*175	2.0	14.8	139	**73	1.3	6.2	91
GOLF MAGAZINE	441	**104	0.8	23.6	144	*176	1.2	39.9	219	**62	0.7	14.1	132	**14	0.3	3.2	47
GOLF MAGAZINE/SKI (GROSS)	922	*262	2.0	28.4	174	323	2.2	35.0	192	**154	1.8	16.7	157	**82	1.5	8.9	131
GOOD HOUSEKEEPING	16487	2935	22.2	17.8	109	3554	24.1	21.6	118	1780	20.6	10.8	101	1335	24.3	8.1	119
HARPER'S BAZAAR	2423	462	3.5	19.1	117	539	3.7	22.2	122	426	4.9	17.6	165	*224	4.1	9.2	136
HEALTH	1994	360	2.7	18.1	111	395	2.7	19.8	109	*326	3.8	16.3	154	*173	3.1	8.7	128
HEARST MAG CORP. BUY (GROSS)	44101	7965	60.2	18.1	111	9798	66.5	22.2	122	5680	65.9	12.9	121	3550	64.5	8.0	119
HEARST MAN POWER (GROSS)	1993	375	2.8	18.8	115	524	3.6	26.3	144	*252	2.9	12.6	119	**117	2.1	5.9	86
HEARST WOMAN POWER (GROSS)	31274	5542	41.9	17.7	109	6707	45.5	21.4	118	3720	43.1	11.9	112	2434	44.3	7.8	115
HOUSE BEAUTIFUL	3623	691	5.2	19.1	117	773	5.2	21.3	117	434	5.0	12.0	112	304	5.5	8.4	124
INC.	283	**43	0.3	15.2	93	**45	0.3	15.9	87	**49	0.6	17.3	163	**22	0.4	7.8	114
JET	2928	460	3.5	15.7	96	389	2.6	13.3	73	355	4.1	12.1	114	*172	3.1	5.9	86
LADIES' HOME JOURNAL	11918	2024	15.3	17.0	104	2308	15.7	19.4	106	1368	15.9	11.5	108	897	16.3	7.5	111
LHJ FAMILY GRP COMBO(GROSS)	16764	2833	21.4	16.9	104	3277	22.2	19.5	107	2014	23.4	12.0	113	1278	23.2	7.6	112
LIFE	4254	754	5.7	17.7	109	828	5.6	19.5	107	506	5.9	11.9	112	346	6.3	8.1	120
L.A. TIMES HOME MAGAZINE	1145	*181	1.4	15.8	97	*195	1.3	17.0	94	*194	2.2	16.9	159	**77	1.4	6.7	99
MADEMOISELLE	2884	494	3.7	17.1	105	519	3.5	18.0	99	438	5.1	15.2	143	263	4.8	9.1	134
MC CALL'S	13460	2319	17.5	17.2	106	2617	17.8	19.4	107	1521	17.6	11.3	106	979	17.8	7.3	107
MC CALL'S/WRK MOTHER (GROSS)	14606	2614	19.8	17.9	110	2873	19.5	19.7	108	1648	19.1	11.3	106	1083	19.7	7.4	109
MECHANIX ILLUSTRATED	772	**129	1.0	16.7	102	*209	1.4	27.1	149	**25	0.3	3.2	30	**42	0.8	5.4	80
METROPOLITAN HOME	967	*154	1.2	15.9	98	238	1.6	24.6	135	*196	2.3	20.3	190	**86	1.6	8.9	131
MONEY	1588	252	1.9	15.9	97	329	2.2	20.7	114	290	3.4	18.3	171	**133	2.4	8.4	123
MOTHER EARTH NEWS	1002	*244	1.8	24.4	149	*236	1.6	23.6	129	*140	1.6	14.0	131	**143	2.6	14.3	210
MS.	825	*144	1.1	17.5	107	*172	1.2	20.8	115	*120	1.4	14.5	137	**51	0.9	6.2	91
NATIONAL ENQUIRER	10336	1945	14.7	18.8	115	1649	11.2	16.0	88	970	11.2	9.4	88	715	13.0	6.9	102
NATIONAL GEOGRAPHIC	9597	1569	11.9	16.3	100	2283	15.5	23.8	131	1445	16.8	15.1	141	702	12.8	7.3	108
NATIONAL SUNDAY MAGAZINE PKG	49558	8386	63.4	16.9	104	9832	66.7	19.8	109	5584	64.7	11.3	106	3524	64.1	7.1	105
NATURAL HISTORY	573	**126	1.0	22.0	135	*148	1.0	25.8	142	**40	0.5	7.0	66	**63	1.1	11.0	162
NEW WOMAN	1699	*290	2.2	17.1	105	382	2.6	22.5	124	*255	3.0	15.0	141	*134	2.4	7.9	116
NEW YORK INCLUDING CUE	443	**72	0.5	16.3	100	*117	0.8	26.4	145	**45	0.5	10.2	95	**38	0.7	8.6	126
THE NEW YORKER	1270	266	2.0	20.9	128	395	2.7	31.1	171	240	3.0	20.5	192	*177	3.2	13.9	205
NEWSWEEK	6277	1211	9.2	19.3	118	1606	10.9	25.6	141	937	10.9	14.9	140	548	10.0	8.7	129
THE N.Y. TIMES DAILY EDITION	1205	230	1.7	19.1	117	320	2.2	26.6	146	*240	2.8	19.9	187	*141	2.6	11.7	172
THE N.Y. TIMES MAGAZINE	2081	396	3.0	19.0	117	651	4.4	31.3	172	411	4.8	19.8	185	266	4.8	12.8	188
OMNI	788	**113	0.9	14.3	88	*206	1.4	26.1	144	**117	1.4	14.8	139	**66	1.2	8.4	123
ON CABLE	1158	*241	1.8	20.8	127	*239	1.6	20.6	113	**66	0.8	5.7	54	**62	1.1	5.4	79
1001 HOME IDEAS	2852	449	3.4	15.7	96	574	3.9	20.1	111	320	3.7	11.2	105	*208	3.8	7.3	107
ORGANIC GARDENING	1658	397	3.0	23.9	147	458	3.1	27.6	152	*212	2.5	12.8	120	*186	3.4	11.2	165
OUTDOOR LIFE	896	*218	1.6	24.3	149	*133	0.9	14.8	82	**104	1.2	11.6	109	**76	1.4	8.5	125
PARADE MAGAZINE	24275	4305	32.6	17.7	109	5014	34.0	20.7	113	2893	33.5	11.9	112	1862	33.9	7.7	113

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PEACHES				PEARS				PINEAPPLES				PLUMS			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13220	100.0	16.3	100	14741	100.0	18.2	100	8625	100.0	10.6	100	5500	100.0	6.8	100
PARENTS	3845	817	6.2	21.2	130	780	5.3	20.3	111	388	4.5	10.1	95	336	6.1	8.7	129
PENTHOUSE	831	*182	1.4	21.9	134	*145	1.0	17.4	96	**148	1.7	17.8	167	**71	1.3	8.5	126
PEOPLE	11645	2044	15.5	17.6	108	2246	15.2	19.3	106	1481	17.2	12.7	119	917	16.7	7.9	116
PLAYBOY	2006	324	2.5	16.2	99	352	2.4	17.5	96	*275	3.2	13.7	129	**99	1.8	4.9	73
POPULAR HOT RODDING	297	**59	0.4	19.9	122	**51	0.3	17.2	94	**30	0.3	10.1	95	**40	0.7	13.5	198
POPULAR MECHANICS	1018	*199	1.5	19.5	120	*318	2.2	31.2	172	**153	1.8	15.0	141	**35	0.6	3.4	51
POPULAR SCIENCE	878	*136	1.0	15.5	95	*236	1.6	26.9	148	**134	1.6	15.3	143	**91	1.7	10.4	153
PREVENTION	3913	790	6.0	20.2	124	901	6.1	23.0	127	591	6.9	15.1	142	360	6.5	9.2	135
PSYCHOLOGY TODAY	1710	416	3.1	24.3	149	407	2.8	23.8	131	218	2.5	12.7	120	*153	2.8	8.9	132
READER'S DIGEST	22204	3949	29.9	17.8	109	4529	30.7	20.4	112	2334	27.1	10.5	99	1464	26.6	6.6	97
REDBOOK	7684	1373	10.4	17.9	109	1705	11.6	22.2	122	1000	11.6	13.0	122	515	9.4	6.7	99
ROAD & TRACK	410	**74	0.6	18.0	111	**110	0.7	26.8	147	**90	1.0	22.0	206	**52	0.9	12.7	187
ROLLING STONE	969	*223	1.7	23.0	141	286	1.9	29.5	162	*208	2.4	21.5	202	**123	2.2	12.7	187
RUNNER'S WORLD	298	**84	0.6	28.2	173	**65	0.4	21.8	120	**63	0.7	21.1	199	**41	0.7	13.8	203
SATURDAY EVENING POST	1169	*159	1.2	13.6	83	256	1.7	21.9	120	*138	1.6	11.8	111	**80	1.5	6.8	101
SCIENCE 84	587	**57	0.4	9.7	59	*127	0.9	21.6	119	**90	1.0	15.3	144	**27	0.5	4.6	68
SCIENCE DIGEST	482	**81	0.6	16.8	103	*184	0.6	17.4	96	**42	0.5	8.7	82	**30	0.5	6.2	92
SCIENTIFIC AMERICAN	594	**94	0.7	15.8	97	*168	1.1	28.3	155	*152	1.8	25.6	240	**49	0.9	8.2	121
SELF	2089	439	3.3	21.0	129	428	2.9	20.5	113	344	4.0	16.5	155	*241	4.4	11.5	170
SEVENTEEN	2411	319	2.4	13.2	81	304	2.1	12.6	69	-348	4.0	14.4	136	*259	4.7	10.7	158
SKI	480	**158	1.2	32.9	202	**148	1.0	30.8	169	**93	1.1	19.4	182	**69	1.3	14.4	212
SMITHSONIAN	2760	361	2.7	13.1	80	699	4.7	25.3	139	358	4.2	13.0	122	247	4.5	8.9	132
SOAP OPERA DIGEST	3013	555	4.2	18.4	113	548	3.7	18.2	100	289	3.4	9.6	90	*233	4.2	7.7	114
SOUTHERN LIVING	4184	660	5.0	15.8	97	786	5.3	18.8	103	495	5.7	11.8	111	*237	4.3	5.7	83
SPORT	559	**42	0.3	7.5	46	**91	0.6	16.3	89	**33	0.4	5.9	55	**17	0.3	3.0	45
THE SPORTING NEWS	436	**134	1.0	30.7	188	**121	0.8	27.8	152	**84	1.0	19.3	181	**91	1.7	20.9	307
SPORTS AFIELD	493	**96	0.7	19.5	119	**121	0.8	24.5	135	**57	0.7	11.6	109	**52	0.9	10.5	155
SPORTS ILLUSTRATED	2758	452	3.4	16.4	100	568	3.9	20.6	113	379	4.4	13.7	129	*225	4.1	8.2	120
STAR	7456	1235	9.3	16.6	101	1184	8.0	15.9	87	694	8.0	9.3	87	637	11.6	8.5	126
SUNDAY	24936	4167	31.5	16.7	102	5194	35.2	20.8	114	3007	34.9	12.1	113	1904	34.6	7.6	112
SUNSET	2124	448	3.4	21.1	129	488	3.3	23.0	126	354	4.1	16.7	156	*96	1.7	4.5	67
TV GUIDE	21661	3296	24.9	15.2	93	3936	26.7	18.2	100	2421	28.1	11.2	105	1385	25.2	6.4	94
TENNIS	550	**132	1.0	24.0	147	**111	0.8	20.2	111	**121	1.4	22.0	207	**56	1.0	10.2	150
TIME	8880	1470	11.1	16.6	101	1964	13.3	22.1	122	1412	16.4	15.9	149	624	11.3	7.0	103
TOWN & COUNTRY	917	*184	1.4	20.1	123	287	1.9	31.3	172	*137	1.6	14.9	140	**86	1.6	9.4	138
TRAVEL & LEISURE	972	*182	1.4	18.7	115	293	2.0	30.1	166	*135	1.6	13.9	130	**72	1.3	7.4	109
TRUE STORY	3356	596	4.5	17.8	109	420	2.8	12.5	69	*319	3.7	9.5	89	*192	3.5	5.7	84
U.S. NEWS & WORLD REPORT	3410	611	4.6	17.9	110	799	5.4	23.4	129	392	4.5	11.5	108	*230	4.2	6.7	99
USA TODAY	1759	308	2.3	17.5	107	383	2.6	21.8	120	265	3.1	15.1	141	*177	3.2	10.1	148
US	1873	297	2.2	15.9	97	327	2.2	17.5	96	250	2.9	13.3	125	**89	1.6	4.8	70
VOGUE	3909	684	5.2	17.5	107	882	6.0	22.6	124	590	6.8	15.1	142	355	6.5	9.1	134
WALL STREET JOURNAL	1886	355	2.7	18.8	115	476	3.2	25.2	139	331	3.8	17.6	165	*211	3.8	11.2	165
WEIGHT WATCHERS	2120	341	2.6	16.1	99	358	2.4	16.9	93	393	4.6	18.5	174	*153	2.8	7.2	106
WOMAN'S DAY	14172	2378	18.0	16.8	103	3311	22.5	23.4	128	1545	17.9	10.9	102	1001	18.2	7.1	104
WORKING MOTHER	1146	*295	2.2	25.7	158	*256	1.7	22.3	123	*126	1.5	11.0	103	**104	1.9	9.1	134
WORKING WOMAN	1322	*248	1.9	18.8	115	258	1.8	19.5	107	*199	2.3	15.1	141	*105	1.9	7.9	117
WORLD TENNIS	*163	**36	0.3	22.1	135	**36	0.2	22.1	121	**27	0.3	16.6	156	**10	0.2	6.1	90
ZIFF-DAVIS MAG NETWK (GROSS)	2532	462	3.5	18.2	112	703	4.8	27.8	153	372	4.3	14.7	138	*191	3.5	7.5	111
BLAIR INSERTS	43657	7255	54.9	16.6	102	8938	60.6	20.5	112	5195	60.2	11.9	112	3268	59.4	7.5	110
DAILY NEWSPAPERS																	
READ ANY	51633	8652	65.4	16.8	103	9743	66.1	18.9	104	5713	66.2	11.1	104	3534	64.3	6.8	101
READ ONE	43463	7360	55.7	16.9	104	8137	55.2	18.7	103	4723	54.8	10.9	102	2942	53.5	6.8	100
READ TWO OR MORE	8170	1292	9.8	15.8	97	1606	10.9	19.7	108	990	11.5	12.1	114	592	10.8	7.2	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8782	66.4	16.7	102	10427	70.7	19.8	109	5909	68.5	11.2	105	3747	68.1	7.1	105
READ ONE	46126	7542	57.0	16.4	100	8944	60.7	19.4	107	4903	56.8	10.6	100	3113	56.6	6.7	99
READ TWO OR MORE	6552	1240	9.4	18.9	116	1483	10.1	22.6	124	1005	11.7	15.3	144	634	11.5	9.7	142
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.95				28.99				29.51				30.84			
30 DAY REACH	71455	11638	88.0	16.3	100	13044	88.5	18.3	100	7664	88.9	10.7	101	4863	88.4	6.8	100
50 SHWG - 30 DAY AV FREQ	14.56	15.12				15.16				15.45				15.83			
30 DAY REACH	67742	11170	84.5	16.5	101	12481	84.7	18.4	101	7327	85.0	10.8	102	4764	86.6	7.0	104
25 SHWG - 30 DAY AV FREQ	7.94	8.33				8.26				8.22				8.42			
30 DAY REACH	62117	10103	76.4	16.3	100	11477	77.9	18.5	102	6913	80.2	11.1	104	4487	81.6	7.2	106
CABLE TV: HOME WIRED	32077	5311	40.2	16.6	101	6012	40.8	18.7	103	3264	37.8	10.2	96	2099	38.2	6.5	96
HOME NOT WIRED	48909	7909	59.8	16.2	99	8729	59.2	17.8	98	5361	62.2	11.0	103	3401	61.8	7.0	102
HAVE PAY CABLE	15935	2839	21.5	17.8	109	3219	21.8	20.2	111	1965	22.8	12.3	116	1249	22.7	7.8	115

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	13220	100.0	16.3	100	14741	100.0	18.2	100	8625	100.0	10.6	100	5500	100.0	6.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7477	56.6	17.0	104	8198	55.6	18.7	103	4817	55.8	11.0	103	3203	58.2	7.3	107
10:00 AM - 3:00 PM	30659	5224	39.5	17.0	104	5783	39.2	18.9	104	3212	37.2	10.5	98	2358	42.9	7.7	113
3:00 PM - 7:00 PM	31045	5199	39.3	16.7	103	5896	40.0	19.0	104	3440	39.9	11.1	104	2331	42.4	7.5	111
7:00 PM - MIDNIGHT	15767	2768	20.9	17.6	108	2928	19.9	18.6	102	1789	20.7	11.3	107	1127	20.5	7.1	105
MIDNIGHT - 6:00 AM	9120	1411	10.7	15.5	95	1670	11.3	18.3	101	1060	12.3	11.6	109	766	13.9	8.4	124
6:00 AM - MIDNIGHT	58527	9820	74.3	16.8	103	11044	74.9	18.9	104	6398	74.2	10.9	103	4304	78.3	7.4	108
ENTIRE DAY	59311	9894	74.8	16.7	102	11153	75.7	18.8	103	6490	75.2	10.9	103	4339	78.9	7.3	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2560	19.4	15.8	97	3063	20.8	18.9	104	1817	21.1	11.2	105	1073	19.5	6.6	98
ALL NEWS	2256	407	3.1	18.0	111	427	2.9	18.9	104	363	4.2	16.1	151	*170	3.1	7.5	111
AOR/PROGRESSIVE	3874	680	5.1	17.6	108	751	5.1	19.4	107	445	5.2	11.5	108	318	5.8	8.2	121
BEAUTIFUL MUSIC	5660	887	6.7	15.7	96	1193	8.1	21.1	116	602	7.0	10.6	100	402	7.3	7.1	105
BLACK	2204	280	2.1	12.7	78	428	2.9	19.4	107	*174	2.0	7.9	74	*151	2.7	6.9	101
CLASSICAL	1418	*195	1.5	13.8	84	372	2.5	26.2	144	324	3.8	22.8	215	*140	2.5	9.9	145
CHR/ROCK	9538	1766	13.4	18.5	113	1785	12.1	18.7	103	1139	13.2	11.9	112	807	14.7	8.5	125
COUNTRY	12648	2181	16.5	17.2	106	2091	14.2	16.5	91	1078	12.5	8.5	80	1018	18.5	8.0	119
GOLDEN OLDIES	1191	*238	1.8	20.0	122	*129	0.9	10.8	60	*138	1.6	11.6	109	*335	0.6	2.9	43
MOR/NOSTALGIA	4757	1068	8.1	22.5	138	1084	7.4	22.8	125	592	6.9	12.4	117	472	8.6	9.9	146
NEWS/TALK	3863	763	5.8	19.8	121	936	6.3	24.2	133	527	6.1	13.6	128	307	5.6	7.9	117
RELIGIOUS	3084	455	3.4	14.8	90	560	3.8	18.2	100	307	3.6	10.0	93	*201	3.7	6.5	96
SOFT ROCK	521	**57	0.4	10.9	67	**73	0.5	14.0	77	*239	0.5	7.5	70	*37	0.7	7.1	105
URBAN CONTEMPORARY	1585	310	2.3	19.6	120	252	1.7	15.9	87	*208	2.4	13.1	123	*154	2.8	9.7	143
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	528	4.0	16.2	99	436	3.0	13.4	73	*222	2.6	6.8	64	*211	3.8	6.5	95
ABC DIRECTION	2316	464	3.5	20.0	123	483	3.3	20.9	115	374	4.3	16.1	152	*170	3.1	7.3	108
ABC ENTERTAINMENT	4834	864	6.5	17.9	109	777	5.3	16.1	88	395	4.6	8.2	77	337	6.1	7.0	103
ABC FM	2202	435	3.3	19.8	121	466	3.2	21.2	116	*266	3.1	12.1	113	*189	3.4	8.6	126
ABC INFORMATION	5425	1026	7.8	18.9	116	1112	7.5	20.5	113	572	6.6	10.5	99	379	6.9	7.0	103
ABC ROCK	1677	274	2.1	16.3	100	*249	1.7	14.8	82	*201	2.3	12.0	113	**140	2.5	8.3	123
CBS	4430	825	6.2	18.6	114	974	6.6	22.0	121	577	6.7	13.0	122	396	7.2	8.9	132
MUTUAL	4992	740	5.6	14.8	91	1007	6.8	20.2	111	681	7.9	13.6	128	453	8.2	9.1	134
NBC	4679	949	7.2	20.3	124	1001	6.8	21.4	118	609	7.1	13.0	122	332	6.0	7.1	104
RADIORADIO	1994	310	2.3	15.5	95	323	2.2	16.2	89	*158	1.8	7.9	74	*147	2.7	7.4	109
RKO ONE	2298	328	2.5	14.3	87	429	2.9	18.7	103	*216	2.5	9.4	88	*122	2.2	5.3	78
RKO TWO	3311	503	3.8	15.2	93	539	3.7	16.3	89	362	4.2	10.9	103	*236	4.3	7.1	105
THE SOURCE	2114	309	2.3	14.6	90	347	2.4	16.4	90	*222	2.6	10.5	99	*108	2.0	5.1	75
NON-WIRED : BLAIR	8654	1662	12.6	19.2	118	1513	10.3	17.5	96	811	9.4	9.4	88	638	11.6	7.4	109
INTERNET	12025	2134	16.1	17.7	109	2581	17.5	21.5	118	1635	19.0	13.6	128	1188	21.6	9.9	145
KATZ RADIO GROUP	15359	2477	18.7	16.1	99	3271	22.2	21.3	117	1833	21.3	11.9	112	1106	20.1	7.2	106
SUPERNET	10628	1880	14.2	17.7	108	2011	13.6	18.9	104	1162	13.5	10.9	103	866	15.7	8.1	120
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1404	10.6	16.2	99	1427	9.7	16.5	91	876	10.2	10.1	95	423	7.7	4.9	72
WKDAY 9:00 AM - 1:00 PM	12163	1941	14.7	16.0	98	1939	13.2	15.9	88	1148	13.3	9.4	89	676	12.3	5.6	82
WKDAY 1:00 PM - 4:30 PM	16150	2630	19.9	16.3	100	2608	17.7	16.1	89	1581	18.3	9.8	92	980	17.8	6.1	89
WKDAY 4:30 PM - 7:30 PM	22463	3731	28.2	16.6	102	3941	26.7	17.5	96	2242	26.0	10.0	94	1481	26.9	6.6	97
WKDAY 7:30 PM - 8:00 PM	31795	5277	39.9	16.6	102	5678	38.5	17.9	98	3100	35.9	9.7	92	2064	37.5	6.5	96
WKDAY 11:00 PM - 11:30 PM	23977	3972	30.0	16.6	101	4684	31.8	19.5	107	2571	29.8	10.7	101	1846	33.6	7.7	113
WKDAY 11:30 PM - 1:00 AM	7703	1354	10.2	17.6	108	1484	10.1	19.3	106	816	9.5	10.6	99	609	11.1	7.9	116
M-SAT 8-11 PM+SUN 7-11 PM	33800	5548	42.0	16.4	101	6311	42.8	18.7	103	3494	40.5	10.3	97	2356	42.8	7.0	103
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1142	8.6	17.5	107	1061	7.2	16.2	89	840	9.7	12.8	121	553	10.1	8.5	125
ANOTHER WORLD	N 4620	794	6.0	17.2	105	775	5.3	16.8	92	445	5.2	9.6	90	317	5.8	6.9	101
AS THE WORLD TURNS	C 5614	849	6.4	15.1	93	886	6.0	15.8	87	367	4.3	6.5	61	209	3.8	3.7	55
CAPITOL	C 3396	427	3.2	12.6	77	493	3.3	14.5	80	212	2.5	6.2	59	*70	1.3	2.1	30
CBS MORN. NEWS 1	C 1446	199	1.5	13.8	84	196	1.3	13.6	74	104	1.2	7.2	68	*68	1.2	4.7	69
CBS MORN. NEWS 2	C 1207	175	1.3	14.5	89	208	1.4	17.2	95	103	1.2	8.5	80	*59	1.1	4.9	72
DAYS OF OUR LIVES	N 5877	984	7.4	16.7	103	1065	7.2	18.1	100	648	7.5	11.0	104	351	6.4	6.0	88
FACTS OF LIFE - DAYTIME	N 2290	337	2.5	14.7	90	350	2.4	15.3	84	210	2.4	9.2	86	184	3.3	8.0	118
FAMILY FEUD	A 3023	508	3.8	16.8	103	478	3.2	15.8	87	263	3.0	8.7	82	146	2.7	4.8	71
GENERAL HOSPITAL	A 6097	950	7.2	15.6	95	1003	6.8	16.5	90	652	7.6	10.7	100	469	8.5	7.7	113
GOOD MORNING, AMERICA-730	A 3515	621	4.7	17.7	108	599	4.1	17.0	94	401	4.6	11.4	107	132	2.4	3.8	55
GOOD MORNING, AMERICA-830	A 2818	593	4.5	21.0	129	570	3.9	20.2	111	294	3.4	10.4	98	172	3.1	6.1	90
GUIDING LIGHT	C 5339	805	6.1	15.1	92	828	5.6	15.5	85	365	4.2	6.8	64	187	3.4	3.5	52
ONE LIFE TO LIVE	A 4478	718	5.4	16.0	98	724	4.9	16.2	89	488	5.7	10.9	102	325	5.9	7.3	107
PRESS YOUR LUCK	C 2244	415	3.1	18.5	113	378	2.6	16.8									

		TOTAL	PEACHES				PEARS				PINEAPPLES				PLUMS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	13220	100.0	16.3	100	14741	100.0	18.2	100	8625	100.0	10.6	100	5500	100.0	6.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	4273	32.3	16.4	100	4530	30.7	17.4	95	2591	30.0	9.9	93	1716	31.2	6.6	97
NETWORK AFFILIATES - LATE		20261	3397	25.7	16.8	103	4001	27.1	19.7	108	2258	26.2	11.1	105	1562	28.4	7.7	114
INDEPENDENTS - LATE		2076	393	3.0	18.9	116	446	3.0	21.5	118	340	3.9	16.4	154	150	2.7	7.2	106
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	1823	13.8	17.4	107	2043	13.9	19.5	107	936	10.9	9.0	84	749	13.6	7.2	106
ABC MONDAY NIGHT MOVIE		A 6412	967	7.3	15.1	92	1110	7.5	17.3	95	707	8.2	11.0	104	626	11.4	9.8	144
ABC SUNDAY NIGHT MOVIE		A 12407	1979	15.0	16.0	98	2344	15.9	18.9	104	1400	16.2	11.3	106	918	16.7	7.4	109
ABC WORLD NEWS TONIGHT		A 6176	1111	8.4	18.0	110	1127	7.6	18.2	100	506	5.9	8.2	77	478	8.7	7.4	110
AFTERMASH		C 5863	1006	7.6	17.2	105	985	6.7	16.8	92	546	6.3	9.3	87	353	6.4	6.0	89
ALICE		C 9594	1584	12.0	16.5	101	1715	11.6	17.9	98	897	10.4	9.3	88	695	12.6	7.2	107
AMERICAN PARADE		C 6622	1280	9.7	19.3	118	1279	8.7	19.3	106	658	7.6	9.9	93	476	8.7	7.2	106
BEENSON		A 10886	1753	13.3	16.1	99	2128	14.4	19.5	107	1142	13.2	10.5	99	784	14.3	7.2	106
BLUE THUNDER		A 5036	923	7.0	18.3	112	1040	7.1	20.7	113	606	7.0	12.0	113	377	6.9	7.5	110
CAGNEY & LACEY		C 9965	1608	12.2	16.1	99	1948	13.2	19.5	107	1029	11.9	10.3	97	673	12.2	6.8	99
CBS EVENING NEWS-DEAN		C 3491	651	4.9	18.6	114	742	5.0	21.3	117	417	4.8	11.9	112	*264	4.8	7.6	111
CBS EVENING NEWS-RATHER		C 7123	1210	9.2	17.0	104	1360	9.2	19.1	105	636	7.4	8.9	84	*510	9.3	7.2	105
CBS SAT. NEWS-SCHIEFFER		C 3621	699	5.3	19.3	118	658	4.5	18.2	100	361	4.2	10.0	94	316	5.7	8.7	129
CBS SATURDAY NIGHT MOVIE		C 5436	856	6.5	15.7	96	1033	7.0	19.0	104	486	5.6	8.9	84	327	5.9	6.0	89
CBS WEDNESDAY NIGHT MOVIE		C 6100	914	6.9	15.0	92	1048	7.1	17.2	94	549	6.4	9.0	85	389	7.1	6.4	94
CHEERS		N 8889	1526	11.5	17.2	105	1913	13.0	21.5	118	947	11.0	10.7	100	695	12.6	7.8	115
DALLAS		C 22109	3531	26.7	16.0	98	4301	29.2	19.5	107	2234	25.9	10.1	95	1370	24.9	6.2	91
DIFF'RENT STROKES		N 6940	1059	8.0	15.3	93	1245	8.4	17.9	99	660	7.7	9.5	89	439	8.0	6.3	93
DOUBLE TROUBLE		N 7223	1205	9.1	16.7	102	1217	8.3	16.8	93	717	8.3	9.9	93	563	10.2	7.8	115
DUCK FACTORY		N 5595	1063	8.0	19.0	116	1277	8.7	22.8	125	657	7.6	11.7	110	523	9.5	9.3	138
DUKES OF HAZZARD		C 5768	902	6.8	15.6	96	852	5.8	14.8	81	412	4.8	7.1	67	253	4.6	4.4	65
DYNASTY		A 20053	3121	23.6	15.6	95	3388	23.0	16.9	93	1963	22.8	9.8	92	1351	24.6	6.7	99
FACTS OF LIFE		N 5087	1417	10.7	17.5	107	1443	9.8	17.8	98	767	8.9	9.5	89	830	11.5	7.8	115
FALCON CREST		C 20046	2810	21.3	14.0	86	3633	24.6	18.1	100	2028	23.5	10.1	95	1177	21.4	5.9	86
FALL GUY		A 9084	1463	11.1	16.1	99	1575	10.7	17.3	95	969	11.2	10.7	100	414	7.5	4.6	67
FAMILY TIES		N 7964	1314	9.9	16.5	101	1679	11.4	21.1	116	664	7.7	8.3	78	403	11.0	7.6	111
FANTASY ISLAND		A 7687	1176	8.9	15.3	94	1406	9.5	18.3	100	817	9.5	10.6	100	822	11.3	8.1	119
FOULUPS, BLEEPs & BLUNDERS		A 8861	1529	11.6	17.3	106	1629	11.1	18.4	101	890	10.3	10.0	94	654	11.9	7.4	109
FOUR SEASONS		C 5095	792	6.0	15.5	95	778	5.3	15.3	84	488	5.7	9.6	90	351	6.4	6.9	101
GIMME A BREAK		N 8838	1464	11.1	16.6	101	1638	11.1	18.5	102	741	8.6	8.4	79	718	13.1	8.1	120
HART TO HART		A 8978	1593	12.0	17.7	109	1468	10.0	16.4	90	921	10.7	10.3	96	621	11.3	6.9	102
HILL STREET BLUES		N 8590	1418	10.7	16.5	101	1589	10.8	18.5	102	1121	13.0	13.1	123	598	10.9	7.0	103
HOTEL		A 14085	2304	17.4	16.4	100	2531	17.2	18.0	99	1580	18.3	11.2	105	898	16.3	6.4	94
JEFFERSONS		C 9360	1498	11.3	16.0	98	1622	11.0	17.3	95	861	10.0	9.2	86	654	11.9	7.0	103
JENNIFER SLEPT HERE		N 5841	872	6.6	14.9	91	1086	7.4	18.6	102	463	5.4	7.9	74	416	7.6	7.1	105
KATE & ALLIE		C 9206	1460	11.0	15.9	97	1626	11.0	17.7	97	930	10.8	10.1	95	558	10.1	6.1	89
KNIGHT RIDER		N 7076	1241	9.4	17.5	107	1303	8.8	18.4	101	712	8.3	10.1	94	499	9.1	7.1	104
LOVE BOAT		A 12219	2083	15.8	17.0	104	2237	15.2	18.3	101	1267	14.7	10.4	97	880	16.0	7.2	106
MAGNUM PI		C 11199	1805	13.7	16.1	99	1899	12.9	17.0	93	1190	13.8	10.6	100	659	12.0	5.9	87
MAMA'S FAMILY		N 6057	953	7.2	15.7	96	1098	7.4	18.1	100	506	5.9	8.4	78	430	7.8	7.1	105
MASTER, THE		N 3598	538	4.1	15.0	92	624	4.2	17.3	95	353	4.1	9.8	92	*221	4.0	6.1	90
MATT HOUSTON		A 6344	1219	9.2	19.2	118	1222	8.3	19.3	106	775	9.0	12.2	115	426	7.7	6.7	99
NBC MONDAY NIGHT MOVIE		N 11994	2015	15.2	16.8	103	2192	14.9	18.3	100	1215	14.1	10.1	95	719	13.1	6.0	88
NBC NIGHTLY NEWS		N 5132	867	6.6	16.9	103	950	6.4	18.5	102	522	6.1	10.2	96	307	5.6	6.0	88
NBC NIGHTLY NEWS-SAT		N 3375	492	3.7	14.6	89	554	3.8	16.4	90	283	3.3	8.4	79	*226	4.1	6.7	99
NBC NIGHTLY NEWS-SUN		N 3130	537	4.1	17.2	105	527	3.6	16.8	93	292	3.4	9.3	88	*302	5.5	9.6	142
NBC SUNDAY NIGHT MOVIE		N 8284	1457	11.0	17.6	108	1702	11.5	20.5	113	781	9.1	9.4	89	636	11.6	7.7	113
NEWMART		C 9240	1431	10.8	15.5	95	1827	12.4	19.8	109	992	11.5	10.7	101	520	9.5	5.6	83
ONE DAY AT A TIME		C 7288	1225	9.3	16.8	103	1270	8.6	17.4	96	651	7.5	8.9	84	435	7.9	6.0	88
PEOPLE ARE FUNNY		N 4855	800	6.1	16.5	101	832	5.6	17.1	94	458	5.3	9.4	89	304	5.5	6.3	92
REAL PEOPLE		N 8849	1518	11.5	17.1	105	1424	9.7	16.1	88	779	9.0	8.8	82	597	10.9	6.7	99
REMINGTON STEELE		N 7743	1161	8.8	15.0	92	1391	9.4	18.0	99	865	10.0	11.2	105	654	11.9	8.4	124
RIPLEY'S BELIEVE IT - NOT		A 5345	845	6.4	15.8	97	1132	7.7	21.2	116	504	5.8	9.4	89	310	5.6	5.8	85
RIPTIDE		N 6988	1225	9.3	17.5	107	1373	9.3	19.6	108	722	8.4	10.3	97	476	8.7	6.8	100
SCARECROW & MRS. KING		C 10002	1632	12.3	16.3	100	1591	10.8	15.9	87	975	11.3	9.7	92	692	12.6	6.9	102
SIMON & SIMON		C 10638	1956	14.8	18.4	113	1985	13.5	18.7	103	1123	13.0	10.6	99	739	13.4	6.9	102
60 MINUTES		C 13293	2198	16.6	16.5	101	2451	16.6	18.4	101	1270	14.7	9.6	90	964	17.5	7.3	107
ST. ELSEWHERE		N 7017	1224	9.3	17.4	107	1391	9.4	19.8	109	937	10.9	13.4	125	572	10.4	8.2	120
THREE'S COMPANY		A 10917	1800	13.6	16.5	101	2011	13.6	18.4	101	1059	12.3	9.7	91	823	1		

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	RASPBERRIES				STRAWBERRIES				TANGERINES				TOMATOES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2417	100.0	3.0	100	19363	100.0	23.9	100	10907	100.0	13.5	100	43472	100.0	53.7	100
18 - 24	9282	**151	6.2	1.6	55	2079	10.7	22.4	94	930	8.5	10.0	74	4434	10.2	47.8	89
25 - 34	19072	*496	20.5	2.6	87	5189	26.8	27.2	114	2653	24.3	13.9	103	11377	26.2	59.7	111
35 - 44	14591	*538	22.3	3.7	124	3993	20.6	27.4	114	2587	23.7	17.7	132	8445	19.4	57.9	108
45 - 54	11345	**287	11.9	2.5	85	2783	14.4	24.5	103	1851	17.0	16.3	121	5967	13.7	52.6	98
55 - 64	11635	*501	20.7	4.3	144	2539	13.1	21.8	91	1571	14.4	13.5	100	6468	14.9	55.6	104
65 OR OLDER	15061	*444	18.4	2.9	99	2781	14.4	18.5	77	1316	12.1	8.7	65	6781	15.6	45.0	84
18 - 34	28354	648	26.8	2.3	77	7267	37.5	25.6	107	3583	32.9	12.6	94	15812	36.4	55.8	104
18 - 49	48339	1382	57.2	2.9	96	12523	64.7	25.9	108	7028	64.4	14.5	108	27050	62.2	56.0	104
25 - 54	45008	1321	54.7	2.9	98	11965	61.8	26.6	111	7091	65.0	15.8	117	25790	59.3	57.3	107
35 - 49	19985	734	30.4	3.7	123	5256	27.1	26.3	110	3445	31.6	17.2	128	11238	25.9	56.2	105
50 OR OLDER	32647	1036	42.9	3.2	106	6840	35.3	21.0	88	3879	35.6	11.9	88	16423	37.8	50.3	94
GRADUATED COLLEGE	11155	*486	20.1	4.4	146	3574	18.5	32.0	134	1910	17.5	17.1	127	6781	15.6	60.8	113
ATTENDED COLLEGE	13682	585	24.2	4.3	143	3905	20.2	28.5	119	2231	20.5	16.3	121	8572	19.7	62.7	117
GRADUATED HIGH SCHOOL	33880	836	34.6	2.5	83	7784	40.2	23.0	96	4284	39.3	12.6	94	18329	42.2	54.1	101
DID NOT GRADUATE HIGH SCHOOL	22270	*511	21.1	2.3	77	4100	21.2	18.4	77	2483	22.8	11.1	83	9791	22.5	44.0	82
EMPLOYED	40306	1370	56.7	3.4	114	10829	55.9	26.9	112	6133	56.2	15.2	113	22955	52.8	57.0	106
EMPLOYED FULL-TIME	32850	1050	43.4	3.2	107	8659	44.7	26.4	110	5083	46.6	15.5	115	18321	42.1	55.8	104
EMPLOYED PART-TIME	7456	*320	13.2	4.3	144	2170	11.2	29.1	122	1050	9.6	14.1	105	4634	10.7	62.2	116
NOT EMPLOYED	40680	1047	43.3	2.6	86	8534	44.1	21.0	88	4774	43.8	11.7	87	20517	47.2	50.4	94
PROFESSIONAL/MANAGER	10392	*429	17.7	4.1	138	2972	15.3	28.6	120	1896	17.4	18.2	135	6577	15.1	63.3	118
TECH/CLERICAL/SALES	17574	654	27.1	3.7	125	4859	25.1	27.6	110	2614	24.0	14.9	110	10178	23.4	57.9	108
PRECISION/CRAFT	985	*17	0.7	1.7	58	*255	1.3	25.9	108	*160	1.5	16.2	121	583	1.3	59.2	110
OTHER EMPLOYED	11354	**270	11.2	2.4	80	2743	14.2	24.2	101	1463	13.4	12.9	96	5618	12.9	49.5	92
SINGLE	9863	*348	14.4	3.5	118	2392	12.4	24.3	101	1151	10.6	11.7	87	5061	11.6	51.3	96
MARRIED	51375	1549	64.1	3.0	101	12925	66.8	25.2	105	7494	68.7	14.6	108	28852	66.4	56.2	105
DIVORCED/SEPARATED/WIDOWED	19748	520	21.5	2.6	88	4046	20.9	20.5	86	2263	20.7	11.5	85	9559	22.0	48.4	90
PARENTS	32590	806	33.3	2.5	83	8628	44.6	26.5	111	5004	45.9	15.4	114	18332	42.2	56.3	105
WHITE	70416	2151	89.0	3.1	102	17339	89.5	24.6	103	9442	86.6	13.4	100	39001	89.7	55.4	103
BLACK	8778	**248	10.3	2.8	95	1519	7.8	17.3	72	1179	10.8	13.4	100	3496	8.0	39.8	74
OTHER	1791	*18	0.7	1.0	34	**505	2.6	28.2	118	**286	2.6	16.0	119	*975	2.2	54.4	101
NORTHEAST-CENSUS	17786	537	22.2	3.0	101	4265	22.0	24.0	100	2758	25.3	15.5	115	9784	22.5	55.0	102
NORTH CENTRAL	20741	920	38.1	4.4	149	5008	25.9	24.1	101	2242	20.6	10.8	80	10663	24.5	51.4	96
SOUTH	27775	*298	12.3	1.1	36	6099	31.5	22.0	92	3635	33.3	13.1	97	13921	32.0	50.1	93
WEST	14683	*662	27.4	4.5	151	3992	20.6	27.2	114	2274	20.8	15.5	115	9105	20.9	62.0	116
NORTHEAST-MKTG.	17961	*462	19.1	2.6	86	4341	22.4	24.2	101	2870	26.3	16.0	119	9590	22.1	53.4	99
EAST CENTRAL	11885	*450	18.6	3.8	127	2843	14.7	23.9	100	1385	12.7	11.7	87	5992	13.8	50.4	94
WEST CENTRAL	14090	650	26.9	4.6	155	3425	17.7	24.3	102	1419	13.0	10.1	75	7365	16.9	52.3	97
SOUTH	24081	**252	10.4	1.0	35	5277	27.3	21.9	92	3129	28.7	13.0	96	12432	28.6	51.6	96
PACIFIC	12969	*604	25.0	4.7	156	3477	18.0	26.8	112	2104	19.3	16.2	120	8092	18.6	62.4	116
COUNTY SIZE A	32439	1051	43.5	3.2	109	8219	42.4	25.3	106	5003	45.9	15.4	115	18267	42.0	56.3	105
COUNTY SIZE B	24915	663	27.4	2.7	89	5848	30.2	23.5	98	3225	29.6	12.9	96	13526	31.1	54.3	101
COUNTY SIZE C	12930	*334	13.8	2.6	87	3082	15.9	23.8	100	1644	15.1	12.7	94	6685	15.4	51.7	96
COUNTY SIZE D	10703	**370	15.3	3.5	116	2214	11.4	20.7	87	1035	9.5	9.7	72	4995	11.5	46.7	87
METRO CENTRAL CITY	24518	881	36.5	3.6	120	5645	29.2	23.0	96	3308	30.3	13.5	100	13250	30.5	54.0	101
METRO SUBURBAN	35919	1000	41.4	2.8	93	9273	47.9	25.8	108	5468	50.1	15.2	113	20472	47.1	57.0	106
NON METRO	20549	*536	22.2	2.6	87	4445	23.0	21.6	90	2132	19.5	10.4	77	9750	22.4	47.4	88
TOP 5 ADI'S	18341	712	29.5	3.9	130	4431	22.9	24.2	101	3158	29.0	17.2	128	10359	23.8	56.5	105
TOP 10 ADI'S	25378	918	38.0	3.6	121	6463	33.4	25.5	107	4150	38.0	16.4	121	14563	33.5	57.4	107
TOP 20 ADI'S	36488	1343	55.6	3.7	123	9165	47.3	25.1	105	5642	51.7	15.5	115	20534	47.2	56.3	105
HSULD INC. \$50,000 OR MORE	6612	**334	13.8	5.1	169	2473	12.8	37.4	156	1393	12.8	21.1	156	4463	10.3	67.5	126
\$40,000 OR MORE	12659	*560	23.2	4.4	148	4330	22.4	34.2	143	2627	24.1	20.8	154	8441	19.4	66.7	124
\$30,000 OR MORE	24698	1024	42.4	4.1	139	7687	39.7	31.1	130	4463	40.9	18.1	134	15394	35.4	62.3	116
\$25,000 OR MORE	32077	1315	54.4	4.1	137	9746	50.3	30.4	127	5379	49.3	16.8	125	17590	45.4	61.6	115
\$20,000 - \$24,999	9144	**241	10.0	2.6	88	2029	10.5	22.2	93	1085	9.9	11.9	88	4870	11.2	53.3	99
\$15,000 - \$19,999	8728	**171	7.1	2.0	66	1884	9.7	21.6	90	1085	9.9	12.4	92	4763	11.0	54.6	102
\$10,000 - \$14,999	12562	*318	13.2	2.5	85	2340	12.1	18.6	78	1449	13.3	11.5	86	6483	14.9	51.6	96
UNDER \$10,000	18475	*373	15.4	2.0	68	3364	17.4	18.2	76	1910	17.5	10.3	77	7607	17.5	41.2	77
HOUSEHOLD OF 1 PERSON	11987	*274	11.3	2.3	77	2241	11.6	18.7	78	1159	10.6	9.7	72	5330	12.3	44.5	83
2 PEOPLE	26577	816	33.8	3.1	103	5878	30.4	22.1	93	3211	29.4	12.1	90	13915	32.0	52.4	98
3 OR 4 PEOPLE	30617	965	39.9	3.2	106	8092	41.8	26.4	111	4445	40.8	14.5	108	17323	39.8	56.6	105
5 OR MORE PEOPLE	11804	**362	15.0	3.1	103	3151	16.3	26.7	112	2093	19.2	17.7	132	6904	15.9	58.5	109
NO CHILD IN HSULD	46165	1585	65.6	3.4	115	10249	52.9	22.2	93	5554	50.9	12.0	89	23781	54.7	51.5	96
CHILD(REN) UNDER 2 YRS	5325	**73	3.0	1.4	46	1065	5.5	20.0	84	629	5.8	11.8	88	2584	5.9	48.5	90
2 - 5 YEARS	14221	*275	11.4	1.9	65	3534	18.3	24.9	104	1962	18.0	13.8	102	8073	18.6	56.8	106
6 - 11 YEARS	15117	*354	14.6	2.3	78	3907	20.2	25.8	108	2532	23.2	16.7	124	8578	19.7	56.7	106
12 - 17 YEARS	16611	*488	20.2	2.9	98	4750	24.5	28.6	120	2979	27.3	17.9	133	9589	22.1	57.7	108
RESIDENCE OWNED	55884	1880	77.8	3.4	113	14062	72.6	25.2	105	8054	73.8	14.4	107	31396	72.2	56.2	105
VALUE: \$50,000 OR MORE	31744	1332	55.1	4.2	141	8770	45.3	27.6	116	5115	46.9	16.1	120	18826	43.3	59.3	110
VALUE: UNDER \$50,000	24140	*548	22.7	2.3	76	5292	27.3	21.9	92	2940	27.0	12.2	90	12570	28.9	52.1	97

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	RASPBERRIES				STRAWBERRIES				TANGERINES				TOMATOES			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	2417	100.0	3.0	100	19363	100.0	23.9	100	10907	100.0	13.5	100	43472	100.0	53.7	100
MAGAZINES	QUINTILE 1	15799	*644	26.6	4.1	137	4257	22.0	26.9	113	2584	23.7	16.4	121	9411	21.6	59.6	111
	QUINTILE 2	17259	549	22.7	3.2	107	4677	24.2	27.1	113	2475	22.7	14.3	106	10189	23.4	59.0	110
	QUINTILE 3	13545	*378	15.6	2.8	94	3434	17.7	25.4	106	1739	15.9	12.8	95	7538	17.3	55.7	104
	QUINTILE 4	15133	*311	12.9	2.1	69	3306	17.1	21.8	91	1937	17.8	12.8	95	7562	17.4	50.0	93
	QUINTILE 5	19250	*536	22.2	2.8	93	3689	19.1	19.2	80	2172	19.9	11.3	84	8772	20.2	45.6	85
NEWSPAPERS	QUINTILE 1	12413	*546	22.6	4.4	147	3410	17.6	27.5	115	1885	17.3	15.2	113	7082	16.3	57.1	106
	QUINTILE 2	24116	750	31.0	3.1	104	5978	30.9	24.8	104	3415	31.3	14.2	105	13508	31.1	56.0	104
	QUINTILE 3	11261	*342	14.1	3.0	102	2920	15.1	25.9	108	1586	14.5	14.1	105	6575	15.1	58.4	109
	QUINTILE 4	20255	*503	20.8	2.5	83	4509	23.3	22.3	93	2301	21.1	11.4	84	10327	23.8	51.0	95
	QUINTILE 5	12940	**276	11.4	2.1	71	2546	13.1	19.7	82	1721	15.8	13.3	99	5981	13.8	46.2	86
OUTDOOR	QUINTILE 1	14852	*382	15.8	2.6	86	3861	19.9	26.0	109	1962	18.0	13.2	98	8526	19.6	57.4	107
	QUINTILE 2	15725	*611	25.3	3.9	130	3675	19.0	23.4	98	1971	18.1	12.5	93	8573	19.7	54.5	102
	QUINTILE 3	16330	*466	19.3	2.9	96	4181	21.6	25.6	107	2449	22.5	15.0	111	9056	20.8	55.5	103
	QUINTILE 4	16744	*370	15.3	2.2	74	3751	19.4	22.4	94	2423	22.2	14.5	107	8473	19.5	50.6	94
	QUINTILE 5	17334	*588	24.3	3.4	114	3896	20.1	22.5	94	2103	19.3	12.1	90	8845	20.3	51.0	95
RADIO-DRIVE TIME	QUINTILE 1	15911	*505	20.9	3.2	106	3669	18.9	23.1	96	2387	21.9	15.0	111	8726	20.1	54.8	102
	QUINTILE 2	14837	*561	23.2	3.8	127	3564	18.4	24.0	100	1935	17.7	13.0	97	8194	18.8	55.2	103
	QUINTILE 3	15339	*429	17.7	2.8	94	3706	19.1	24.2	101	2004	18.4	13.1	97	8411	19.3	54.8	102
	QUINTILE 4	16723	*472	19.5	2.8	95	4132	21.3	24.7	103	2397	22.0	14.3	106	9087	20.9	54.3	101
	QUINTILE 5	18176	*449	18.6	2.5	83	4292	22.2	23.6	99	2185	20.0	12.0	89	9055	20.8	49.8	93
RADIO-MID- DAY	TERCILE 1	21020	753	31.2	3.6	120	4990	25.8	23.7	99	2963	27.2	14.1	105	11500	26.5	54.7	102
	TERCILE 2	21610	572	23.7	2.6	89	4887	25.2	22.6	95	3054	28.0	14.1	105	11915	27.4	55.1	103
	TERCILE 3	38355	1092	45.2	2.8	95	9486	49.0	24.7	103	4891	44.8	12.8	95	20058	46.1	52.3	97
RADIO-TOTAL	QUINTILE 1	15988	*574	23.7	3.6	120	3693	19.1	23.1	97	2183	20.0	13.7	101	8668	19.9	54.2	101
	QUINTILE 2	15626	*458	18.9	2.9	98	3598	18.6	23.0	96	2375	21.8	15.2	113	8339	19.2	53.4	99
	QUINTILE 3	16723	545	22.5	3.3	109	4313	22.3	25.8	108	2166	19.9	13.0	96	9764	22.5	58.4	109
	QUINTILE 4	16342	*421	17.4	2.6	86	3959	20.4	24.2	101	2185	20.0	13.4	99	8795	20.2	53.8	100
	QUINTILE 5	16306	*419	17.3	2.6	86	3800	19.6	23.3	97	1998	18.3	12.3	91	7906	18.2	48.5	90
TV-PRIME TIME	QUINTILE 1	15953	*503	20.8	3.2	106	3715	19.2	23.3	97	2285	20.9	14.3	106	8380	19.3	52.5	98
	QUINTILE 2	16137	*343	14.2	2.1	71	3808	19.7	23.6	99	2156	19.8	13.4	99	9025	20.8	55.9	104
	QUINTILE 3	16420	571	23.6	3.5	117	3952	20.4	24.1	101	2030	18.6	12.4	92	8855	20.4	53.9	100
	QUINTILE 4	16687	*424	17.5	2.5	85	3874	20.0	23.2	97	2385	21.9	14.3	106	9449	21.7	56.6	105
	QUINTILE 5	15789	*577	23.9	3.7	122	4013	20.7	25.4	106	2051	18.8	13.0	96	7764	17.9	49.2	92
TV-DAYTIME	TERCILE 1	27736	509	21.1	1.8	61	5697	29.4	20.5	86	3422	31.4	12.3	92	13887	31.9	50.1	93
	TERCILE 2	26489	878	36.3	3.3	111	6514	33.6	24.6	103	3646	33.4	13.8	102	14566	33.5	55.0	102
	TERCILE 3	26761	1030	42.6	3.8	129	7153	36.9	26.7	112	3839	35.2	14.3	107	15019	34.5	56.1	105
TV-TOTAL	QUINTILE 1	16345	*400	16.5	2.4	82	3345	17.3	20.5	86	1809	16.6	11.1	82	7898	18.2	48.3	90
	QUINTILE 2	16447	*457	18.9	2.8	93	3558	18.4	21.6	90	2344	21.5	14.3	106	9076	20.9	55.2	103
	QUINTILE 3	15980	*502	20.8	3.1	105	4106	21.2	25.7	107	2231	20.5	14.0	104	8862	20.4	55.5	103
	QUINTILE 4	15887	*405	16.8	2.5	85	3880	20.0	24.4	102	2081	19.1	13.1	97	8780	20.2	55.3	103
	QUINTILE 5	16326	652	27.0	4.0	134	4474	23.1	27.4	115	2443	22.4	15.0	111	8857	20.4	54.3	101
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	832	34.4	4.0	135	5659	29.2	27.3	114	3192	29.3	15.4	114	12342	28.4	59.6	111
	NEWSPAPER IMPERATIVE	19186	*509	21.1	2.7	89	4996	25.8	26.0	109	2738	25.1	14.3	106	11167	25.7	58.2	108
	NEWSPAPER IMPERATIVE	21899	630	26.1	2.9	96	5200	26.9	23.7	99	2889	26.5	13.2	98	11477	26.4	52.4	98
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	*474	19.6	3.1	103	4304	22.2	27.9	117	2220	20.4	14.4	107	9407	21.6	60.9	113
	OUTDOOR IMPERATIVE	25953	919	38.0	3.5	119	6750	34.9	26.0	105	3968	36.4	15.3	114	14599	33.6	56.3	105
	OUTDOOR IMPERATIVE	24400	773	32.0	3.2	106	5441	28.1	22.3	93	2812	25.8	11.5	86	12376	28.5	50.7	94
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	618	25.6	3.4	115	4337	22.4	24.0	101	2786	25.5	15.4	115	10256	23.6	56.8	106
	RADIO IMPERATIVE	23571	751	31.1	3.2	107	6794	35.1	28.8	121	3328	30.5	14.1	105	14093	32.4	59.8	111
	RADIO IMPERATIVE	23278	*569	23.5	2.4	82	5149	26.6	22.1	93	2893	26.5	12.4	92	12021	27.7	51.6	96
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	*463	19.2	3.0	100	3690	19.1	23.9	100	2305	21.1	14.9	111	8875	20.4	57.4	107
	TELEVISION IMPERATIVE	25829	969	40.1	3.8	126	7478	38.6	29.0	121	3757	34.4	14.5	108	15320	35.2	59.3	110
	TELEVISION IMPERATIVE	26039	543	22.5	2.1	70	5246	27.1	20.1	84	2918	26.8	11.2	83	12632	29.1	48.5	90
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	644	26.6	3.9	130	4349	22.5	26.2	110	2362	21.7	14.2	106	9860	22.7	59.4	111
	OUTDOOR IMPERATIVE	26834	892	36.9	3.3	111	6825	35.2	25.4	106	3954	36.3	14.7	109	14702	33.8	54.8	102
	OUTDOOR IMPERATIVE	23346	634	26.2	2.7	91	5493	28.4	23.5	98	2811	25.8	12.0	89	12384	28.5	53.0	99
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	606	25.1	3.5	119	4102	21.2	23.9	100	2613	24.0	15.3	113	9580	22.0	55.9	104
	RADIO IMPERATIVE	25892	847	35.0	3.3	110	7077	36.5	27.3	114	3511	32.2	13.6	101	14808	34.1	57.2	107
	RADIO IMPERATIVE	23167	*596	24.7	2.6	86	5128	26.5	22.1	93	2960	27.1	12.8	95	12351	28.4	53.3	99
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	565	23.4	3.3	110	3969	20.5	23.1	97	2410	22.1	14.0	104	9402	21.6	54.8	102
	TELEVISION IMPERATIVE	26214	937	38.8	3.6	120	7371	38.1	28.1	118	3886	35.6	14.8	110	15153	34.9	57.8	108
	TELEVISION IMPERATIVE	23412	*486	20.1	2.1	70	4721	24.4	20.2	84	2791	25.6	11.9	89	11626	26.7	49.7	93
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	*547	22.6	3.6	120	3494	18.0	22.8	95	2031	18.6	13.3	99	8289	19.1	54.2	101
	OUTDOOR IMPERATIVE	2490190																

	TOTAL U.S. '000	RASPBERRIES				STRAWBERRIES				TANGERINES				TOMATOES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	2417	100.0	3.0	100	19363	100.0	23.9	100	10907	100.0	13.5	100	43472	100.0	53.7	100
ATLANTIC MONTHLY	415	**41	1.7	9.9	331	*164	0.8	39.5	165	**33	0.8	8.0	59	247	0.6	59.5	111
BARRON'S	453	**33	1.4	7.3	244	*186	1.0	41.1	172	**129	1.2	28.5	211	*334	0.8	73.7	137
BETTER HOMES & GARDENS	16256	537	22.2	3.3	111	4129	21.3	25.4	106	2409	22.1	14.8	110	9226	21.2	56.8	106
BON APPETIT	2535	*169	7.0	6.7	223	649	3.4	25.6	107	341	3.1	13.5	100	1634	3.8	64.5	120
BUSINESS WEEK	1278	**32	1.3	2.5	84	333	1.7	26.1	109	*223	2.0	17.4	130	764	1.8	59.8	111
CAR AND DRIVER	378	**11	0.5	2.9	98	**147	0.8	38.9	163	**63	0.6	16.7	124	*200	0.5	52.9	99
CBS MAGAZINE NETWORK (GROSS)	1498	**63	2.6	4.2	141	382	2.0	25.5	107	340	3.1	22.7	169	869	2.0	58.0	108
CHANGING TIMES	1505	**97	4.0	6.4	216	416	2.1	27.6	116	*203	1.9	13.5	100	910	2.1	60.5	113
COLONIAL HOMES	1231	**40	1.7	3.2	109	359	1.9	29.2	122	*187	1.7	15.2	113	745	1.7	60.5	113
CONDE NAST MAG. PKG. (GROSS)	14146	620	25.7	4.4	147	4249	21.9	30.0	126	2230	20.4	15.8	117	8653	19.9	61.2	114
CONSUMERS DIGEST	1323	**44	1.8	3.3	111	410	2.1	31.0	130	289	2.6	21.8	162	828	1.9	62.6	117
COSMOPOLITAN	7102	249	10.3	3.5	117	1880	9.7	26.5	111	1105	10.1	15.6	116	4189	9.6	59.0	110
COUNTRY LIVING	2481	**101	4.2	4.1	136	701	3.6	28.3	118	399	3.7	16.1	119	1641	3.8	66.1	123
CUISINE	1472	**62	2.6	4.2	141	454	2.3	30.8	129	*176	1.6	12.0	89	832	1.9	56.5	105
CYCLE WORLD	425	**45	1.9	10.6	355	**126	0.7	29.6	124	**142	1.3	33.4	248	*303	0.7	71.3	133
DCI:CREATIVE IDEAS FOR LIV	2510	**107	4.4	4.3	143	767	4.0	30.6	128	398	3.6	15.9	118	1475	3.4	58.8	109
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*165	6.8	2.5	83	1978	10.2	29.5	124	546	8.9	14.4	107	3887	8.9	58.1	108
DISCOVER	894	**11	0.5	1.2	41	*154	0.8	17.2	72	**132	1.2	14.8	110	437	1.0	48.9	91
EBONY	3507	**72	3.0	2.1	69	620	3.2	17.7	74	A25	4.4	13.8	103	1535	3.5	43.8	82
ESQUIRE	1083	**27	1.1	2.5	84	*207	1.1	19.1	80	*167	1.5	15.4	114	520	1.2	48.0	89
ESSENCE	1830	**38	1.6	2.1	70	402	2.1	22.0	92	259	2.7	16.3	121	907	2.1	49.6	92
FAMILY CIRCLE	15930	591	24.5	3.7	124	4303	22.2	27.0	113	2257	21.0	14.4	107	9398	21.6	59.0	110
THE FAMILY HANDYMAN	1126	**16	0.7	1.4	48	310	1.6	27.5	115	*142	1.3	12.6	94	610	1.4	54.2	101
FAMILY WEEKLY	11468	410	17.0	3.6	120	2643	13.6	23.0	96	1487	13.6	13.0	96	6495	14.9	56.6	106
FIELD & STREAM	2234	**142	5.9	6.4	213	593	3.1	26.5	111	*314	2.9	14.1	104	1276	2.9	57.1	106
FOOD & WINE	579	**44	1.8	7.6	255	*160	0.8	27.6	116	**125	1.1	21.6	160	332	0.8	57.3	107
FORBES	728	**12	0.5	1.6	55	*209	1.1	28.7	120	*155	1.4	21.3	158	501	1.2	68.8	128
FORTUNE	906	**31	1.3	3.4	115	*283	1.5	31.2	131	*156	1.4	17.2	128	583	1.3	64.3	120
GENTLEMEN'S QUARTERLY	791	**16	0.7	2.0	68	*207	1.1	26.2	109	*120	1.1	15.2	113	445	1.0	56.3	105
GLAMOUR	5265	*166	6.9	3.2	106	1617	8.4	30.7	128	798	7.3	15.2	113	3147	7.2	59.8	111
GOLF DIGEST	636	**15	0.6	2.4	79	*199	1.0	31.3	131	**134	1.2	21.1	156	425	1.0	66.8	124
GOLF DIGEST/TENNIS (GROSS)	1186	**52	2.2	4.4	147	359	1.9	30.3	127	*285	2.6	24.0	178	767	1.8	64.7	120
GOLF MAGAZINE	441	**18	0.7	4.1	137	**118	0.6	26.8	112	**89	0.8	20.2	150	*290	0.7	65.8	123
GOLF MAGAZINE/SKI (GROSS)	922	**43	1.8	4.7	156	*196	1.0	21.3	89	*202	1.9	21.9	163	566	1.3	61.4	114
GOOD HOUSEKEEPING	16487	589	24.4	3.6	120	4380	22.6	26.6	111	2361	21.6	14.3	106	9534	21.9	57.8	108
HARPER'S BAZAAR	2423	**104	4.3	4.3	144	735	3.8	30.3	127	417	3.8	17.2	128	1477	3.4	61.0	114
HEALTH	1994	**66	2.7	3.3	111	668	3.4	33.5	140	*299	2.7	15.0	111	1140	2.6	57.2	107
HEARST MAG CORP. BUY (GROSS)	44101	1666	58.9	3.8	127	12010	62.0	27.2	114	6717	61.6	15.2	113	26043	59.9	59.1	110
HEARST MAN POWER (GROSS)	1993	**140	5.8	7.0	235	629	3.2	31.6	132	254	2.4	13.0	96	1133	2.6	56.8	106
HEARST WOMAN POWER (GROSS)	31274	1110	45.9	3.5	119	8308	42.9	26.6	111	4689	43.0	15.0	111	18216	41.9	58.2	109
HOUSE BEAUTIFUL	3623	*117	4.8	3.2	108	935	4.8	25.8	108	619	5.7	17.1	127	2151	4.9	59.4	111
INC.	283	**1	0.0	0.4	12	**84	0.4	29.7	124	**75	0.7	26.5	197	*155	0.4	54.8	102
JET	2928	**59	2.4	2.0	68	527	2.7	18.0	75	447	4.1	15.3	113	1272	2.9	43.4	81
LADIES' HOME JOURNAL	11918	372	15.4	3.1	105	2955	15.3	24.8	104	1724	15.8	14.5	107	6866	15.8	57.6	107
LHJ FAMILY GRP COMBO(GROSS)	16764	498	20.6	3.0	100	4358	22.5	26.0	109	2413	22.1	14.4	107	9706	22.3	57.9	108
LIFE	4254	*222	9.2	5.2	175	1169	6.0	27.5	115	697	6.4	16.4	122	2536	5.8	59.6	111
L.A. TIMES HOME MAGAZINE	1145	**27	1.1	2.4	79	403	2.1	35.2	147	*191	1.8	16.7	124	852	2.0	74.4	139
MADEMOISELLE	2884	**113	4.7	3.9	131	909	4.7	31.5	132	412	3.8	14.3	106	1792	4.1	62.1	116
MC CALL'S	13460	535	22.1	4.0	133	3352	17.3	24.9	104	1952	17.9	14.5	108	7479	17.2	55.6	104
MC CALL'S/HRK MOTHER (GROSS)	14606	551	22.8	3.8	126	3675	19.0	25.2	105	2189	20.1	15.0	111	8163	18.8	55.9	104
MECHANIX ILLUSTRATED	772	**33	1.4	4.3	143	*241	1.2	31.2	131	**141	1.3	18.3	136	448	1.0	58.0	108
METROPOLITAN HOME	967	**31	1.3	3.2	107	284	1.5	29.4	123	*167	1.5	17.3	128	648	1.5	67.0	125
MONEY	1588	**71	2.9	4.5	150	446	2.3	28.1	117	*284	2.6	17.9	133	933	2.1	58.8	109
MOTHER EARTH NEWS	1002	**88	3.6	8.8	294	286	1.5	28.5	119	*195	1.8	19.5	145	665	1.5	66.4	124
MS.	825	**50	2.1	6.1	203	*180	0.9	21.8	91	*101	0.9	12.2	91	400	0.9	48.5	90
NATIONAL ENQUIRER	10336	*252	10.4	2.4	82	2430	12.5	23.5	98	1421	13.0	13.7	102	5368	12.3	51.9	97
NATIONAL GEOGRAPHIC	9597	476	19.7	5.0	166	2942	15.2	30.7	128	1397	12.8	14.6	108	5938	13.7	61.9	115
NATIONAL SUNDAY MAGAZINE PKG	49558	1708	70.7	3.4	115	12424	64.2	25.1	105	6977	64.0	14.1	105	27952	64.3	56.4	105
NATURAL HISTORY	573	**89	3.7	15.5	520	*140	0.7	24.4	102	**103	0.9	18.0	133	341	0.8	59.5	111
NEW WOMAN	1699	**51	2.1	3.0	101	570	2.9	33.5	140	237	2.2	13.9	104	1015	2.3	59.7	111
NEW YORK INCLUDING CUE	443	**8	0.3	1.8	61	*95	0.5	21.4	90	**75	0.7	16.9	126	278	0.6	62.8	117
THE NEW YORKER	1270	**36	1.5	2.8	95	360	1.9	28.3	119	254	2.3	20.0	149	763	1.8	60.1	112
NEWSWEEK	6277	351	14.5	5.6	187	1767	9.1	28.2	118	1003	9.2	16.0	119	3822	8.8	60.9	113
THE N.Y. TIMES DAILY EDITION	1205	**39	1.6	3.2	108	384	2.0	31.9	133	251	2.3	20.8	155	778	1.8	64.6	120
THE N.Y. TIMES MAGAZINE	2081	**150	6.2	7.2	242	692	3.6	33.3	139	384	3.5	18.5	137	1260	2.9	60.5	113
OMNI	788	**27	1.1	3.4	115	225	1.2	28.6	119	*148	1.4	18.8	139	498	1.1	63.2	118
ON CABLE	1158	**45	1.9	3.9	130	339	1.8	29.3	122	*189	1.7	16.3	121	597	1.4	51.6	96
1001 HOME IDEAS	2852	**59	2.4	2.1	69	735	3.8	25.8	108	390	3.6	13.7	102	1700	3.9	59.6	111
ORGANIC GARDENING	1658	**126	5.2	7.6	255	482	2.5	29.1	122	308	2.8	18.6	138	988	2.3	59.6	111
OUTDOOR LIFE	896	**61	2.5	6.8	228	*199	1.0	22.2	93	*154	1.4	17.2	128	500	1.2	55.8	104
PARADE MAGAZINE	24275	937	38.8	3.9	129	5962	30.8	24.6	103	3230	29.6	13.3	99	13493	31.0	55.6	104

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	RASPBERRIES				STRAWBERRIES				TANGERINES				TOMATOES			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	2417	100.0	3.0	100	19363	100.0	23.9	100	10907	100.0	13.5	100	43472	100.0	53.7	100
PARENTS	3845	**106	4.4	2.8	92	877	4.5	22.8	95	572	5.2	14.9	110	2080	4.8	54.1	101
PENTHOUSE	831	**26	1.1	3.1	105	*228	1.2	27.4	115	*145	1.3	17.4	130	450	1.0	54.2	101
PEOPLE	11645	417	17.3	3.6	120	3063	15.8	26.3	110	1832	16.8	15.7	117	5840	15.7	58.7	109
PLAYBOY	2006	**39	1.6	1.9	65	367	1.9	18.3	77	*273	2.5	13.6	101	1084	2.5	54.0	101
POPULAR HOT RODDING	297	**15	0.6	5.1	169	**55	0.3	18.5	77	**61	0.6	20.5	153	*163	0.4	54.9	102
POPULAR MECHANICS	1018	**80	3.3	7.9	263	*326	1.7	32.0	134	**129	1.2	12.7	94	549	1.3	53.9	100
POPULAR SCIENCE	878	**24	1.0	2.7	92	*244	1.3	27.8	116	**134	1.2	15.3	113	439	1.0	50.0	93
PREVENTION	3913	*150	6.2	3.8	128	1007	5.2	25.7	108	632	5.8	16.2	120	2305	5.3	58.9	110
PSYCHOLOGY TODAY	1710	**52	2.2	3.0	102	547	2.8	32.0	134	260	2.4	15.2	113	1051	2.4	61.5	115
READER'S DIGEST	22204	802	33.2	3.6	121	5717	29.5	25.7	108	3150	28.9	14.2	105	12698	29.2	57.2	107
REDBOOK	7684	*273	11.3	3.6	119	2047	10.6	26.6	111	1224	11.2	15.9	118	4493	10.3	58.5	109
ROAD & TRACK	410	**0	0.0	0.0	0	**143	0.7	34.9	146	**95	0.9	23.2	172	*227	0.5	55.4	103
ROLLING STONE	969	**28	1.2	2.9	97	239	1.2	24.7	103	**138	1.3	14.2	106	807	1.4	62.8	117
RUNNER'S WORLD	298	**6	0.2	2.0	67	**120	0.6	40.3	168	**34	0.3	11.4	85	*210	0.5	70.5	131
SATURDAY EVENING POST	1169	**40	1.7	3.4	115	352	1.8	30.1	126	*191	1.8	16.3	121	638	1.5	54.6	102
SCIENCE 84	587	**9	0.4	1.5	51	*132	0.7	22.5	94	**117	1.1	19.9	148	387	0.9	65.9	123
SCIENCE DIGEST	482	**19	0.8	3.9	132	*152	0.8	31.5	132	**64	0.6	13.3	99	279	0.6	57.9	108
SCIENTIFIC AMERICAN	594	**7	0.3	1.2	39	*104	0.5	17.5	73	**119	1.1	20.0	149	368	0.8	62.0	115
SELF	2089	**146	6.0	7.0	234	621	3.2	29.7	124	318	2.9	15.2	113	1355	3.1	64.9	121
SEVENTEEN	2411	**39	1.6	1.6	54	722	3.7	29.9	125	360	3.3	14.9	111	1392	3.2	57.7	108
SKI	480	**24	1.0	5.0	168	**78	0.4	16.3	68	**113	1.0	23.5	175	276	0.6	57.5	107
SMITHSONIAN	2760	*195	8.1	7.1	237	815	4.2	29.5	124	366	3.4	13.3	98	1645	3.8	59.6	111
SOAP OPERA DIGEST	3013	**119	4.9	3.9	132	646	3.3	21.4	90	414	3.8	13.7	102	1513	3.5	50.2	94
SOUTHERN LIVING	4184	**58	2.4	1.4	46	1211	6.3	28.9	121	568	5.2	13.6	101	2412	5.5	57.6	107
SPORT	559	**3	0.1	0.5	18	**150	0.8	26.8	112	**121	1.1	21.6	161	296	0.7	53.0	99
THE SPORTING NEWS	436	**35	1.4	8.0	269	**141	0.7	32.3	135	**60	0.6	13.8	102	*300	0.7	68.8	128
SPORTS AFIELD	493	**42	1.7	8.5	285	*151	0.8	30.6	128	**66	0.6	13.4	99	305	0.7	61.9	115
SPORTS ILLUSTRATED	2758	**102	4.2	3.7	124	781	4.0	28.3	118	515	4.7	18.7	139	1667	3.8	60.4	113
STAR	7456	**138	5.7	1.9	62	1567	8.1	21.0	88	1135	10.4	15.2	113	3840	8.8	51.5	96
SUNDAY	24936	958	39.6	3.8	129	6459	33.4	25.9	110	3658	33.5	14.7	109	14065	32.4	56.4	105
SUNSET	2124	**192	7.9	9.0	303	561	2.9	26.4	110	*318	2.9	15.0	111	1482	3.4	69.8	130
TV GUIDE	21661	525	21.7	2.4	81	4890	25.3	22.6	94	3319	30.4	15.3	114	11649	26.8	53.8	100
TENNIS	550	**37	1.5	6.7	225	*160	0.8	29.1	122	**151	1.4	27.5	204	342	0.8	62.2	116
TIME	8880	263	10.9	3.0	99	2590	13.4	29.2	122	1430	13.1	16.1	120	5359	12.3	60.3	112
TOWN & COUNTRY	917	**50	2.1	5.5	183	291	1.5	31.7	133	*117	1.1	12.8	95	597	1.4	65.1	121
TRAVEL & LEISURE	972	**40	1.7	4.1	138	260	1.3	26.7	112	*164	1.5	16.9	125	737	1.7	75.8	141
TRUE STORY	3356	**40	1.7	1.2	40	593	3.1	17.7	74	381	3.5	11.4	84	1653	3.8	49.3	92
U.S. NEWS & WORLD REPORT	3410	**139	5.8	4.1	137	1010	5.2	29.6	124	514	4.7	15.1	112	1948	4.5	57.1	106
USA TODAY	1759	**54	2.2	3.1	103	579	3.0	32.9	138	289	2.6	16.4	122	1107	2.5	62.9	117
W	1873	**86	3.6	4.6	154	404	2.1	21.6	90	316	2.9	16.9	125	1089	2.5	58.1	108
VOGUE	3909	*195	8.1	5.0	167	1101	5.7	28.2	118	702	6.4	18.0	133	2359	5.4	60.3	112
WALL STREET JOURNAL	1886	**63	2.6	3.3	112	595	3.1	31.5	132	330	3.0	17.5	130	1214	2.8	64.4	120
WEIGHT WATCHERS	2120	**89	3.7	4.2	141	734	3.8	34.6	145	292	2.7	13.8	102	1186	2.7	55.9	104
WOMAN'S DAY	14172	519	21.5	3.7	123	3865	20.0	27.3	114	2173	19.9	15.3	114	8308	19.1	58.6	109
WORKING MOTHER	1146	**15	0.6	1.3	44	323	1.7	28.2	118	*237	2.2	20.7	154	684	1.6	59.7	111
WORKING WOMAN	1322	**42	1.7	3.2	106	318	1.6	24.1	101	*239	2.2	18.1	134	817	1.9	61.8	115
WORLD TENNIS	*163	**9	0.4	5.5	185	*443	0.2	26.4	110	**34	0.3	20.9	155	**107	0.2	65.6	122
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**50	2.1	2.0	66	636	3.3	25.1	105	441	4.0	17.4	129	1470	3.4	58.1	108
BLAIR INSERTS	43657	1510	62.5	3.5	116	11201	57.8	25.7	107	6289	57.7	14.4	107	24649	56.7	56.5	105
DAILY NEWSPAPERS																	
READ ANY	51633	1883	69.6	3.3	109	12932	66.8	25.0	105	7103	65.1	13.8	102	28846	66.4	55.9	104
READ ONE	43463	1382	57.2	3.2	107	10654	55.0	24.5	103	5885	54.0	13.5	101	24262	55.8	55.8	104
READ TWO OR MORE	8170	*301	12.5	3.7	123	2279	11.8	27.9	117	1217	11.2	14.9	111	4584	10.5	56.1	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1807	74.8	3.4	115	13420	69.3	25.5	107	7435	68.2	14.1	105	29631	68.2	56.2	105
READ ONE	46126	1419	58.7	3.1	103	11580	59.8	25.1	105	6435	59.0	14.0	104	25656	59.0	55.6	104
READ TWO OR MORE	6552	391	16.2	6.0	200	1840	9.5	28.1	117	1000	9.2	15.3	113	3975	9.1	60.7	113
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.51				29.73				26.37				28.85			
30 DAY REACH	71455	2037	84.3	2.9	96	17083	88.2	23.9	100	9697	88.9	13.6	101	35502	88.6	53.9	100
50 SHWG - 30 DAY AV FREQ	14.56	15.20				15.66				13.97				15.22			
30 DAY REACH	67742	1903	78.7	2.8	94	16238	83.9	24.0	100	9145	83.8	13.5	100	36618	84.2	54.1	101
25 SHWG - 30 DAY AV FREQ	7.94	8.03				8.47				7.47				8.27			
30 DAY REACH	62117	1802	74.6	2.9	97	15042	77.7	24.2	101	8581	78.7	13.8	103	33713	77.6	54.3	101
CABLE TV: HOME WIRED	32077	759	31.4	2.4	79	8158	42.1	25.4	106	4404	40.4	13.7	102	17950	41.3	56.0	104
HOME NOT WIRED	48909	1658	68.6	3.4	114	11205	57.9	22.9	96	6504	59.6	13.3	99	25523	58.7	52.2	97
HAVE PAY CABLE	15935	*376	15.6	2.4	79	4414	22.8	27.7	116	2518	23.1	15.8	117	9532	21.9	59.8	111

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	RASPBERRIES				STRAWBERRIES				TANGERINES				TOMATOES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2417	100.0	3.0	100	19363	100.0	23.9	100	10907	100.0	13.5	100	43472	100.0	53.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1423	58.9	3.2	109	10647	55.0	24.2	101	6322	58.0	14.4	107	24386	56.1	55.5	103
10:00 AM - 3:00 PM	30659	1000	41.4	3.3	109	7030	36.3	22.9	96	4229	38.8	13.8	102	16862	38.8	55.0	102
3:00 PM - 7:00 PM	31045	960	39.7	3.1	104	7584	39.2	24.4	102	4266	39.1	13.7	102	17264	39.7	55.6	104
7:00 PM - MIDNIGHT	15767	618	25.6	3.9	131	3651	18.9	23.2	97	2099	19.2	13.3	99	8641	19.9	54.8	102
MIDNIGHT - 6:00 AM	9120	283	11.7	3.1	104	2267	11.7	24.9	104	1307	12.0	14.3	106	4895	11.3	53.7	100
6:00 AM - MIDNIGHT	58527	1780	73.6	3.0	102	13975	72.2	23.9	100	8132	74.6	13.9	103	32252	74.2	55.1	103
ENTIRE DAY	59311	1795	74.3	3.0	101	14184	73.3	23.9	100	8211	75.3	13.8	103	32640	75.1	55.0	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	617	25.5	3.8	128	3977	20.5	24.6	103	2119	19.4	13.1	97	8802	20.2	54.4	101
ALL NEWS	2256	**134	5.5	5.9	199	528	2.7	23.4	98	423	3.9	18.8	139	1200	2.8	53.2	99
AOR/PROGRESSIVE	3874	*181	7.5	4.7	157	928	4.8	24.0	100	542	5.0	14.0	104	2167	5.0	55.9	104
BEAUTIFUL MUSIC	5660	*124	5.1	2.2	73	1520	7.9	26.9	112	900	8.3	15.9	118	3200	7.4	56.5	105
BLACK	2204	**82	3.4	3.7	125	499	2.6	22.6	95	289	2.6	13.1	97	987	2.3	44.8	83
CLASSICAL	1418	**74	3.1	5.2	175	373	1.9	26.3	110	*316	2.9	22.3	165	870	2.0	61.4	114
CHR/ROCK	9538	*236	9.8	2.5	83	2346	12.1	24.6	103	1359	12.5	14.2	106	5550	12.8	58.2	108
COUNTRY	12648	296	12.2	2.3	78	2935	15.2	23.2	97	1650	15.1	13.0	97	7021	16.2	55.5	103
GOLDEN OLDIES	1191	**25	1.0	2.1	70	315	1.6	26.4	111	**101	0.9	8.5	63	642	1.5	53.9	100
MOR/NOSTALGIA	4757	**167	6.9	3.5	118	1111	5.7	23.4	98	715	6.6	15.0	112	2842	6.5	59.7	111
NEWS/TALK	3863	**100	4.1	2.6	87	913	4.7	23.6	99	554	5.1	14.3	106	2171	5.0	56.2	105
RELIGIOUS	3084	**102	4.2	3.3	111	614	3.2	19.9	83	419	3.8	13.6	101	1543	3.5	50.0	93
SOFT ROCK	521	**5	0.2	1.0	32	**118	0.6	22.6	95	**74	0.7	14.2	105	243	0.6	46.6	87
URBAN CONTEMPORARY	1585	**22	0.9	1.4	47	298	1.5	18.8	79	340	3.1	21.5	159	655	1.5	41.3	77
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**81	3.4	2.5	83	676	3.5	20.7	87	363	3.3	11.1	83	1592	3.7	48.8	91
ABC DIRECTION	2316	**45	1.9	1.9	65	444	2.3	19.2	80	327	3.0	14.1	105	1310	3.0	56.6	105
ABC ENTERTAINMENT	4834	**89	3.7	1.8	62	1328	6.9	27.5	115	632	5.8	13.1	97	2734	6.3	56.6	105
ABC FM	2202	**53	2.2	2.4	81	451	2.3	20.5	86	304	2.8	13.8	103	1106	2.5	50.2	94
ABC INFORMATION	5425	**119	4.9	2.2	73	1428	7.4	26.3	110	735	6.7	13.5	101	3111	7.2	57.3	107
ABC ROCK	1677	**28	1.2	1.7	56	377	1.9	22.5	94	*238	2.2	14.2	105	847	1.9	50.5	94
CBS	4430	*218	9.0	4.9	165	1180	6.1	26.6	111	621	5.7	14.0	104	2412	5.5	54.4	101
MUTUAL	4992	**136	5.6	2.7	91	1041	5.4	20.9	87	826	7.6	16.5	123	2528	5.8	50.6	94
NBC	4679	**118	4.9	2.5	85	1078	5.6	23.0	96	613	5.6	13.1	97	2595	6.0	55.5	103
RADIORADIO	1994	**88	3.6	4.4	148	390	2.0	19.6	82	*275	2.5	13.8	102	1141	2.6	57.2	107
RKO ONE	2298	**60	2.5	2.6	87	494	2.6	21.5	90	305	2.8	13.3	99	1312	3.0	57.1	106
RKO TWO	3311	**77	3.2	2.3	78	707	3.7	21.4	89	451	4.1	13.6	101	1936	4.5	58.5	109
THE SOURCE	2114	**66	2.7	3.1	105	467	2.4	22.1	92	341	3.1	16.1	120	1131	2.6	53.5	100
NON-WIRED : BLAIR	8654	*276	11.4	3.2	107	2152	11.1	24.9	104	1141	10.5	13.2	98	4955	11.4	57.3	107
INTERNET	12025	315	13.0	2.6	88	2905	15.0	24.2	101	1904	17.5	15.8	118	6681	15.4	55.6	104
KATZ RADIO GROUP	15359	444	18.4	2.9	97	3960	20.5	25.8	108	2252	20.6	14.7	109	8540	19.6	55.6	104
SUPERNET	10628	373	15.4	3.5	118	2507	12.9	23.6	99	1303	11.9	12.3	91	5938	13.7	55.9	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	210	8.7	2.4	81	1914	9.9	22.1	92	1047	9.6	12.1	90	4412	10.1	51.0	95
MKDAY 9:00 AM - 1:00 PM	12163	288	11.9	2.4	79	2566	13.3	21.1	88	1473	13.5	12.1	90	6029	13.9	49.6	92
MKDAY 1:00 PM - 4:30 PM	16150	325	13.4	2.0	67	3253	16.8	20.1	84	2025	18.6	12.5	93	7944	18.3	49.2	92
MKDAY 4:30 PM - 7:30 PM	22463	615	25.4	2.7	92	5024	25.9	22.4	94	2873	26.3	12.8	95	11572	26.6	51.5	96
MKDAY 7:30 PM - 8:00 PM	31795	862	35.7	2.7	91	7269	37.5	22.9	96	4071	37.3	12.8	95	16913	38.9	53.2	99
MKDAY 11:00 PM - 11:30 PM	23977	735	30.4	3.1	103	5591	28.9	23.3	98	3138	28.8	13.1	97	12786	29.4	53.3	99
MKDAY 11:30 PM - 1:00 AM	7703	247	10.2	3.2	107	1705	8.8	22.1	93	946	8.7	12.3	91	4104	9.4	53.3	99
M-SAT 8-11 PM+SUN 7-11 PM	33800	979	40.5	2.9	97	7926	40.9	23.4	98	4571	41.9	13.5	100	18327	42.2	54.2	101
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	139	5.8	2.1	71	1371	7.1	21.0	88	993	9.1	15.2	113	3499	8.0	53.5	100
ANOTHER WORLD	N 4620	*114	4.7	2.5	83	1002	5.2	21.7	91	567	5.2	12.3	91	2181	5.0	47.2	88
AS THE WORLD TURNS	C 5614	*66	2.7	1.2	39	1053	5.4	18.8	78	546	5.0	9.7	72	2629	6.0	46.8	87
CAPITOL	C 3396	**42	1.7	1.2	41	589	3.0	17.3	73	329	3.0	9.7	72	1474	3.4	43.4	81
CBS MORN. NEWS 1	C 1446	**20	0.8	1.4	46	229	1.2	15.8	66	166	1.5	11.5	85	656	1.5	45.4	85
CBS MORN. NEWS 2	C 1207	**32	1.3	2.7	89	245	1.3	20.3	85	146	1.3	12.1	90	562	1.3	46.6	87
DAYS OF OUR LIVES	N 5877	*168	7.0	2.9	96	1243	6.4	21.2	88	746	6.8	12.7	94	2879	6.6	49.0	91
FACTS OF LIFE - DAYTIME	N 2290	**73	3.0	3.2	107	474	2.4	20.7	87	211	1.9	9.2	68	994	2.3	43.4	81
FAMILY FEUD	A 3023	**34	1.4	1.1	38	648	3.3	21.4	90	360	3.3	11.9	88	1606	3.7	53.1	99
GENERAL HOSPITAL	A 6097	125	5.2	2.1	69	1209	6.2	19.8	83	810	7.4	13.3	99	2930	6.7	48.1	90
GOOD MORNING, AMERICA-730A	A 3515	*99	4.1	2.8	94	880	4.5	25.0	105	487	4.5	13.9	103	1814	4.2	51.6	96
GOOD MORNING, AMERICA-830A	A 2818	*68	2.8	2.4	81	701	3.6	24.9	104	434	4.0	15.4	114	1563	3.6	55.5	103
GUIDING LIGHT	C 5339	**43	1.8	0.8	27	995	5.1	18.6	78	531	4.9	9.9	74	2512	5.8	47.1	88
ONE LIFE TO LIVE	A 4478	98	4.1	2.2	73	871	4.5	19.5	81	588	5.4	13.1	97	2161	5.0	48.3	90
PRESS YOUR LUCK	C 2244	**29	1.2	1.3	43	441	2.3	19.7	82	223	2.0	9.9	74	1197	2.8	53.3	99
PRICE IS RIGHT 1	C 4348	*61	2.5	1.4	47	797	4.1	18.3	77	469	4.3	10.8	80	2148	4.9	49.4	92
PRICE IS RIGHT 2	C 5014	*89	3.7	1.8	59												

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	RASPBERRIES				STRAWBERRIES				TANGERINES				TOMATOES			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	2417	100.0	3.0	100	19363	100.0	23.9	100	10907	100.0	13.5	100	43472	100.0	53.7	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	761	31.5	2.9	98	5712	29.5	21.9	92	3204	29.4	12.3	91	13389	30.8	51.4	96
NETWORK AFFILIATES - LATE	20261	641	26.5	3.2	106	4711	24.3	23.3	97	2733	25.1	13.5	100	10866	25.0	53.6	100
INDEPENDENTS - LATE	2076	*87	3.6	4.2	140	492	2.5	23.7	99	302	2.8	14.5	108	1186	2.7	57.1	106
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	260	10.8	2.5	83	2229	11.5	21.3	89	1492	13.7	14.3	106	5758	13.2	55.1	103
ABC MONDAY NIGHT MOVIE	A 6412	*187	7.7	2.9	98	1399	7.2	21.8	91	891	8.2	14.0	104	3464	8.0	54.0	101
ABC SUNDAY NIGHT MOVIE	A 12407	378	15.6	3.0	102	3115	16.1	25.1	105	1777	16.3	14.3	106	7105	16.3	57.3	107
ABC WORLD NEWS TONIGHT	A 6176	167	6.9	2.7	91	1265	6.5	20.5	86	812	7.4	13.1	98	3115	7.2	50.4	94
AFTERMASH	C 5863	**177	7.3	3.0	101	1366	7.1	23.3	97	828	7.6	14.1	105	3058	7.0	52.2	97
ALICE	C 9594	281	11.6	2.9	98	2210	11.4	23.0	96	1415	13.0	14.7	110	5146	11.8	53.6	100
AMERICAN PARADE	C 6622	*226	9.4	3.4	114	1511	7.8	22.8	95	797	7.3	12.0	89	3667	8.4	55.4	103
BEANSON	A 10886	296	12.2	2.7	91	2645	13.7	24.3	102	1500	13.8	13.8	102	5707	13.1	52.4	98
BLUE THUNDER	A 5036	*135	5.6	2.7	90	1173	6.1	23.3	97	669	6.1	13.3	99	2841	6.5	56.4	105
CAGNEY & LACEY	C 9965	284	11.8	2.8	95	2249	11.6	22.6	94	1412	12.9	14.2	105	5500	12.7	55.2	103
CBS EVENING NEWS-DEAN	C 3491	**150	6.2	4.3	144	803	4.1	23.0	96	571	5.2	16.4	121	1848	4.3	52.9	99
CBS EVENING NEWS-RATHER	C 7123	260	10.8	3.7	122	1611	8.3	22.6	95	823	7.5	11.6	86	3812	8.8	53.5	100
CBS SAT. NEWS-SCHIEFFER	C 3621	*139	5.8	3.8	129	893	4.6	24.7	103	412	3.8	11.4	84	1975	4.5	54.5	102
CBS SATURDAY NIGHT MOVIE	C 5436	123	5.1	2.3	76	1218	6.3	22.4	94	867	7.9	15.9	118	2913	6.7	53.6	100
CBS WEDNESDAY NIGHT MOVIE	C 6100	156	6.5	2.6	86	1415	7.3	23.2	97	733	6.7	12.0	89	3256	7.5	53.4	99
CHEERS	N 8889	213	8.8	2.4	80	2196	11.3	24.7	103	1234	11.3	13.9	103	4922	11.3	55.4	103
DALLAS	C 22109	647	26.8	2.9	98	5619	29.0	25.4	106	2948	27.0	13.3	99	11687	26.9	52.9	98
DIFF'RENT STROKES	N 6940	*233	9.6	3.4	112	1615	8.3	23.3	97	772	7.1	11.1	83	3537	8.1	51.0	95
DOUBLE TROUBLE	N 7223	*202	8.4	2.8	94	1621	8.4	22.4	94	1051	9.6	14.6	108	4007	9.2	55.5	103
DUCK FACTORY	N 5595	*165	6.8	2.9	99	1384	7.1	24.7	103	722	6.6	12.9	96	2917	6.7	52.1	97
DUKES OF HAZZARD	C 5768	*118	4.9	2.0	69	1302	6.7	22.6	94	754	6.9	13.1	97	3003	6.9	52.1	97
DYNASTY	A 20053	345	14.3	1.7	58	4666	24.1	23.3	97	3081	28.2	15.4	114	10891	25.1	54.3	101
FACTS OF LIFE	N 8087	*254	10.5	3.1	105	1802	9.3	22.3	93	1181	10.8	14.6	108	4392	10.1	54.3	101
FALCON CREST	C 20046	534	22.1	2.7	89	4858	25.1	24.2	101	2829	25.9	14.1	105	10448	24.0	52.1	97
FALL GUY	A 9084	*175	7.2	1.9	65	2104	10.9	23.2	97	1279	11.7	14.1	105	4910	11.3	54.1	101
FAMILY TIES	N 7964	267	11.0	3.4	112	1928	10.0	24.2	101	979	9.0	12.3	91	4424	10.2	55.5	103
FANTASY ISLAND	A 7687	200	11.6	3.6	122	1884	9.7	24.5	103	965	8.8	12.6	93	4063	9.3	52.9	98
FOULUPS, BLEEPs & BLUNDERS	A 8861	261	10.8	2.9	99	2327	12.0	26.3	110	1171	10.7	13.2	98	4768	11.0	53.8	100
FOUR SEASONS	C 5095	**133	5.5	2.6	87	1118	5.8	21.9	92	709	6.5	13.9	103	2635	6.1	51.7	96
GIMME A BREAK	N 8838	316	13.1	3.6	120	2075	10.7	23.5	98	1047	9.6	11.8	88	4637	10.7	52.5	98
HART TO HART	A 8978	251	10.4	2.8	94	2196	11.3	24.5	102	1160	10.6	12.9	96	4718	10.9	52.6	98
HILL STREET BLUES	N 8590	328	13.6	3.8	128	2205	11.4	25.7	107	1298	11.9	15.1	112	4780	11.0	55.6	104
HOTEL	A 14085	273	11.3	1.9	65	3261	16.8	23.2	97	2166	19.9	15.4	114	7442	17.1	52.8	98
JEFFERSONS	C 9360	281	11.6	3.0	101	1957	10.1	20.9	87	1326	12.2	14.2	105	4827	11.1	51.6	96
JENNIFER SLEPT HERE	N 5841	*208	8.6	3.6	119	1278	6.6	21.9	92	578	5.3	9.9	73	2913	6.7	49.9	93
KATE & ALLIE	C 9206	339	14.0	3.7	123	2050	10.6	22.3	93	1212	11.1	13.2	98	5023	11.6	54.6	102
KNIGHT RIDER	N 7076	*234	9.7	3.3	111	1571	8.1	22.2	93	1103	10.1	15.6	116	3877	8.9	54.8	102
LOVE BOAT	A 12219	423	17.5	3.5	116	2742	14.2	22.4	94	1439	13.2	11.8	87	6535	15.0	53.5	100
MAGNUM PI	C 11199	*239	9.9	2.1	72	2604	13.4	23.3	97	1688	15.5	15.1	112	6119	14.1	54.6	102
MAMA'S FAMILY	N 6057	*131	5.4	2.2	72	1409	7.3	23.3	97	808	7.4	13.3	99	3181	7.3	52.5	98
MASTER, THE	N 3598	*61	2.5	1.7	57	697	3.6	19.4	81	468	4.3	13.0	97	1926	4.4	53.5	100
MATT HOUSTON	A 6344	*191	7.9	3.0	101	1461	7.5	23.0	96	841	7.7	13.3	98	3506	8.1	55.3	103
NBC MONDAY NIGHT MOVIE	N 11994	344	14.2	2.9	96	2854	14.7	23.8	100	1624	14.9	13.5	101	6521	15.0	54.4	101
NBC NIGHTLY NEWS	N 5132	149	6.2	2.9	97	1183	6.1	23.1	96	767	7.0	14.9	111	2781	6.4	54.2	101
NBC NIGHTLY NEWS-SAT	N 3375	*88	3.6	2.6	87	680	3.5	20.1	84	438	4.0	13.0	96	1710	3.9	50.7	94
NBC NIGHTLY NEWS-SUN	N 3130	**149	6.2	4.8	160	755	3.9	24.1	101	412	3.8	13.2	98	1602	3.7	51.2	95
NBC SUNDAY NIGHT MOVIE	N 8284	*196	8.1	2.4	79	1753	9.1	21.2	89	1073	9.8	13.0	96	4454	10.2	53.8	100
NEWMART	C 9240	296	12.2	3.2	107	2002	10.3	21.7	91	1297	11.9	14.0	104	5033	11.6	54.5	101
ONE DAY AT A TIME	C 7288	*162	6.7	2.2	74	1469	7.6	20.2	84	966	8.9	13.3	98	3906	9.0	53.6	100
PEOPLE ARE FUNNY	N 4855	**124	5.1	2.6	86	1204	6.2	24.8	104	623	5.7	12.8	95	2554	5.9	52.6	98
REAL PEOPLE	N 8869	279	11.5	3.1	105	2219	11.5	25.0	105	1362	12.5	15.4	114	4956	11.4	55.9	104
REMINGTON STEELE	N 7743	*201	8.3	2.6	87	1682	8.7	21.7	91	1065	9.8	13.8	102	3904	9.0	50.4	94
RIPLY'S BELIEVE IT - NOT	A 5345	*149	6.2	2.8	93	1385	7.2	25.9	108	838	7.7	15.7	116	3070	7.1	57.4	107
RIPTIDE	N 6988	*203	8.4	2.9	97	1619	8.4	23.2	97	996	9.1	14.3	106	3819	8.8	54.9	102
SCARECROW & MRS. KING	C 10002	260	10.8	2.6	87	2079	10.7	20.8	87	1342	12.3	13.4	100	5167	11.9	51.7	96
SIMON & SIMON	C 10638	382	15.0	3.4	114	2279	11.8	21.4	90	1507	13.8	14.2	105	5635	13.0	53.0	99
60 MINUTES	C 13293	365	15.1	2.7	92	3118	16.1	23.5	98	1758	16.1	13.2	98	7099	16.3	53.4	99
ST. ELSEWHERE	N 7017	*218	9.0	3.1	104	1747	9.0	24.9	104	959	8.8	13.7	101	3828	8.8	54.6	102
THREE'S COMPANY	A 10917	244	10.1	2.2	75	2531	13.1	23.2	97	1445	13.2	13.2	98	5993	13.8	54.9	102
T.J. HOOKER	A 9204																

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	WATERMELONS				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D												
TOTAL FEMALE HOMEMAKERS	80986	10885	100.0	13.4	100												
18 - 24	9282	1174	10.8	12.6	94												
25 - 34	19072	2986	27.4	15.7	116												
35 - 44	14591	2134	19.6	14.6	109												
45 - 54	11345	1372	12.6	12.1	90												
55 - 64	11635	1463	13.4	12.6	94												
65 OR OLDER	15061	1756	16.1	11.7	87												
18 - 34	28354	4160	38.2	14.7	109												
18 - 49	48339	6959	63.9	14.4	107												
25 - 54	45008	6492	59.6	14.4	107												
35 - 49	19985	2799	25.7	14.0	104												
50 OR OLDER	32647	3926	36.1	12.0	89												
GRADUATED COLLEGE	11155	1450	13.3	13.0	97												
ATTENDED COLLEGE	13682	2059	18.9	15.0	112												
GRADUATED HIGH SCHOOL	33880	4606	42.3	13.6	101												
DID NOT GRADUATE HIGH SCHOOL	22270	2770	25.4	12.4	93												
EMPLOYED	40306	5840	53.7	14.5	108												
EMPLOYED FULL-TIME	32850	4648	42.7	14.1	105												
EMPLOYED PART-TIME	7456	1193	11.0	16.0	119												
NOT EMPLOYED	40680	5044	46.3	12.4	92												
PROFESSIONAL/MANAGER	10392	1617	14.9	15.6	116												
TECH/CLERICAL/SALES	17574	2574	23.6	14.6	109												
PRECISION/CRAFT	989	**152	1.4	15.4	115												
OTHER EMPLOYED	11354	1497	13.8	13.2	98												
SINGLE	9863	1292	11.9	13.1	97												
MARRIED	51375	7353	67.6	14.3	106												
DIVORCED/SEPARATED/WIDOWED	19748	2240	20.6	11.3	84												
PARENTS	32590	4919	45.2	15.1	112												
WHITE	70416	9613	88.3	13.7	102												
BLACK	8778	1004	9.2	11.4	85												
OTHER	1791	**268	2.5	15.0	111												
NORTHEAST-CENSUS	17786	2405	22.1	13.5	101												
NORTH CENTRAL	20741	2925	26.9	14.1	105												
SOUTH	27775	3476	31.9	12.5	93												
WEST	14683	2079	19.1	14.2	105												
NORTHEAST-MKTG.	17961	2439	22.4	13.6	101												
EAST CENTRAL	11885	1409	12.9	11.9	88												
WEST CENTRAL	14090	2019	18.5	14.3	107												
SOUTH	24081	3119	28.7	13.0	96												
PACIFIC	12969	1899	17.4	14.6	109												
COUNTY SIZE A	32439	4705	43.2	14.5	108												
COUNTY SIZE B	24915	2900	26.6	11.6	87												
COUNTY SIZE C	12930	1585	14.6	12.3	91												
COUNTY SIZE D	10703	1694	15.6	15.8	118												
METRO CENTRAL CITY	24518	3032	27.9	12.4	92												
METRO SUBURBAN	35919	4869	44.7	13.6	101												
NON METRO	20549	2984	27.4	14.5	108												
TOP 5 ADI'S	18341	2720	25.0	14.8	110												
TOP 10 ADI'S	25378	3684	33.8	14.5	108												
TOP 20 ADI'S	36488	5009	46.0	13.7	102												
HSHLD INC. \$50,000 OR MORE	6612	1039	9.5	15.7	117												
\$40,000 OR MORE	12659	2055	18.9	16.2	121												
\$30,000 OR MORE	24698	3919	36.0	15.9	118												
\$25,000 OR MORE	32077	5003	46.0	15.6	116												
\$20,000 - \$24,999	9144	1079	9.9	11.8	88												
\$15,000 - \$19,999	8728	928	8.5	10.6	79												
\$10,000 - \$14,999	12562	1687	15.5	13.4	100												
UNDER \$10,000	18475	2188	20.1	11.8	88												
HOUSEHOLD OF 1 PERSON	11987	1136	10.4	9.5	71												
2 PEOPLE	26577	3345	30.7	12.6	94												
3 OR 4 PEOPLE	30617	4652	42.7	15.2	113												
5 OR MORE PEOPLE	11804	1751	16.1	14.8	110												
NO CHILD IN HSHLD	46165	5676	52.1	12.3	91												
CHILD(REN) UNDER 2 YRS	5325	857	7.9	16.1	120												
2 - 5 YEARS	14221	1997	18.3	14.0	104												
6 - 11 YEARS	15117	2527	23.2	16.7	124												
12 - 17 YEARS	16611	2482	22.8	14.9	111												
RESIDENCE OWNED	55884	7536	69.2	13.5	100												
VALUE: \$50,000 OR MORE	31744	4432	40.7	14.0	104												
VALUE: UNDER \$50,000	24140	3105	28.5	12.9	96												

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEOWNERS)

			WATERMELONS																				
			TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX					A '000	B % DOWN	C ACROSS %	D INDX					A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS			80986	10285	100.0	13.4	100																
MAGAZINES	QUINTILE 1		15799	2284	21.0	14.5	108																
	QUINTILE 2		17259	2603	23.9	15.1	112																
	QUINTILE 3		13545	1746	16.0	12.9	96																
	QUINTILE 4		15133	1910	17.5	12.6	94																
	QUINTILE 5		19250	2343	21.5	12.2	91																
NEWSPAPERS	QUINTILE 1		12413	1761	16.2	14.2	106																
	QUINTILE 2		24116	3412	31.3	14.1	105																
	QUINTILE 3		11261	1658	15.2	14.7	110																
	QUINTILE 4		20255	2580	23.7	12.7	95																
	QUINTILE 5		12940	1474	13.5	11.4	85																
OUTDOOR	QUINTILE 1		14852	1872	17.2	12.6	94																
	QUINTILE 2		15725	2053	18.9	13.1	97																
	QUINTILE 3		16330	2333	21.4	14.3	106																
	QUINTILE 4		16744	2195	20.2	13.1	98																
	QUINTILE 5		17334	2433	22.4	14.0	104																
RADIO-DRIVE TIME	QUINTILE 1		15911	2019	18.5	12.7	94																
	QUINTILE 2		14837	1890	17.4	12.7	95																
	QUINTILE 3		15339	2387	21.9	15.6	116																
	QUINTILE 4		16723	2293	21.1	13.7	102																
	QUINTILE 5		18176	2296	21.1	12.6	94																
RADIO-MID- DAY	TERCILE 1		21020	2716	25.0	12.9	96																
	TERCILE 2		21610	3155	29.0	14.6	109																
	TERCILE 3		38355	5014	46.1	13.1	97																
RADIO-TOTAL	QUINTILE 1		15988	2005	18.4	12.5	93																
	QUINTILE 2		15626	1924	17.7	12.3	92																
	QUINTILE 3		16723	2683	24.6	16.0	119																
	QUINTILE 4		16342	2321	21.3	14.2	106																
	QUINTILE 5		16306	1953	17.9	12.0	89																
TV-PRIME TIME	QUINTILE 1		15953	2066	19.0	13.0	96																
	QUINTILE 2		16137	2248	20.7	13.9	104																
	QUINTILE 3		16420	2331	21.4	14.2	106																
	QUINTILE 4		16687	2179	20.0	13.1	97																
	QUINTILE 5		15789	2061	18.9	13.1	97																
TV-DAYTIME	TERCILE 1		27736	3618	33.2	13.0	97																
	TERCILE 2		26489	3322	30.5	12.5	93																
	TERCILE 3		26761	3945	36.2	14.7	110																
TV-TOTAL	QUINTILE 1		16345	1953	17.9	11.9	89																
	QUINTILE 2		16447	2406	22.1	14.6	109																
	QUINTILE 3		15980	2436	22.4	15.2	113																
	QUINTILE 4		15887	1880	17.3	11.8	88																
	QUINTILE 5		16326	2210	20.3	13.5	101																
MAGAZINES-NEWSPAPERS: DUAL			20721	3056	28.1	14.7	110																
MAGAZINE IMPERATIVE			19186	2615	24.0	13.6	101																
NEWSPAPER IMPERATIVE			21899	2999	27.6	13.7	102																
MAGAZINES-OUTDOOR: DUAL			15451	2142	19.7	13.9	103																
MAGAZINE IMPERATIVE			25953	3817	35.1	14.7	109																
OUTDOOR IMPERATIVE			24400	2987	27.4	12.2	91																
MAGAZINES-RADIO: DUAL			18049	2356	21.6	13.1	97																
MAGAZINE IMPERATIVE			23571	3690	33.9	15.7	116																
RADIO IMPERATIVE			23278	2930	26.9	12.6	94																
MAGAZINES-TELEVISION: DUAL			15459	2333	21.4	15.1	112																
MAGAZINE IMPERATIVE			25829	3566	32.8	13.8	103																
TELEVISION IMPERATIVE			26039	3330	30.6	12.8	95																
NEWSPAPERS-OUTDOOR: DUAL			16605	2292	21.1	13.8	103																
NEWSPAPER IMPERATIVE			26834	3986	36.6	14.9	111																
OUTDOOR IMPERATIVE			23346	3064	28.1	13.1	98																
NEWSPAPERS-RADIO: DUAL			17133	2060	18.9	12.0	89																
NEWSPAPER IMPERATIVE			25892	4049	37.2	15.6	116																
RADIO IMPERATIVE			23167	3108	28.6	13.4	100																
NEWSPAPERS-TELEVISION: DUAL			17159	2586	23.8	15.1	112																
NEWSPAPER IMPERATIVE			26214	3578	32.9	13.6	102																
TELEVISION IMPERATIVE			23412	2992	27.5	12.8	95																
OUTDOOR-RADIO: DUAL			15303	1849	17.0	12.1	90																
OUTDOOR IMPERATIVE			24901	3401	31.2	13.7	102																
RADIO IMPERATIVE			26492	3809	35.0	14.4	107																
OUTDOOR-TELEVISION: DUAL			14794	1932	17.7	13.1	97																
OUTDOOR IMPERATIVE			25437	3427	31.5	13.5	100																
TELEVISION IMPERATIVE			27877	3987	36.6	14.3	106																
RADIO-TELEVISION: DUAL			15996	2705	20.3	13.8	103																
RADIO IMPERATIVE			25478	3417	31.4	13.4	100																
TELEVISION IMPERATIVE			26573	3730	34.3	14.0	104																

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	WATERMELONS				A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D												
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	10885	100.0	13.4	100												
ATLANTIC MONTHLY	415	**45	0.4	10.8	81												
BARRON'S	453	**61	0.6	13.5	100												
BETTER HOMES & GARDENS	16256	2264	20.8	13.9	104												
BON APPETIT	2535	316	2.9	12.5	93												
BUSINESS WEEK	1278	*170	1.6	13.3	99												
CAR AND DRIVER	378	**96	0.9	25.4	189												
CBS MAGAZINE NETWORK (GROSS)	1498	*254	2.3	17.0	126												
CHANGING TIMES	1505	*184	1.7	12.2	91												
COLONIAL HOMES	1231	*237	2.2	19.3	143												
CONDE NAST MAG. PKG. (GROSS)	14146	2182	20.0	15.4	115												
CONSUMERS DIGEST	1323	*202	1.9	15.3	114												
COSMOPOLITAN	7102	1125	10.3	15.8	118												
COUNTRY LIVING	2481	418	3.8	16.8	125												
CUISINE	1472	*253	2.3	17.2	128												
CYCLE WORLD	425	**108	1.0	25.4	189												
DCI:CREATIVE IDEAS FOR LIV	2510	388	3.6	15.5	115												
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	943	8.7	14.1	105												
DISCOVER	894	**99	0.9	11.1	82												
EBONY	3507	445	4.1	12.7	94												
ESQUIRE	1083	*126	1.2	11.6	87												
ESSENCE	1830	264	2.4	14.4	107												
FAMILY CIRCLE	15930	2222	20.4	13.9	104												
THE FAMILY HANDYMAN	1126	*152	1.4	13.5	100												
FAMILY WEEKLY	11468	1556	14.3	13.6	101												
FIELD & STREAM	2234	426	3.9	19.1	142												
FOOD & WINE	579	**78	0.7	13.5	100												
FORBES	728	**53	0.5	7.3	54												
FORTUNE	906	**102	0.9	11.3	84												
GENTLEMEN'S QUARTERLY	791	*140	1.3	17.7	132												
GLAMOUR	5265	782	7.2	14.9	111												
GOLF DIGEST	636	**99	0.9	15.6	116												
GOLF DIGEST/TENNIS (GROSS)	1186	*184	1.7	15.5	115												
GOLF MAGAZINE	441	**64	0.6	14.5	108												
GOLF MAGAZINE/SKI (GROSS)	922	**159	1.5	17.2	128												
GOOD HOUSEKEEPING	16487	2293	21.1	13.9	103												
HARPER'S BAZAAR	2423	299	2.7	12.3	92												
HEALTH	1994	299	2.7	15.0	112												
HEARST MAG CORP. BUY (GROSS)	44101	6448	59.2	14.6	109												
HEARST MAN POWER (GROSS)	1993	299	2.7	15.0	112												
HEARST WOMAN POWER (GROSS)	31274	4494	41.3	14.4	107												
HOUSE BEAUTIFUL	3623	501	4.6	13.8	103												
INC.	283	**12	0.1	4.2	32												
JET	2928	407	3.7	13.9	103												
LADIES' HOME JOURNAL	11918	1619	14.9	13.6	101												
LHJ FAMILY GRP COMBO(GROSS)	16764	2275	20.9	13.6	101												
LIFE	4254	696	6.4	16.4	122												
L.A. TIMES HOME MAGAZINE	1145	*181	1.7	15.8	118												
MADemoiselle	2884	471	4.3	16.3	122												
MC CALL'S	13460	1786	16.4	13.3	99												
MC CALL'S/WRK MOTHER (GROSS)	14606	1981	18.2	13.6	101												
MECHANIX ILLUSTRATED	772	**72	0.7	9.3	69												
METROPOLITAN HOME	967	*168	1.5	17.4	129												
MONEY	1588	*146	1.3	9.2	68												
MOTHER EARTH NEWS	1002	*183	1.7	18.3	136												
MS.	825	*142	1.3	17.2	128												
NATIONAL ENQUIRER	10336	1653	15.2	16.0	119												
NATIONAL GEOGRAPHIC	9597	1326	12.2	13.8	103												
NATIONAL SUNDAY MAGAZINE PKG	49558	7145	65.6	14.4	107												
NATURAL HISTORY	573	**39	0.4	6.8	51												
NEW WOMAN	1699	338	3.1	19.9	148												
NEW YORK INCLUDING CUE	443	**78	0.7	17.6	131												
THE NEW YORKER	1270	*194	1.8	15.3	114												
NEWSWEEK	6277	890	8.2	14.2	105												
THE N.Y. TIMES DAILY EDITION	1205	*140	1.3	11.6	86												
THE N.Y. TIMES MAGAZINE	2081	289	2.7	13.9	103												
OMNI	788	*140	1.3	17.8	132												
ON CABLE	1158	*179	1.6	15.5	115												
1001 HOME IDEAS	2852	358	3.3	12.6	93												
ORGANIC GARDENING	1658	*278	2.6	16.8	125												
OUTDOOR LIFE	896	*158	1.5	17.6	131												
PARADE MAGAZINE	24275	3637	33.4	15.0	111												

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	WATERMELONS				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D																
TOTAL FEMALE HOMEMAKERS	80986	10885	100.0	13.4	100																
PARENTS	3845	527	4.8	13.7	102																
PENTHOUSE	831	**160	1.5	19.3	143																
PEOPLE	11645	1629	15.0	14.0	104																
PLAYBOY	2006	254	2.3	12.7	94																
POPULAR HOT RODDING	297	**40	0.4	13.5	100																
POPULAR MECHANICS	1018	**107	1.0	10.5	78																
POPULAR SCIENCE	878	**104	1.0	11.8	88																
PREVENTION	3913	435	4.0	11.1	83																
PSYCHOLOGY TODAY	1710	296	2.7	17.3	129																
READER'S DIGEST	22204	3039	27.9	13.7	102																
REDBOOK	7684	1076	9.9	14.0	104																
ROAD & TRACK	410	**75	0.7	18.3	136																
ROLLING STONE	969	*155	1.4	16.0	119																
RUNNER'S WORLD	298	**77	0.7	25.8	192																
SATURDAY EVENING POST	1169	*131	1.2	11.2	83																
SCIENCE 84	587	**31	0.3	5.3	39																
SCIENCE DIGEST	482	**75	0.7	15.6	116																
SCIENTIFIC AMERICAN	594	**49	0.5	8.2	61																
SELF	2089	276	2.5	13.2	98																
SEVENTEEN	2411	*293	2.7	12.2	90																
SKI	480	**95	0.9	19.8	147																
SMITHSONIAN	2760	361	3.3	13.1	97																
SOAP OPERA DIGEST	3013	462	4.2	15.3	114																
SOUTHERN LIVING	4184	555	5.1	13.3	99																
SPORT	559	**90	0.8	16.1	120																
THE SPORTING NEWS	436	**97	0.9	22.2	166																
SPORTS AFIELD	493	**117	1.1	23.7	177																
SPORTS ILLUSTRATED	2758	382	3.5	13.9	103																
STAR	7456	1166	10.7	15.6	116																
SUNDAY	24936	3707	34.1	14.9	111																
SUNSET	2124	*298	2.7	14.0	104																
TV GUIDE	21661	2734	25.1	12.6	94																
TENNIS	550	**85	0.8	15.5	115																
TIME	8880	1299	11.9	14.6	109																
TOWN & COUNTRY	917	*163	1.5	17.8	132																
TRAVEL & LEISURE	972	*155	1.4	15.9	119																
TRUE STORY	3356	497	4.6	14.8	110																
U.S. NEWS & WORLD REPORT	3410	426	3.9	12.5	93																
USA TODAY	1759	254	2.3	14.4	107																
US	1873	*255	2.3	13.6	101																
VOGUE	3909	653	6.0	16.7	124																
WALL STREET JOURNAL	1886	324	3.0	17.2	128																
WEIGHT WATCHERS	2120	333	3.1	15.7	117																
WOMAN'S DAY	14172	1996	18.3	14.1	105																
WORKING MOTHER	1146	*196	1.8	17.1	127																
WORKING WOMAN	1322	*194	1.8	14.7	109																
WORLD TENNIS	*163	**23	0.2	14.1	105																
ZIFF-DAVIS MAG NETWK (GROSS)	2532	402	3.7	15.9	118																
BLAIR INSERTS	43657	6232	57.3	14.3	106																
DAILY NEWSPAPERS																					
READ ANY	51633	7199	66.1	13.9	104																
READ ONE	43463	6037	55.5	13.9	103																
READ TWO OR MORE	8170	1162	10.7	14.2	106																
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	52678	7430	68.3	14.1	105																
READ ONE	46126	6415	58.9	13.9	103																
READ TWO OR MORE	6552	1015	9.3	15.5	115																
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	27.55	26.86																			
30 DAY REACH	71455	9486	87.1	13.3	99																
50 SHWG - 30 DAY AV FREQ	14.56	14.12																			
30 DAY REACH	67742	9046	83.1	13.4	99																
25 SHWG - 30 DAY AV FREQ	7.94	7.68																			
30 DAY REACH	62117	8276	76.0	13.3	99																
CABLE TV: HOME WIRED	32077	4274	39.3	13.3	99																
HOME NOT WIRED	48909	6611	60.7	13.5	101																
HAVE PAY CABLE	15935	2372	21.8	14.9	111																

FRESH FRUIT - KINDS USED LAST 30 DAYS
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	WATERMELONS				A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS	D INDX
		'000	% DOWN	% ACROSS	INDX												
TOTAL FEMALE HOME MAKERS	50986	10855	100.0	13.4	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6047	55.6	13.8	102												
10:00 AM - 3:00 PM	30659	4175	38.4	13.6	101												
3:00 PM - 7:00 PM	31045	4143	38.1	13.3	99												
7:00 PM - MIDNIGHT	15767	2156	19.8	13.7	102												
MIDNIGHT - 6:00 AM	9120	1077	9.9	11.8	88												
6:00 AM - MIDNIGHT	53527	7994	73.4	13.7	102												
ENTIRE DAY	59311	8079	74.2	13.6	101												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2201	20.2	13.6	101												
ALL NEWS	2256	304	2.8	13.5	100												
AOR/PROGRESSIVE	3874	533	4.9	13.8	102												
BEAUTIFUL MUSIC	5660	853	6.4	12.2	91												
BLACK	2204	327	3.0	14.8	110												
CLASSICAL	1418	*207	1.9	14.6	109												
CHR/ROCK	9538	1291	11.9	13.6	101												
COUNTRY	12648	1716	15.8	13.6	101												
GOLDEN OLDIES	1191	*157	1.4	13.2	98												
MOR/NOSTALGIA	4757	695	6.4	14.6	109												
NEWS/TALK	3863	462	4.2	12.0	89												
RELIGIOUS	3084	401	3.7	13.0	97												
SOFT ROCK	521	**60	0.6	11.5	86												
URBAN CONTEMPORARY	1585	287	2.6	18.1	135												
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	463	4.3	14.2	106												
ABC DIRECTION	2316	343	3.2	14.8	110												
ABC ENTERTAINMENT	4834	610	5.6	12.6	94												
ABC FM	2202	245	2.3	11.1	83												
ABC INFORMATION	5425	787	7.2	14.5	108												
ABC ROCK	1677	*237	2.2	14.1	105												
CBS	4430	595	5.5	13.4	100												
MUTUAL	4992	627	5.8	12.6	93												
NBC	4679	631	5.8	13.5	100												
RADIORADIO	1994	291	2.7	14.6	109												
RKO ONE	2298	260	2.4	11.3	84												
RKO TWO	3311	450	4.1	13.6	101												
THE SOURCE	2114	308	2.8	14.6	108												
NON-HIRED : BLAIR	8654	1419	13.0	16.4	122												
INTERNET	12025	1692	15.5	14.1	105												
KATZ RADIO GROUP	15359	2011	18.5	13.1	98												
SUPERNET	10621	1533	14.1	14.4	107												
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1141	10.5	13.2	98												
WKDAY 9:00 AM - 1:00 PM	12163	1619	14.9	13.3	99												
WKDAY 1:00 PM - 4:30 PM	16150	2058	18.9	12.7	95												
WKDAY 4:30 PM - 7:30 PM	22463	2964	27.2	13.2	98												
WKDAY 7:30 PM - 8:00 PM	31795	4370	40.1	13.7	102												
WKDAY 11:00 PM - 11:30 PM	23977	3254	29.9	13.6	101												
WKDAY 11:30 PM - 1:00 AM	7703	1090	10.0	14.2	105												
M-SAT 8-11 PM+SUN 7-11 PM	33800	4537	41.7	13.4	100												
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1036	9.5	15.8	118												
ANOTHER WORLD	N 4620	640	6.1	14.3	106												
AS THE WORLD TURNS	C 5614	641	5.9	11.4	85												
CAPITOL	C 3396	351	3.2	10.3	77												
CBS MORN. NEWS 1	C 1446	166	1.5	11.5	85												
CBS MORN. NEWS 2	C 1207	149	1.4	12.3	92												
DAYS OF OUR LIVES	N 5877	747	6.9	12.7	95												
FACTS OF LIFE - DAYTIME	N 2290	333	3.1	14.5	108												
FAMILY FEUD	A 3023	455	4.2	15.1	112												
GENERAL HOSPITAL	A 6097	797	7.3	13.1	97												
GOOD MORNING, AMERICA-730	A 3515	416	3.8	11.8	88												
GOOD MORNING, AMERICA-830	A 2818	436	4.0	15.5	115												
GUIDING LIGHT	C 5339	600	5.5	11.2	84												
ONE LIFE TO LIVE	A 4478	631	5.8	14.1	105												
PRESS YOUR LUCK	C 2244	296	2.7	13.2	98												
PRICE IS RIGHT 1	C 4348	547	5.0	12.6	94												
PRICE IS RIGHT 2	C 5014	642	6.1	13.2	98												
RYAN'S HOPE	A 3150	523	4.8	16.6	124												
SALE OF THE CENTURY	N 2695	417	3.8	15.5	115												
SEARCH FOR TOMORROW	N 2319	337	3.1	14.5	108												
TODAY SHOW 1	N 2693	398	3.7	14.8	110												
TODAY SHOW 2	N 2498	322	3.0	12.9	96												
\$25,000 PYRAMID	C 2753	360	3.3	13.1	97												
WHEEL OF FORTUNE	N 4385	697	6.4	15.9	118												
YOUNG AND THE RESTLESS	C 5695	645	5.9	11.3	84												
WEEKEND DAYTIME NTKM PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	231	2.1	13.1	98												
NBA PLAYOFF GAME -1	C 1136	*139	1.3	12.2	91												
NBC MAJOR LEAGUE PRE-GAME	N 953	**105	1.0	11.0	82												
SPORTSWORLD - SUN	N 1233	*90	0.8	7.3	54												
SUNDAY MORNING	C 1611	233	2.1	14.5	108												

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	WATERMELONS				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX																
TOTAL FEMALE HOMEMAKERS	80986	10885	100.0	13.4	100																
MKDAY LOCAL EVENING TV NEWS																					
NETWORK AFFILIATES - EARLY	26063	3483	32.0	13.4	99																
NETWORK AFFILIATES - LATE	20261	2725	25.0	13.4	100																
INDEPENDENTS - LATE	2076	284	2.6	13.7	102																
TV EVENING NTMK 6 PM - 2 AM																					
A TEAM	N 10453	1330	12.2	12.7	95																
ABC MONDAY NIGHT MOVIE	A 6412	864	7.9	13.5	100																
ABC SUNDAY NIGHT MOVIE	A 12407	1650	15.2	13.3	99																
ABC WORLD NEWS TONIGHT	A 6176	860	7.9	13.9	104																
AFTERMASH	C 5863	609	5.6	10.4	77																
ALICE	C 9594	1236	11.4	12.9	96																
AMERICAN PARADE	C 6622	912	8.4	13.8	102																
BENSON	A 10886	1439	13.2	13.2	98																
BLUE THUNDER	A 5036	727	6.7	14.4	107																
CAGNEY & LACEY	C 9965	1334	12.3	13.4	100																
CBS EVENING NEWS-DEAN	C 3491	481	4.4	13.8	103																
CBS EVENING NEWS-RATHER	C 7123	968	8.9	13.6	101																
CBS SAT. NEWS-SCHIEFFER	C 3621	451	4.1	12.5	93																
CBS SATURDAY NIGHT MOVIE	C 5436	751	6.9	13.8	103																
CBS WEDNESDAY NIGHT MOVIE	C 6100	741	6.8	12.1	90																
CHEERS	N 8889	1304	12.0	14.7	109																
DALLAS	C 22109	3085	28.3	14.0	104																
DIFF'RENT STROKES	N 6940	1052	9.7	15.2	113																
DOUBLE TROUBLE	N 7223	865	7.9	12.0	89																
DUCK FACTORY	N 5595	822	7.6	14.7	109																
DUKES OF HAZZARD	C 5768	743	6.8	12.9	96																
DYNASTY	A 20053	2792	25.6	13.9	104																
FACTS OF LIFE	N 8087	1068	9.8	13.2	98																
FALCON CREST	C 20046	2503	23.0	12.5	93																
FALL GUY	A 9084	1239	11.4	13.6	101																
FAMILY TIES	N 7964	1225	11.3	15.4	114																
FANTASY ISLAND	A 7687	1201	11.0	15.6	116																
FOULUPS,BLEEPS & BLUNDERS	A 8861	1483	13.6	16.7	125																
FOUR SEASONS	C 5095	549	5.0	10.8	80																
GIMME A BREAK	N 8838	1407	12.9	15.9	118																
HART TO HART	A 8978	1263	11.6	14.1	105																
HILL STREET BLUES	N 8590	1186	10.9	13.8	103																
HOTEL	A 14085	1919	17.6	13.6	101																
JEFFERSONS	C 9360	1261	11.6	13.5	100																
JENNIFER SLEPT HERE	N 5841	806	7.4	13.8	103																
KATE & ALLIE	C 9206	1330	12.2	14.4	107																
KNIGHT RIDER	N 7076	936	8.6	13.2	98																
LOVE BOAT	A 12219	1668	15.3	13.7	102																
MAGNUM PI	C 11199	1441	13.2	12.9	96																
MAMA'S FAMILY	N 6057	878	8.1	14.5	108																
MASTER, THE	N 3598	422	3.9	11.7	87																
MATT HOUSTON	A 6344	812	7.5	12.8	95																
NBC MONDAY NIGHT MOVIE	N 11994	1698	15.6	14.2	105																
NBC NIGHTLY NEWS	N 5132	729	6.7	14.2	106																
NBC NIGHTLY NEWS-SAT	N 3375	457	4.2	13.5	101																
NBC NIGHTLY NEWS-SUN	N 3130	460	4.2	14.7	109																
NBC SUNDAY NIGHT MOVIE	N 8284	1193	11.0	14.4	107																
NEMHART	C 9240	1288	11.8	13.9	104																
ONE DAY AT A TIME	C 7288	936	8.6	12.8	96																
PEOPLE ARE FUNNY	N 4855	725	6.7	14.9	111																
REAL PEOPLE	N 8869	1302	12.0	14.7	109																
REMINGTON STEELE	N 7743	1013	9.3	13.1	97																
RIPLY'S BELIEVE IT - NOT	A 5345	771	7.1	14.4	107																
RIP TIDE	N 6988	1006	9.2	14.4	107																
SCARECROW & MRS. KING	C 10002	1160	10.7	11.6	86																
SIMON & SIMON	C 10638	1596	14.7	15.0	112																
60 MINUTES	C 13293	1700	15.6	12.8	95																
ST. ELSEWHERE	N 7017	982	9.0	14.0	104																
THREE'S COMPANY	A 10917	1462	13.4	13.4	100																
T.J. HOOKER	A 9204	1135	10.4	12.3	92																
TONIGHT SHOW	N 2372	377	3.5	15.9	118																
TRAPPER JOHN, M.D.	C 9846	1299	11.9	13.2	98																
TV BLOOPERS & PRAC. JOKES	N 9105	1364	12.5	15.0	111																
20/20	A 9387	1196	11.0	12.7	95																
WEBSTER	A 11067	1356	12.5	12.3	91																
WORLD NEWS - SUN	A 3062	425	3.9	13.9	103																
YELLOW ROSE	N 4978	620	5.7	12.5	93																
TV VIEWING SPORTS EVENTS																					
BASEBALL	8878	1107	10.2	12.5	93																
BASKETBALL - COLLEGE GAMES	4080	*417	3.8	10.2	76																
BASKETBALL - PRO GAMES	3607	*418	3.8	11.6	86																
BOWLING	3883	588	5.4	15.1	113																
BOXING	3928	596	5.5	15.2	113																
FOOTBALL - COLLEGE GAMES	6366	751	6.9	11.8	88																
FOOTBALL - PRO GAMES	11300	1511	13.9	13.4	99																
GOLF	3378	*554	5.1	16.4	122																
POST-SEASON COLL. FOOTBALL	4906	575	5.3	11.7	87																
POST-SEASON PRO FOOTBALL	6120	677	6.2	11.1	82																
TENNIS	3033	591	5.4	19.5	145																
NRESTLING - PROFESSIONAL	3344	*441	4.1	13.2	98																

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MEXICAN FOOD & INGREDIENTS

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-8

	'000	%	UNWEIGHTED							
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?										
YES	37723	46.6	4095							
NO	43263	53.4	5340							
	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED	
	'000	%	'000	%	'000	%	'000	%		
IF YES										
4B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?										
CHILI MIXES/POWDER	19211	23.7	2337	2.9	13472	16.6	3403	4.2	2040	
CHILI CON CARNE	7831	9.7	742	.9	5712	7.1	1377	1.7	883	
PEPPERS	8199	10.1	442	.5	5834	7.2	1923	2.4	869	
REFRIED BEANS	13940	17.2	390	.5	10435	12.9	3115	3.8	1443	
SALSAS & SAUCES	13205	16.3	828	1.0	9854	12.2	2523	3.1	1391	
TACO & TOSTADO SHELLS	24122	29.8	4849	6.0	15932	19.7	3341	4.1	2560	
TAMALES	5640	7.0	229	.3	3647	4.5	1764	2.2	588	
TORTILLAS	13853	17.1	409	.5	10396	12.8	3048	3.8	1434	
DO NOT KNOW	404	.5							49	
4C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?										
DEL MONTE	5252	6.5	921	1.1	3380	4.2	950	1.2	549	
DIANES	445	.5	5	*	157	.2	283	.3	42	
FRENCH'S CHILI-O	3255	4.0	514	.6	2172	2.7	570	.7	353	
GEBHARDS	2408	3.0	159	.2	1696	2.1	553	.7	245	
LAS PALMAS	2679	3.3	46	.1	1908	2.4	726	.9	262	
LA TIERRA	387	.5	32	*	198	.2	157	.2	44	
LA VICTORIA	4042	5.0	196	.2	3127	3.9	719	.9	420	
LAWRY	4640	5.7	469	.6	2991	3.7	1181	1.5	478	
MCCORMICK/SCHILLING	6866	8.5	806	1.0	4407	5.4	1653	2.0	731	
MONTERA	475	.6	76	.1	237	.3	162	.2	60	
WALLEY'S FINE FOOD	801	1.0	85	.1	468	.6	248	.3	83	
OLD EL PASO	17078	21.1	2904	3.6	11258	13.9	2917	3.6	1864	
ORTEGA	16831	20.8	2564	3.2	10682	13.2	3584	4.4	1767	
PACE	2337	2.9	251	.3	1314	1.6	772	1.0	232	
PANCHO VILLA	1278	1.6	112	.1	821	1.0	346	.4	139	
PATIO	1964	2.4	110	.1	1217	1.5	637	.8	203	
PINATA FOODS	811	1.0			489	.6	321	.4	86	
ROSARITA	5946	7.3	416	.5	4233	5.2	1297	1.6	581	
TIO SANCHO	4710	5.8	133	.2	2410	3.0	2166	2.7	476	
OTHER BRANDS	6999	8.6	2119	2.6	3180	3.9	1700	2.1	780	
DO NOT KNOW	1202	1.5							131	

	TOTAL U.S. '000	USE ANY MEXICAN FOOD & INGREDIENTS				CHILI MIXES/POWDER				CHILI CON CARNE				PEPPERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	37723	100.0	46.6	100	19211	100.0	23.7	100	7831	100.0	9.7	100	8199	100.0	10.1	100
18 - 24	9282	5220	13.8	56.2	121	2177	11.3	23.5	99	726	9.3	7.8	81	1290	15.7	13.9	137
25 - 34	19072	10986	29.1	57.6	124	5456	29.4	29.7	125	1742	22.2	9.1	94	2403	29.3	12.6	124
35 - 44	14591	8317	22.0	57.0	122	3957	20.6	27.1	114	1583	20.2	10.8	112	1718	21.0	11.8	116
45 - 54	11345	4976	13.2	43.9	94	2677	13.9	23.6	99	1205	15.4	10.6	110	1167	14.2	10.3	102
55 - 64	11635	4443	11.8	38.2	82	2700	14.1	23.2	98	1314	16.8	11.3	117	989	12.1	8.5	84
65 OR OLDER	15061	3781	10.0	25.1	54	2046	10.7	13.6	57	1261	16.1	8.4	87	632	7.7	4.2	41
18 - 34	28354	16206	43.0	57.2	123	7833	40.8	27.6	116	2458	31.5	8.7	90	3693	45.0	13.0	129
18 - 49	48339	27035	71.7	55.9	120	13071	68.0	27.0	114	4656	59.5	9.6	100	6149	75.0	12.7	126
25 - 54	45008	24279	64.4	53.9	116	12290	64.0	27.3	115	4531	57.9	10.1	104	5288	64.5	11.7	116
35 - 49	19985	10829	28.7	54.2	116	5236	27.3	26.2	110	2188	27.9	10.9	113	2456	30.0	12.3	121
50 OR OLDER	32647	10658	28.3	32.7	70	6141	32.0	18.8	79	3175	40.5	9.7	101	2050	25.0	6.3	62
GRADUATED COLLEGE	11155	6146	16.3	55.1	118	2960	15.4	26.5	112	1202	15.3	10.8	111	1397	17.0	12.5	124
ATTENDED COLLEGE	13682	7718	20.5	56.4	121	3713	19.3	27.1	114	1721	22.0	12.6	130	1744	21.3	12.7	126
GRADUATED HIGH SCHOOL	33880	16373	43.4	48.3	104	8363	43.5	24.7	104	3126	40.1	9.3	96	3370	41.1	9.9	98
DID NOT GRADUATE HIGH SCHOOL	22270	7486	19.8	33.6	72	4176	21.7	18.8	79	1771	22.6	8.0	82	1689	20.6	7.6	75
EMPLOYED	40306	21409	56.8	53.1	114	10395	53.8	25.6	108	3545	49.1	9.5	99	4512	55.0	11.2	111
EMPLOYED FULL-TIME	32850	17173	45.5	52.3	112	8506	44.3	25.9	109	3188	40.7	9.7	100	3775	46.0	11.5	114
EMPLOYED PART-TIME	7456	4236	11.2	56.8	122	1829	9.5	24.5	103	657	8.4	8.8	91	737	9.0	9.9	98
NOT EMPLOYED	40680	16315	43.2	40.1	86	8877	46.2	21.8	92	3986	50.9	9.8	101	3687	45.0	9.1	90
PROFESSIONAL/MANAGER	10392	5727	15.2	55.1	118	2811	14.6	27.0	114	903	11.5	8.7	90	1273	15.5	12.2	121
TECH/CLERICAL/SALES	17574	9833	26.1	56.0	120	4740	24.7	27.0	114	1804	23.0	10.3	106	1941	23.7	11.0	109
PRECISION/CRAFT	985	512	1.4	52.0	112	**215	1.1	21.8	92	**40	0.5	4.1	42	**80	1.0	8.1	80
OTHER EMPLOYED	11354	5336	14.1	47.0	101	2568	13.4	22.6	95	1095	14.0	9.7	100	1219	14.9	10.7	106
SINGLE	9863	4482	11.9	45.4	98	1838	9.6	18.6	79	715	9.1	7.2	75	1019	12.4	10.3	102
MARRIED	51375	25599	67.9	49.8	107	13461	70.1	26.2	110	5132	65.5	10.0	103	5478	66.8	10.7	105
DIVORCED/SEPARATED/WIDOWED	19748	7643	20.3	38.7	83	3912	20.4	19.8	84	1984	25.3	10.0	104	1702	20.8	8.6	85
PARENTS	32590	18652	49.4	57.2	123	9390	48.9	28.8	121	3294	42.1	10.1	105	4143	50.5	12.7	126
WHITE	70416	33980	90.1	48.3	104	17290	90.0	24.6	104	6994	89.3	9.9	103	7196	87.8	10.2	101
BLACK	8778	2790	7.4	31.8	68	1420	7.4	16.2	68	559	7.1	6.4	66	698	8.5	8.0	79
OTHER	1791	*953	2.5	53.2	114	**501	2.6	28.0	118	**277	3.5	15.5	166	**305	3.7	17.0	168
NORTHEAST-CENSUS	17786	5063	13.4	28.5	61	2225	11.6	12.5	53	1151	14.7	6.5	67	832	10.1	4.7	46
NORTH CENTRAL	20741	10581	28.0	51.0	110	5797	30.2	27.9	118	1751	22.4	8.4	87	1649	20.1	8.0	79
SOUTH	27775	11905	31.6	42.9	92	6419	33.4	23.1	97	2006	25.6	7.2	75	2430	29.6	8.7	86
WEST	14683	10174	27.0	69.3	149	4770	24.8	32.5	137	2924	37.3	19.9	206	3288	40.1	22.4	221
NORTHEAST-MKTG.	17961	5309	14.1	29.6	63	2123	11.1	11.8	50	1118	14.3	6.2	64	872	10.6	4.9	48
EAST CENTRAL	11885	5077	13.5	42.7	92	2876	15.0	24.2	102	945	12.6	8.3	86	671	8.2	5.6	56
WEST CENTRAL	14090	7666	20.3	54.4	117	4016	20.9	28.5	120	1330	17.0	9.4	98	1391	17.0	9.9	98
SOUTH	24081	10755	28.5	44.7	96	6036	31.4	25.1	106	1813	23.2	7.5	78	2385	29.1	9.9	98
PACIFIC	12969	8916	23.6	68.7	148	4160	21.7	32.1	135	2585	33.0	19.9	206	2880	35.1	22.2	219
COUNTY SIZE A	32439	14911	39.5	46.0	99	6897	35.9	21.3	90	3148	40.2	9.7	100	3658	44.6	11.3	111
COUNTY SIZE B	24915	11918	31.6	47.8	103	6289	32.7	25.2	106	2477	31.6	9.9	103	2515	30.7	10.1	100
COUNTY SIZE C	12930	6435	17.1	49.8	107	3375	17.6	26.1	110	1409	18.0	10.9	113	1223	14.9	9.5	93
COUNTY SIZE D	10703	4459	11.8	41.7	89	2651	13.8	24.8	104	797	10.2	7.4	77	803	9.8	7.5	74
METRO CENTRAL CITY	24518	11333	30.0	46.2	99	6013	31.3	24.5	103	2579	32.3	10.3	107	2903	35.4	11.8	117
METRO SUBURBAN	35919	17422	46.2	48.5	104	8121	42.3	22.6	95	3467	44.3	9.7	100	3582	43.7	10.0	99
NON METRO	20549	8968	23.8	43.6	94	5078	26.4	24.7	104	1835	23.4	8.9	92	1714	20.9	8.3	82
TOP 5 ADI'S	18341	7950	21.1	43.3	93	3619	18.8	19.7	83	1889	24.1	10.3	107	2236	27.3	12.2	120
TOP 10 ADI'S	25378	11049	29.3	43.5	93	5003	26.0	19.7	83	2308	29.5	9.1	94	2821	34.4	11.1	110
TOP 20 ADI'S	36488	16243	43.1	44.5	96	7578	39.4	20.8	88	3518	44.9	9.6	100	3766	45.9	10.3	102
HSGLD INC. \$50,000 OR MORE	6612	3679	9.8	55.6	119	1628	8.5	24.6	104	766	9.8	11.6	120	841	10.3	12.7	126
\$40,000 OR MORE	12659	7200	19.1	56.9	122	3358	17.5	26.5	112	1522	19.4	12.0	124	1646	20.1	13.0	128
\$30,000 OR MORE	24698	13744	36.4	55.6	119	6594	34.3	26.7	113	2804	35.8	11.4	117	2888	35.2	11.7	116
\$25,000 OR MORE	32077	17863	47.4	55.7	120	8780	45.7	27.4	115	3552	45.4	11.1	115	3653	44.6	11.4	112
\$20,000 - \$24,999	9144	4593	12.2	50.2	108	3390	12.4	26.1	110	967	12.3	10.6	109	1125	13.7	12.3	122
\$15,000 - \$19,999	8728	3982	10.6	45.6	98	2106	11.0	24.1	102	652	8.3	7.5	77	663	8.1	7.6	75
\$10,000 - \$14,999	12562	5301	14.1	42.2	91	2947	15.3	23.5	99	1288	16.4	10.3	106	1471	17.9	11.7	116
UNDER \$10,000	18475	5985	15.9	32.4	70	2989	15.6	16.2	68	1372	17.5	7.4	77	1287	15.7	7.0	69
HOUSEHOLD OF 1 PERSON	11987	3679	9.8	30.7	66	1742	9.1	14.5	61	1028	13.1	8.6	89	732	8.9	6.1	60
2 PEOPLE	26577	10769	28.5	40.5	87	5583	29.1	21.0	89	2549	32.6	9.6	99	2595	31.7	9.8	96
3 OR 4 PEOPLE	30617	16609	44.0	54.2	116	8394	43.7	27.4	116	2810	35.9	9.2	95	3325	40.6	10.9	107
5 OR MORE PEOPLE	11804	6666	17.7	56.5	121	3493	18.2	29.6	125	1445	18.5	12.2	127	1547	18.9	13.1	129
NO CHILD IN HSGLD	46165	17841	47.3	38.6	83	9162	47.7	19.8	84	4313	55.1	9.3	97	3855	47.0	8.4	82
CHILD(REN) UNDER 2 YRS	5325	3143	8.3	59.0	127	1516	7.9	28.5	120	*409	5.2	7.7	79	740	9.0	13.9	137
2 - 5 YEARS	14221	8122	21.5	57.1	123	4092	21.3	28.8	121	1393	17.8	9.8	101	2051	25.0	14.4	142
6 - 11 YEARS	15117	8599	22.8	56.9	122	4235	22.0	28.0	118	1463	18.7	9.7	100	1841	22.5	12.2	120
12 - 17 YEARS	16611	9414	25.0	56.7	122	4625	24.1	27.8	117	1759	22.5	10.6	110	1836	22.4	11.1	109
RESIDENCE OWNED	55884	26119	69.2	46.7	100	13747	71.6	24.6	104	5631	71.9	10.1	104	5276	64.3	9.4	93
VALUE: \$50,000 OR MORE	31744	15856	42.0	49.9	107	7747	40.3	24.4	103	3580	45.7	11.3	117	3201	39.0	10.1	100
VALUE: UNDER \$50,000	24140	10263	27.2	42.5	91	8000	31.2	24.9	105	2052	26.2	8.5	88	2074	25.3	8.6	85

MEXICAN FOOD & INGREDIENTS - TYPES
(FEMALE HOMEOWNERS)

			TOTAL U.S. '000	USE ANY MEXICAN FOOD & INGREDIENTS				CHILI MIXES/POWDER				CHILI CON CARNE				PEPPERS			
				A '000	B DOWN	C ACROSS		A '000	B DOWN	C ACROSS		A '000	B DOWN	C ACROSS		A '000	B DOWN	C ACROSS	
						%	INDX			%	INDX			%	INDX			%	INDX
TOTAL FEMALE HOMEOWNERS			80986	37723	100.0	46.6	100	19211	100.0	23.7	100	7831	100.0	9.7	100	8199	100.0	10.1	100
MAGAZINES	QUINTILE 1	15799	8815	23.4	55.8	120	8844	25.2	30.7	129	1754	22.4	11.1	115	1723	21.0	10.9	108	
	QUINTILE 2	17259	8826	23.4	51.1	110	4575	23.8	26.5	112	2058	26.3	11.9	123	2192	26.7	12.7	125	
	QUINTILE 3	13545	8535	17.3	48.2	104	3221	16.8	23.8	100	1293	16.5	9.5	99	1442	17.6	10.6	105	
	QUINTILE 4	15133	6531	17.3	43.2	93	3119	16.2	20.6	87	1196	15.3	7.9	82	1188	14.5	7.9	78	
	QUINTILE 5	19250	7013	18.6	36.4	78	3449	18.0	17.9	76	1529	19.5	7.9	82	1654	20.2	8.6	85	
NEWSPAPERS	QUINTILE 1	12413	5466	14.5	44.0	95	2621	13.6	21.1	89	1062	13.6	8.6	88	1200	14.6	9.7	95	
	QUINTILE 2	24116	12054	32.0	50.0	107	5301	32.8	26.1	110	2525	32.2	10.5	108	2380	29.0	9.9	97	
	QUINTILE 3	11261	5275	14.0	46.8	101	2710	14.1	24.1	101	1138	14.5	10.1	105	1289	15.7	11.4	113	
	QUINTILE 4	20255	7658	25.6	47.7	102	4855	25.3	24.0	101	1760	22.5	8.7	90	2037	24.8	10.1	99	
	QUINTILE 5	12940	5271	14.0	40.7	87	2725	14.2	21.1	89	1347	17.2	10.4	108	1292	15.8	10.0	99	
OUTDOOR	QUINTILE 1	14852	7762	20.6	52.3	112	4020	20.9	27.1	114	1462	18.7	9.8	102	1796	21.9	12.1	119	
	QUINTILE 2	15725	7608	20.2	48.4	104	4005	20.8	25.5	107	1382	17.6	8.8	91	1708	20.8	10.9	107	
	QUINTILE 3	16330	7725	20.5	47.3	102	3917	20.4	24.0	101	1868	23.9	11.4	118	1591	19.4	9.7	96	
	QUINTILE 4	16744	7136	18.9	42.6	91	3407	17.7	20.3	86	1612	20.6	9.6	100	1463	17.8	8.7	86	
	QUINTILE 5	17334	7493	19.9	43.2	93	3863	20.1	22.3	94	1908	19.3	8.7	90	1642	20.0	9.5	94	
RADIO-DRIVE TIME	QUINTILE 1	15911	7705	20.4	48.4	104	4023	20.9	25.3	107	1609	20.5	10.1	105	1405	17.1	8.8	87	
	QUINTILE 2	14837	7019	18.6	47.3	102	3545	18.5	23.9	101	1287	16.4	8.7	90	1627	19.8	11.0	108	
	QUINTILE 3	15339	7408	19.6	48.3	104	3582	18.6	23.4	98	1563	20.0	10.2	105	1643	20.0	10.7	106	
	QUINTILE 4	16723	7856	20.8	47.0	101	3900	20.3	23.3	98	1444	18.4	8.6	89	1644	20.1	9.8	97	
	QUINTILE 5	18176	7737	20.5	42.6	91	4161	21.7	22.9	97	1929	24.6	10.6	110	1880	22.9	10.3	102	
RADIO-MID- DAY	TERCILE 1	21020	9739	25.8	46.3	99	4895	25.5	23.3	98	1984	25.3	9.4	98	1899	23.2	9.0	89	
	TERCILE 2	21610	10641	28.2	49.2	106	5453	28.4	25.2	106	2366	30.2	10.9	113	2570	31.3	11.9	117	
	TERCILE 3	38355	17343	46.0	45.2	97	8863	46.1	23.1	97	3481	44.5	9.1	94	3730	45.5	9.7	96	
RADIO-TOTAL	QUINTILE 1	15988	7643	20.3	47.8	103	3946	20.5	24.7	104	1567	20.0	9.8	101	1547	18.9	9.7	96	
	QUINTILE 2	15626	7213	19.1	46.6	99	3494	18.2	22.4	94	1405	17.9	9.0	93	1557	19.0	10.0	98	
	QUINTILE 3	16723	8137	21.6	48.7	104	4151	21.6	24.8	105	1849	23.6	11.1	114	1690	20.6	10.1	100	
	QUINTILE 4	16342	8175	21.7	50.0	107	3990	20.8	24.4	103	1454	18.6	8.9	92	1818	22.2	11.1	110	
	QUINTILE 5	16306	6556	17.4	40.2	86	3631	18.9	22.3	94	1556	19.9	9.5	99	1587	19.4	9.7	96	
TV-PRIME TIME	QUINTILE 1	15953	6828	18.1	42.8	92	3631	18.9	22.8	96	1497	19.1	9.4	97	1432	17.5	9.0	89	
	QUINTILE 2	16137	7464	19.8	46.3	99	3974	20.7	24.6	104	1766	22.6	10.9	113	1589	19.4	9.8	97	
	QUINTILE 3	16420	7776	20.6	47.4	102	4167	21.7	25.4	107	1590	20.3	9.7	100	1879	22.9	11.4	113	
	QUINTILE 4	16687	8357	22.2	50.1	108	3861	20.1	23.1	98	1525	19.5	9.1	95	1851	22.6	11.1	110	
	QUINTILE 5	15789	7298	19.3	46.2	99	3577	18.6	22.7	96	1454	18.6	9.2	95	1447	17.6	9.2	91	
TV-DAYTIME	TERCILE 1	27736	11980	31.8	43.2	93	6564	34.2	23.7	100	2613	33.4	9.4	97	2655	32.4	9.6	95	
	TERCILE 2	26489	12268	32.5	46.3	99	6111	31.8	23.1	97	2531	32.3	9.6	99	2455	29.9	9.3	92	
	TERCILE 3	26761	13475	35.7	50.4	108	6536	34.0	24.4	103	2687	34.3	10.0	104	3089	37.7	11.5	114	
TV-TOTAL	QUINTILE 1	16345	6916	18.3	42.3	91	3936	20.5	24.1	102	1586	20.3	9.7	100	1626	19.8	9.9	98	
	QUINTILE 2	16447	7190	19.1	43.7	94	3823	19.9	23.2	98	1431	18.3	8.7	90	1613	19.7	9.8	97	
	QUINTILE 3	15980	7261	19.2	45.4	98	3667	19.1	22.9	97	1650	21.1	10.3	107	1592	19.4	10.0	98	
	QUINTILE 4	15887	8158	21.6	51.4	110	3815	19.9	24.0	101	1588	20.3	10.0	103	1737	21.2	10.9	108	
	QUINTILE 5	16326	8198	21.7	50.2	108	3971	20.7	24.3	103	1576	20.1	9.7	100	1632	19.9	10.0	99	
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	10783	28.6	52.0	112	5803	30.2	28.0	118	2414	30.8	11.7	120	2335	28.5	11.3	111	
		19186	10285	27.3	53.6	115	5281	27.5	27.5	116	2083	26.6	10.9	112	2383	29.1	12.4	123	
		21899	9383	24.9	42.8	92	4403	22.9	20.1	85	1668	21.3	7.6	79	1897	23.1	8.7	86	
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	8859	23.5	57.3	123	4757	24.8	30.8	130	1592	20.3	10.3	107	2114	25.8	13.7	135	
		25953	12693	33.6	48.9	105	6439	33.5	24.8	105	3029	28.7	11.7	121	2608	31.8	10.0	99	
		24400	10549	28.0	43.2	93	5147	26.8	21.1	89	2095	26.8	8.6	89	2250	27.4	9.2	91	
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	9483	25.1	52.5	113	5029	26.2	27.9	117	1836	23.4	10.2	105	1980	24.1	11.0	108	
		23571	12443	33.0	52.8	113	6557	34.1	27.8	117	2752	35.1	11.7	121	2921	35.6	12.4	122	
		23278	9721	25.8	41.8	90	4666	24.3	20.0	85	1944	24.8	8.4	86	1937	23.6	8.3	82	
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	7587	20.1	49.1	105	4273	22.2	27.6	117	1708	21.8	11.0	114	1613	19.7	10.4	103	
		25829	14103	37.4	54.6	117	6962	36.2	27.0	114	2894	37.0	11.2	116	2964	36.2	11.5	113	
		26039	10341	27.4	39.7	85	5345	27.8	20.5	87	2157	27.5	8.3	86	2395	29.2	9.2	91	
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	8284	22.0	49.9	107	4560	23.7	27.5	116	1601	20.4	9.6	100	1957	23.9	11.8	116	
		26834	12262	32.5	45.7	98	5945	30.9	22.2	93	2642	33.7	9.8	102	2296	28.0	8.6	85	
		23346	11452	30.4	49.1	105	5812	30.3	24.9	105	2334	29.8	10.0	103	2629	32.1	11.3	111	
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	7878	20.9	46.0	99	4058	21.1	23.7	100	1586	20.3	9.3	96	1740	21.2	10.2	100	
		25892	12663	33.6	48.9	105	6436	33.5	24.9	105	2601	33.2	10.0	104	2606	31.8	10.1	99	
		23167	11116	29.5	48.0	103	5582	29.1	24.1	102	2276	29.1	9.8	102	2379	29.0	10.3	101	
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	7525	19.9	43.9	94	4131	21.5	24.1	101	1678	21.4	9.8	101	1556	19.0	9.1	90	
		26214	13194	35.0	50.3	108	6327	32.9	24.1	102	2590	33.1	9.9	102	2713	33.1	10.3	102	
		23412	10093	26.8	43.1	93	5338	27.8	22.8	96	2226	28.4	9.5	98	2477	30.2	10.6	105	
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		15303	7904	21.0	51.6	111	4077	21.2	26.6	112	1710	21.8	11.2	116	1922	23.4	12.6	124	
		24901	12082	32.0	48.5	104	6246	32.5	25.1	106	2361	30.1	9.5	98	2789	34.0	11.2	111	
		26492	11832	31.4	44.7	96	5805	30.2	21.9										

	TOTAL U.S. '000	USE ANY MEXICAN FOOD & INGREDIENTS				CHILI MIXES/POWDER				CHILI CON CARNE				PEPPERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	37723	100.0	46.6	100	19211	100.0	23.7	100	7831	100.0	9.7	100	8199	100.0	10.1	100
ATLANTIC MONTHLY	415	*155	0.4	37.3	50	**72	0.4	17.3	73	**27	0.3	6.5	67	**9	0.1	2.2	21
BARRON'S	453	*230	0.6	50.8	109	**132	0.7	29.1	123	**86	1.1	19.0	196	**94	1.1	20.8	205
BETTER HOMES & GARDENS	16256	8285	22.0	51.0	109	4417	23.0	27.2	115	1908	24.4	11.7	121	1626	19.8	10.0	99
BON APPETIT	2535	1457	3.9	57.5	123	691	3.6	27.3	115	269	3.4	10.6	110	353	4.3	13.9	138
BUSINESS WEEK	1278	692	1.8	54.1	116	330	1.7	25.8	109	*120	1.5	9.4	97	*223	2.7	17.4	172
CAR AND DRIVER	378	*226	0.6	59.8	128	**104	0.5	27.5	116	**39	0.5	10.3	107	**20	0.2	5.3	52
CBS MAGAZINE NETWORK (GROSS)	1498	900	2.4	60.1	129	544	2.8	36.3	153	*179	2.3	11.9	124	*220	2.7	14.7	145
CHANGING TIMES	1505	707	1.9	47.0	101	394	2.1	26.2	110	*149	1.9	9.9	102	*184	2.2	12.2	121
COLONIAL HOMES	1231	645	1.7	52.4	112	371	1.9	30.1	127	**98	1.3	8.0	82	**151	1.8	12.3	121
CONDE NAST MAG. PKG. (GROSS)	14146	7727	20.5	54.6	117	3883	20.2	27.4	116	1420	18.1	10.0	104	1624	19.8	11.5	113
CONSUMERS DIGEST	1323	783	2.1	59.2	127	339	1.8	25.6	108	*132	1.7	10.0	103	*139	1.7	10.5	104
COSMOPOLITAN	7102	3696	9.8	52.0	112	1685	8.8	23.7	100	692	8.8	9.7	101	887	10.8	12.5	123
COUNTRY LIVING	2481	1422	3.8	57.3	123	788	4.1	31.8	134	252	3.2	10.2	105	*247	3.0	10.0	98
CUISINE	1472	824	2.2	56.0	120	374	1.9	25.4	107	*207	2.6	14.1	145	*177	2.2	12.0	119
CYCLE WORLD	425	*306	0.8	72.0	155	**178	0.9	41.9	177	**89	1.1	20.9	217	**91	1.1	21.4	211
DCI:CREATIVE IDEAS FOR LIV	2510	1352	3.6	53.9	116	745	3.9	29.7	125	*253	3.2	10.1	104	*254	3.1	10.1	100
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3470	9.2	51.8	111	1910	9.9	28.5	120	723	9.2	10.8	112	694	8.5	10.4	102
DISCOVER	894	472	1.3	52.8	113	257	1.3	28.7	121	**84	1.1	9.4	97	**63	0.8	7.0	70
EBONY	3507	1297	3.4	37.0	79	638	3.3	18.2	77	284	3.6	8.1	84	326	4.0	9.3	92
ESQUIRE	1083	479	1.3	44.2	95	*243	1.3	22.4	95	**115	1.5	10.6	110	*138	1.7	12.7	126
ESSENCE	1830	674	1.8	36.8	79	398	2.1	21.7	92	*149	1.9	8.1	84	*133	1.6	7.3	72
FAMILY CIRCLE	15930	8208	21.8	51.5	111	4409	23.0	27.7	117	1682	21.5	10.6	109	1596	19.5	10.0	99
THE FAMILY HANDYMAN	1126	606	1.6	53.8	116	315	1.6	28.0	118	**147	1.9	13.1	135	**109	1.3	9.7	96
FAMILY WEEKLY	11468	5964	15.8	52.0	112	3447	17.9	30.1	127	1132	14.5	9.9	102	1405	17.1	12.3	121
FIELD & STREAM	2234	1128	3.0	50.5	108	634	3.3	28.4	120	*199	2.5	8.9	92	*238	2.9	10.7	105
FOOD & WINE	579	343	0.9	59.2	127	*146	0.8	25.2	106	**84	1.1	14.5	150	**87	1.1	15.0	148
FORBES	728	417	1.1	57.3	123	*236	1.2	32.4	137	**136	1.7	18.7	193	**180	2.2	24.7	244
FORTUNE	906	467	1.2	51.5	111	*224	1.2	24.7	104	**89	1.1	9.8	102	**132	1.6	14.6	144
GENTLEMEN'S QUARTERLY	791	407	1.1	51.5	110	*262	1.4	33.1	140	**73	0.9	9.2	95	**172	2.1	21.7	215
GLAMOUR	5265	2979	7.9	56.6	121	1479	7.7	28.1	118	436	5.6	8.3	86	666	7.1	12.6	125
GOLF DIGEST	636	353	0.9	55.5	119	*232	1.2	36.5	154	**61	0.8	9.6	99	**96	1.2	15.1	149
GOLF DIGEST/TENNIS (GROSS)	1186	679	1.8	57.3	123	389	2.0	32.8	138	**137	1.7	11.6	119	**130	1.6	11.0	108
GOLF MAGAZINE	441	*229	0.6	51.9	111	**132	0.7	29.9	126	**57	0.7	12.9	134	**41	0.5	9.3	92
GOLF MAGAZINE/SKI (GROSS)	922	493	1.3	53.5	115	*267	1.4	29.0	122	*151	1.9	16.4	169	**101	1.2	11.0	108
GOOD HOUSEKEEPING	16487	8235	21.8	49.9	107	4275	22.3	25.9	109	1822	23.3	11.1	114	1474	18.0	8.9	88
HARPER'S BAZAAR	2423	1267	3.4	52.3	112	656	3.4	27.1	114	323	4.1	13.3	138	314	3.8	13.0	128
HEALTH	1994	1013	2.7	50.8	109	570	3.0	28.6	121	*285	3.6	14.3	148	*279	3.4	14.0	138
HEARST MAG CORP. BUY (GROSS)	44101	22987	60.9	52.1	112	11929	62.1	27.0	114	4844	51.9	11.0	114	4530	55.3	10.3	101
HEARST MAN POWER (GROSS)	1993	1167	3.1	58.6	126	805	3.1	30.4	128	*238	3.0	11.9	123	*203	2.5	10.2	101
HEARST WOMAN POWER (GROSS)	31274	16126	42.7	51.6	111	8249	42.9	26.4	111	3357	42.9	10.7	111	3149	38.4	10.1	99
HOUSE BEAUTIFUL	3623	1844	4.9	50.9	109	993	5.2	27.4	116	444	5.7	12.3	127	329	4.0	9.1	90
INC.	283	*154	0.4	54.4	117	**106	0.6	37.5	158	**58	0.7	20.5	212	**61	0.7	21.6	213
JET	2928	981	2.6	33.5	72	573	3.0	19.6	82	258	3.3	8.8	91	276	3.4	9.4	93
LADIES' HOME JOURNAL	11918	6461	17.1	54.2	116	3320	17.3	27.9	117	1320	16.9	11.1	115	1145	14.0	9.6	95
LHJ FAMILY GRP COMBO(GROSS)	16764	9083	24.1	54.2	116	4814	25.1	28.7	121	1943	24.8	11.6	120	1767	21.6	10.5	104
LIFE	4254	2178	5.8	51.2	110	1000	5.6	25.4	107	463	5.9	10.9	113	425	5.2	10.0	99
L.A. TIMES HOME MAGAZINE	1145	789	2.1	68.9	148	366	1.9	32.0	135	*301	3.8	26.3	272	*297	3.6	25.9	256
MADEMOISELLE	2884	1611	4.3	55.9	120	801	4.2	27.8	117	339	4.3	11.8	122	258	3.1	8.9	88
MC CALL'S	13460	7341	19.5	54.5	117	4108	21.4	30.5	129	1469	18.8	10.9	113	1314	16.0	9.8	96
MC CALL'S/WRK MOTHER (GROSS)	14606	8026	21.3	55.0	118	4504	23.4	30.8	130	1679	21.4	11.5	119	1450	17.7	9.9	98
MECHANIX ILLUSTRATED	772	429	1.1	55.6	119	*284	1.5	36.8	155	**119	1.5	15.4	159	**95	1.2	12.3	122
METROPOLITAN HOME	967	470	1.2	48.6	104	*224	1.2	23.2	98	*122	1.6	12.6	130	**127	1.5	13.1	130
MONEY	1588	862	2.3	54.3	117	443	2.3	27.9	118	*231	2.9	14.5	150	*237	2.9	14.9	147
MOTHER EARTH NEWS	1002	715	1.9	71.4	153	351	1.8	35.0	148	*152	1.9	15.2	157	*196	2.4	19.6	193
MS.	825	403	1.1	48.8	105	*191	1.0	23.2	98	**71	0.9	8.6	89	**90	1.1	10.9	108
NATIONAL ENQUIRER	10336	4957	13.1	48.0	103	2746	14.3	26.6	112	931	11.9	9.0	93	1071	13.1	10.4	102
NATIONAL GEOGRAPHIC	9597	5134	13.6	53.5	115	2578	13.4	26.9	113	1105	14.1	11.5	119	1310	14.0	13.7	135
NATIONAL SUNDAY MAGAZINE PKG	49558	24236	64.2	48.9	105	12174	63.4	24.6	104	4828	61.7	9.7	101	5162	63.0	10.4	103
NATURAL HISTORY	573	282	0.7	49.2	106	*183	1.0	31.9	135	**47	0.6	8.2	85	**116	1.4	20.2	200
NEW WOMAN	1699	986	2.6	58.0	125	498	2.6	29.3	124	*141	1.8	8.3	86	234	2.9	13.8	136
NEW YORK INCLUDING CUE	443	*148	0.4	33.4	72	**69	0.4	15.6	66	**27	0.3	6.1	63	**26	0.3	5.9	58
THE NEW YORKER	1270	562	1.5	44.3	95	258	1.3	20.3	86	*146	1.9	11.5	119	*135	1.6	10.6	105
NEWSWEEK	6277	3285	8.7	52.3	112	1651	8.6	26.3	111	809	10.3	12.9	133	728	8.9	11.6	115
THE N.Y. TIMES DAILY EDITION	1205	442	1.2	36.7	79	*177	0.9	14.7	62	**77	1.0	6.4	66	**98	1.2	8.1	80
THE N.Y. TIMES MAGAZINE	2081	759	2.0	36.5	78	364	1.9	17.5	74	*179	2.3	8.6	89	*216	2.6	10.4	103
OWN	788	508	1.3	64.5	138	*257	1.3	32.6	137	**86	1.1	10.9	113	**116	1.4	14.7	145
ON CABLE	1158	679	1.8	58.6	126	*362	1.9	31.3	132	**116	1.5	10.0	104	**105	1.3	9.1	90
1001 HOME IDEAS	2852	1609	4.3	56.4	121	924	4.8	32.4	137	338	4.3	11.9	123	344	4.2	12.1	119
ORGANIC GARDENING	1658	917	2.4	55.3	119	530	2.8	32.0	135	*186	2.4	11.2	116	*223	2.7	13.4	133
OUTDOOR LIFE	896	454	1.2	50.7	109	210	1.1	23.4	99	**108	1.4	12.1	125	**68	0.8	7.6	75
PARADE MAGAZINE	24275	11541	30.6	47.5	102	5457	28.4	22.5	95	2264	28.9	9.3	96	2402	29.3	9.9	98

	TOTAL U.S. '000	USE ANY MEXICAN FOOD & INGREDIENTS				CHILI MIXES/POWDER				CHILI CON CARNE				PEPPERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	37723	100.0	46.6	100	19211	100.0	23.7	100	7831	100.0	9.7	100	8199	100.0	10.1	100
PARENTS	3845	2279	6.0	59.3	127	1119	5.8	29.1	123	401	5.1	10.4	108	421	5.1	10.9	108
PENTHOUSE	831	408	1.1	49.1	105	*208	1.1	25.0	106	**83	1.1	10.0	103	**102	1.2	12.3	121
PEOPLE	11645	6540	17.3	56.2	121	3190	16.6	27.4	115	1235	15.8	10.6	110	1252	15.3	10.8	106
PLAYBOY	2006	1150	3.0	57.3	123	583	3.0	29.1	123	*186	2.4	9.3	96	*215	2.6	10.7	106
POPULAR HOT RODDING	297	*208	0.6	70.0	150	**119	0.6	40.1	169	**25	0.3	8.4	87	**42	0.5	14.1	140
POPULAR MECHANICS	1018	563	1.5	55.3	119	*330	1.7	32.4	137	**105	1.3	10.3	107	**112	1.4	11.0	109
POPULAR SCIENCE	878	425	1.1	48.4	104	*280	1.5	31.9	134	**71	0.9	8.1	84	**114	1.4	13.0	128
PREVENTION	3913	1914	5.1	48.9	105	1011	5.3	25.8	109	506	6.5	12.9	134	405	4.9	10.4	102
PSYCHOLOGY TODAY	1710	989	2.6	57.8	124	502	2.6	29.4	124	*174	2.2	10.2	105	*211	2.6	12.3	122
READER'S DIGEST	22204	11034	29.3	49.7	107	5789	30.1	26.1	110	2491	31.8	11.2	116	2585	31.5	11.6	115
REDBOOK	7684	4195	11.1	54.6	117	2289	11.9	29.8	126	842	10.8	11.0	113	787	9.6	10.2	101
ROAD & TRACK	410	*278	0.7	67.8	146	*181	0.9	44.1	186	*338	0.5	9.3	96	*69	0.8	16.8	166
ROLLING STONE	969	622	1.6	64.2	138	223	1.2	23.0	97	*126	1.6	13.0	134	*138	1.7	14.2	141
RUNNER'S WORLD	298	*233	0.6	78.2	168	**101	0.5	33.9	143	*338	0.5	12.8	132	*46	0.6	15.4	152
SATURDAY EVENING POST	1169	510	1.4	43.6	94	254	1.3	21.7	92	*121	1.5	10.4	107	*92	1.1	7.9	78
SCIENCE 84	587	438	1.2	74.6	160	*140	0.7	23.9	101	**92	1.2	15.7	162	**55	0.7	9.4	93
SCIENCE DIGEST	482	294	0.8	61.0	131	*144	0.7	29.9	126	**50	0.6	10.4	107	**43	0.5	8.9	88
SCIENTIFIC AMERICAN	594	364	1.0	61.3	132	*145	0.8	24.4	103	**81	1.0	13.6	141	**64	0.8	10.8	106
SELF	2089	1193	3.2	57.1	123	654	3.4	31.3	132	*212	2.7	10.1	105	*226	2.8	10.8	107
SEVENTEEN	2411	1360	3.6	56.4	121	774	4.0	32.1	135	336	4.3	13.9	144	*245	3.0	10.2	100
SKI	480	*264	0.7	55.0	118	*134	0.7	27.9	118	**94	1.2	19.6	203	**60	0.7	12.5	123
SMITHSONIAN	2760	1318	3.5	47.8	103	664	3.5	24.1	101	330	4.2	12.0	124	339	4.1	12.3	121
SOAP OPERA DIGEST	3013	1484	3.9	49.3	106	839	4.4	27.8	117	310	4.0	10.3	106	*241	2.9	8.0	79
SOUTHERN LIVING	4184	2118	5.6	50.6	109	1165	6.1	27.8	117	469	6.0	11.2	116	440	5.4	10.5	104
SPORT	559	307	0.8	54.9	118	*160	0.8	28.6	121	*63	0.8	11.3	117	*63	0.8	11.3	111
THE SPORTING NEWS	436	*241	0.6	55.3	119	**128	0.7	29.4	124	**42	0.5	9.6	100	**9	0.1	2.1	20
SPORTS AFIELD	493	310	0.8	62.9	135	*131	0.7	26.6	112	**83	1.1	16.8	174	**48	0.6	9.7	96
SPORTS ILLUSTRATED	2758	1635	4.3	59.3	127	811	4.2	29.4	124	290	3.7	10.5	109	340	4.1	12.3	122
STAR	7456	3360	8.9	45.1	97	1752	9.1	23.5	99	569	7.3	7.6	79	685	8.4	9.2	91
SUNDAY	24936	11836	31.4	47.5	102	5676	29.5	22.8	96	2460	31.4	9.9	102	2382	29.1	9.6	94
SUNSET	2124	1567	4.2	73.8	158	741	3.9	34.9	147	459	5.9	21.6	223	295	3.6	13.9	137
TV GUIDE	21661	10663	28.3	49.2	106	5654	29.4	26.1	110	2335	29.8	10.8	111	2511	30.6	11.6	115
TENNIS	550	326	0.9	59.3	127	*157	0.8	28.5	120	*76	1.0	13.8	143	*34	0.4	6.2	61
TIME	8880	4533	12.0	51.0	110	2316	12.1	26.1	110	935	11.9	10.5	109	1161	14.2	13.1	129
TOWN & COUNTRY	917	455	1.2	49.6	107	*235	1.2	25.6	108	*122	1.6	13.3	138	*124	1.5	13.5	134
TRAVEL & LEISURE	972	467	1.2	48.0	103	238	1.2	24.5	103	*174	2.2	17.9	185	**121	1.5	12.4	123
TRUE STORY	3356	1613	4.3	48.1	103	898	4.7	26.8	113	269	3.4	8.0	83	354	4.3	10.5	104
U.S. NEWS & WORLD REPORT	3410	1645	4.4	48.2	104	804	4.2	23.6	99	357	4.6	10.5	108	284	3.5	8.3	82
USA TODAY	1759	929	2.5	52.8	113	490	2.6	27.9	117	*131	1.7	7.4	77	*180	2.2	10.2	101
US	1873	1053	2.8	56.2	121	646	3.4	34.5	145	*255	3.3	13.6	141	*197	2.4	10.5	104
VOGUE	3909	1944	5.2	49.7	107	948	4.9	24.3	102	434	5.5	11.1	115	473	5.8	12.1	120
WALL STREET JOURNAL	1886	1045	2.8	55.4	119	444	2.3	23.5	99	*216	2.8	11.5	118	286	3.5	15.2	150
WEIGHT WATCHERS	2120	1129	3.0	53.3	114	483	2.5	22.8	96	259	3.3	12.2	126	261	3.2	12.3	122
WOMAN'S DAY	14172	7282	19.3	51.4	110	3980	20.7	28.1	118	1558	19.9	11.0	114	1521	18.6	10.7	106
WORKING MOTHER	1146	685	1.8	59.8	128	396	2.1	34.6	146	*210	2.7	18.3	190	*136	1.7	11.9	117
WORKING WOMAN	1322	748	2.0	56.6	121	415	2.2	31.4	132	*185	2.4	14.0	145	*186	2.3	14.1	139
WORLD TENNIS	*163	*82	0.2	50.3	108	**54	0.3	33.1	140	*17	0.2	10.4	108	*21	0.3	12.9	127
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1482	3.9	58.5	126	762	4.0	30.1	127	262	3.3	10.3	107	280	3.4	11.1	109
BLAIR INSERTS	43657	20895	55.4	47.9	103	10078	52.5	23.1	97	4156	53.1	9.5	98	4478	54.6	10.3	101
DAILY NEWSPAPERS																	
READ ANY	51633	24271	64.3	47.0	101	12438	64.7	24.1	102	4891	62.5	9.5	98	5045	61.5	9.8	97
READ ONE	43463	20575	54.5	47.3	102	10630	55.3	24.5	103	4173	53.3	9.6	99	4205	51.3	9.7	96
READ TWO OR MORE	8170	3697	9.8	45.3	97	1808	9.4	22.1	93	718	9.2	8.8	91	841	10.3	10.3	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	25373	67.3	48.2	103	12767	66.5	24.2	102	5109	65.2	9.7	100	5491	67.0	10.4	103
READ ONE	46126	22222	58.9	48.2	103	11170	58.1	24.2	102	4417	56.4	9.6	99	4829	58.9	10.5	103
READ TWO OR MORE	6552	3151	8.4	48.1	103	1597	8.3	24.4	103	693	8.8	10.6	109	662	8.1	10.1	100
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.86				30.45				27.14				30.00			
30 DAY REACH	71455	33523	88.9	46.9	101	16936	88.2	23.7	100	6931	88.5	9.7	100	7299	89.0	10.2	101
50 SHWG - 30 DAY AV FREQ	14.56	15.73				15.99				14.23				15.84			
30 DAY REACH	67742	31898	84.6	47.1	101	16189	84.3	23.9	101	6639	84.8	9.8	101	6942	84.7	10.2	101
25 SHWG - 30 DAY AV FREQ	7.94	8.48				8.61				7.63				8.57			
30 DAY REACH	62117	29608	78.5	47.7	102	15064	78.4	24.3	102	6180	78.9	9.9	103	6455	78.7	10.4	103
CABLE TV: HOME WIRED	32077	16286	43.2	50.8	109	8999	46.8	28.1	118	3376	43.1	10.5	109	3381	41.2	10.5	104
HOME NOT WIRED	48909	21437	56.8	43.8	94	10212	53.2	20.9	88	4455	56.9	9.1	94	4818	58.8	9.9	97
HAVE PAY CABLE	15935	8902	23.6	55.9	120	4850	25.2	30.4	128	1926	24.6	12.1	125	1794	21.9	11.3	111

MEXICAN FOOD & INGREDIENTS - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USE ANY MEXICAN FOOD & INGREDIENTS				CHILI MIXES/POWDER				CHILI CON CARNE				PEPPERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	37723	100.0	46.6	100	19211	100.0	23.7	100	7831	100.0	9.7	100	8199	100.0	10.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	21439	56.8	48.8	105	10753	56.0	24.5	103	4185	53.4	9.5	99	4382	53.4	10.0	99
10:00 AM - 3:00 PM	30659	14732	39.1	48.1	103	7518	39.1	24.5	103	3132	40.0	10.2	106	3090	37.7	10.1	100
3:00 PM - 7:00 PM	31045	15693	41.6	50.5	109	7795	40.6	25.1	106	3021	38.6	9.7	101	3191	38.9	10.3	102
7:00 PM - MIDNIGHT	15767	7728	20.5	49.0	105	3806	19.8	24.1	102	1559	19.9	9.9	102	1654	20.2	10.5	104
MIDNIGHT - 6:00 AM	9120	4468	11.8	49.0	105	2121	11.0	23.3	98	1048	13.4	11.5	119	1056	12.9	11.6	114
6:00 AM - MIDNIGHT	58527	28493	75.5	48.7	105	14328	74.6	24.5	103	5698	72.8	9.7	101	6030	73.5	10.3	102
ENTIRE DAY	59311	28778	76.3	48.5	104	14473	75.3	24.4	103	5757	73.5	9.7	100	6068	74.0	10.2	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8225	21.8	50.9	109	4134	21.5	25.6	108	1629	20.8	10.1	104	1589	19.4	9.8	97
ALL NEWS	2256	930	2.5	41.2	89	438	2.3	19.4	82	285	3.6	12.6	131	*277	3.4	12.3	121
ADR/PROGRESSIVE	3874	2279	6.0	58.8	126	1163	6.1	30.0	127	420	5.4	10.8	112	578	7.0	14.9	147
BEAUTIFUL MUSIC	5660	2689	7.1	47.5	102	1348	7.0	23.8	100	504	6.4	8.9	92	482	5.9	8.5	84
BLACK	2204	861	2.3	39.1	84	477	2.5	21.6	91	*159	2.0	7.2	75	234	2.9	10.6	105
CLASSICAL	1418	703	1.9	49.6	106	384	2.0	27.1	114	*200	2.6	14.1	146	*158	1.9	11.1	110
CHR/ROCK	9538	5003	13.3	52.5	113	2347	12.2	24.6	104	740	9.4	7.8	80	1059	12.9	11.1	110
COUNTRY	12648	6277	16.6	49.6	107	3190	16.6	25.2	106	1210	15.5	9.6	99	1302	15.9	10.3	102
GOLDEN OLDIES	1191	598	1.6	50.2	108	323	1.7	27.1	114	*203	2.6	17.0	176	**153	1.9	12.8	127
MOR/NOSTALGIA	4757	2181	5.8	45.8	98	1010	5.3	21.2	90	473	6.0	9.9	103	396	4.8	8.3	82
NEWS/TALK	3863	1758	4.7	45.5	98	846	4.4	21.9	92	453	5.8	11.7	121	336	4.1	8.7	86
RELIGIOUS	3084	1363	3.6	44.2	95	787	4.1	25.5	108	*307	3.9	10.0	103	*220	2.7	7.1	70
SOFT ROCK	521	*202	0.5	38.8	83	**113	0.6	21.7	91	*34	0.4	6.5	67	*39	0.5	7.5	74
URBAN CONTEMPORARY	1585	611	1.6	38.5	83	239	1.2	15.1	64	**114	1.5	7.2	74	*121	1.5	7.6	75
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1447	3.8	44.4	95	682	3.6	20.9	88	*172	2.2	5.3	55	*177	2.2	5.4	54
ABC DIRECTION	2316	988	2.6	42.7	92	575	3.0	24.8	105	*225	2.9	9.7	100	*282	3.4	12.2	120
ABC ENTERTAINMENT	4834	2161	5.7	44.7	96	1034	5.4	21.4	90	370	4.7	7.7	79	435	5.3	9.0	89
ABC FM	2202	1147	3.0	52.1	112	535	2.8	24.3	102	*150	1.9	6.8	70	*215	2.6	9.8	96
ABC INFORMATION	5425	2900	7.7	53.5	115	1487	7.7	27.4	116	784	10.0	14.5	149	563	6.9	10.4	103
ABC ROCK	1677	970	2.6	57.8	124	535	2.8	31.9	134	*153	2.0	9.1	94	*220	2.7	13.1	130
ABC	4430	1971	5.2	44.5	96	980	5.1	22.1	93	467	6.0	10.5	109	444	5.4	10.0	99
MUTUAL	4992	2178	5.8	43.6	94	1126	5.9	22.6	95	453	5.8	9.1	94	387	4.7	7.8	77
NBC	4679	2035	5.4	43.5	93	1007	5.2	21.5	91	456	5.8	9.7	101	339	4.1	7.2	72
RADIORADIO	1994	1028	2.7	51.6	111	476	2.5	23.9	101	*157	2.0	7.9	81	*174	2.1	8.7	86
RKO ONE	2298	1197	3.2	52.1	112	524	2.7	22.8	96	*142	1.8	6.2	64	*225	2.7	9.8	97
RKO TWO	3311	1373	3.6	41.5	89	659	3.4	19.9	84	285	3.6	8.6	89	281	3.4	8.5	84
THE SOURCE	2114	1230	3.3	58.2	125	593	3.1	28.1	118	*204	2.6	9.6	100	*232	2.8	11.0	108
NON-HIRED : BLAIR	8654	4565	12.1	52.8	113	2367	12.3	27.4	115	884	11.3	10.2	106	848	10.3	9.8	97
INTERNET	12025	6266	16.6	52.1	112	3024	15.7	25.1	106	1243	15.9	10.3	107	1490	18.2	12.4	122
KATZ RADIO GROUP	15359	7320	19.4	47.7	102	3561	18.5	23.2	98	1652	21.1	10.8	111	1544	18.8	10.1	99
SUPERNET	10628	5089	13.5	47.9	103	2536	13.2	23.9	101	1052	13.4	9.9	102	1146	14.0	10.8	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3737	9.9	43.2	93	2094	10.9	24.2	102	942	12.0	10.9	113	879	10.7	10.2	100
WKDAY 9:00 AM - 1:00 PM	12163	5289	14.0	43.5	93	2900	15.1	23.8	101	1158	14.8	9.5	98	1282	15.6	10.5	104
WKDAY 1:00 PM - 4:30 PM	16150	6970	18.5	43.2	93	3838	20.0	23.8	100	1483	18.9	9.2	95	1479	18.0	9.2	90
WKDAY 4:30 PM - 7:30 PM	22463	9548	25.3	42.5	91	4969	25.9	22.1	93	2185	27.9	9.7	101	2228	27.2	9.9	98
WKDAY 7:30 PM - 8:00 PM	31795	13541	35.9	42.6	91	7190	37.4	22.6	95	3075	39.3	9.7	100	3074	37.5	9.7	95
WKDAY 11:00 PM - 11:30 PM	23977	11172	29.6	46.6	100	6008	31.3	25.1	106	2365	30.2	9.9	102	2463	30.0	10.3	101
WKDAY 11:30 PM - 1:00 AM	7703	3723	9.9	48.3	104	2106	11.0	27.3	115	720	9.2	9.3	97	816	10.0	10.6	105
M-SAT 8-11 PM+SUN 7-11 PM	33800	15414	40.9	45.6	98	8060	42.0	23.8	101	3344	42.7	9.9	102	3400	41.5	10.1	99
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 5531	2890	7.7	44.2	95	1598	8.3	24.4	103	766	9.8	11.7	121	642	7.8	9.8	97
ANOTHER WORLD	N 4620	1857	4.9	40.2	86	993	5.2	21.5	91	386	4.9	8.4	86	425	5.2	9.2	91
AS THE WORLD TURNS	C 5614	2404	6.4	42.8	92	1443	7.5	25.7	108	506	6.5	9.0	93	456	5.6	8.1	80
CAPITOL	C 3396	1413	3.7	41.6	89	859	4.5	25.3	107	289	3.7	8.5	88	266	3.2	7.8	77
CBS MORN. NEWS 1	C 1446	605	1.6	41.8	90	368	1.9	25.4	107	140	1.8	9.7	100	136	1.7	9.4	93
CBS MORN. NEWS 2	C 1207	463	1.2	38.4	82	251	1.3	20.8	88	104	1.3	8.6	89	132	1.6	10.9	108
DAYS OF OUR LIVES	N 5877	2602	6.9	44.3	95	1393	7.3	23.7	100	510	6.5	8.7	90	554	6.8	9.4	93
FACTS OF LIFE - DAYTIME	N 2290	900	2.4	39.3	84	434	2.3	19.0	80	138	1.8	6.0	62	176	2.1	7.7	76
FAMILY FEUD	A 3023	1374	3.6	45.5	98	730	3.8	24.1	102	280	3.6	9.3	96	310	3.8	10.3	101
GENERAL HOSPITAL	A 6097	2610	6.9	42.8	92	1415	7.4	23.2	98	550	7.0	9.0	93	476	5.8	7.8	77
GOOD MORNING, AMERICA-730A	A 3515	1565	4.1	44.5	96	849	4.4	24.2	102	404	5.2	11.5	119	306	3.7	8.7	86
GOOD MORNING, AMERICA-830A	A 2818	1271	3.4	45.1	97	740	3.9	26.3	111	337	4.3	12.0	124	298	3.6	10.6	104
GUIDING LIGHT	C 5339	2134	5.7	40.0	86	1244	6.5	23.3	98	442	5.6	8.3	86	470	5.7	8.8	87
ONE LIFE TO LIVE	A 4478	2090	5.5	46.7	100	1153	6.0	25.7	109	465	5.9	10.4	1077				

	TOTAL U.S. '000	USE ANY MEXICAN FOOD & INGREDIENTS				CHILI MIXES/POWDER				CHILI CON CARNE				PEPPERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	37723	100.0	46.6	100	19211	100.0	23.7	100	7831	100.0	9.7	100	8199	100.0	10.1	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	10357	27.5	39.7	85	5634	29.3	21.6	91	2362	30.2	9.1	94	2239	27.3	8.6	85
NETWORK AFFILIATES - LATE	20261	9454	25.1	46.7	100	5123	26.7	25.3	107	2030	25.9	10.0	104	2004	24.4	9.9	98
INDEPENDENTS - LATE	2076	914	2.4	44.0	95	489	2.5	23.6	99	221	2.8	10.6	110	276	3.4	13.3	131
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	N 10453	4928	13.1	47.1	101	2538	13.2	24.3	102	966	12.3	9.2	96	1098	13.4	10.5	104
ABC MONDAY NIGHT MOVIE	A 6412	3008	8.0	46.9	101	1508	7.8	23.5	99	678	8.7	10.6	109	655	8.0	10.2	101
ABC SUNDAY NIGHT MOVIE	A 12407	5931	15.7	47.8	103	2984	15.5	24.1	101	1290	16.5	10.4	108	1301	15.9	10.5	104
ABC WORLD NEWS TONIGHT	A 6176	2373	6.3	38.4	82	1429	7.4	23.1	98	564	7.2	9.1	94	435	5.3	7.0	70
AFTERMASH	C 5863	2627	7.0	44.8	96	1568	8.2	26.7	113	634	8.1	10.8	112	805	9.8	13.7	136
ALICE	C 9594	4208	11.2	43.9	94	2384	12.4	24.8	105	934	11.9	9.7	101	1016	12.4	10.6	105
AMERICAN PARADE	C 6622	2594	6.9	39.2	84	1354	7.0	20.4	86	582	7.4	8.8	91	585	7.1	8.8	87
BENSON	A 10886	4704	12.5	43.2	93	2372	12.3	21.8	92	1127	14.4	10.4	107	953	11.6	8.8	86
BLUE THUNDER	A 5036	2436	6.5	48.4	104	1195	6.2	23.7	100	565	7.2	11.2	116	452	5.5	9.0	89
CAGNEY & LACEY	C 9965	4798	12.7	48.1	103	2521	13.1	25.3	107	1007	12.9	10.1	105	928	11.3	9.3	92
CBS EVENING NEWS-DEAN	C 3491	1300	3.4	37.2	80	610	3.2	17.5	74	406	5.2	11.6	120	*260	3.2	7.4	74
CBS EVENING NEWS-RATHER	C 7123	2970	7.9	41.7	90	1544	8.0	21.7	91	722	9.2	10.1	105	688	8.4	9.7	95
CBS SAT. NEWS-SCHIEFFER	C 3621	1537	4.1	42.4	91	829	4.3	22.9	97	396	5.1	10.9	113	418	5.1	11.5	114
CBS SATURDAY NIGHT MOVIE	C 5436	2442	6.5	44.9	96	1264	6.6	23.3	98	488	6.2	9.0	93	526	6.4	9.7	96
CBS WEDNESDAY NIGHT MOVIE	C 6100	2901	7.7	47.6	102	1663	8.7	27.3	115	649	8.3	10.6	110	758	9.2	12.4	123
CHEERS	N 8889	4779	12.7	53.8	115	2443	12.7	27.5	116	913	11.7	10.3	106	960	11.7	10.8	107
DALLAS	C 22109	9514	25.2	43.0	92	5186	27.0	23.5	99	2020	25.8	9.1	94	2022	24.7	9.1	90
DIFF'RENT STROKES	N 6940	3041	8.1	43.8	94	1704	8.9	24.6	104	679	8.7	9.8	101	680	8.3	9.8	97
DOUBLE TROUBLE	N 7223	3735	9.9	51.7	111	1903	9.9	26.3	111	679	8.7	9.4	97	729	8.9	10.1	100
DUCK FACTORY	N 5595	3077	8.2	55.0	118	1590	8.3	28.4	120	575	7.3	10.3	106	634	7.7	11.3	112
DUKES OF HAZZARD	C 5768	2409	6.4	41.8	90	1334	6.9	23.1	97	506	6.5	8.8	91	530	6.5	9.2	91
DYNASTY	A 20053	8867	23.5	44.2	95	4948	25.8	24.7	104	1817	23.2	9.1	94	1860	22.7	9.3	92
FACTS OF LIFE	N 8087	4022	10.7	49.7	107	2067	10.8	25.6	108	970	12.4	12.0	124	923	11.3	11.4	113
FALCON CREST	C 20046	8729	23.1	43.5	93	4689	24.4	23.4	99	1770	22.6	8.8	91	1730	21.1	8.6	85
FALL GUY	A 9084	3929	10.4	43.3	93	2185	11.4	24.1	101	858	11.0	9.4	98	804	9.8	8.9	87
FAMILY TIES	N 7964	3774	10.0	47.4	102	1862	9.7	23.4	99	716	9.1	9.0	93	719	8.8	9.0	89
FANTASY ISLAND	A 7687	3306	8.8	43.0	92	1611	8.4	21.0	88	712	9.1	9.3	96	836	10.2	10.9	107
FOULUPS, BLEEPES & BLUNDERS	A 8861	4117	10.9	46.5	100	2144	11.2	24.2	102	908	11.6	10.2	106	944	11.5	10.7	105
FOUR SEASONS	C 5095	2319	6.1	45.5	98	1416	7.4	27.8	117	477	6.1	9.4	97	755	9.2	14.8	146
GIMME A BREAK	N 8838	3948	10.5	44.7	96	1918	10.0	21.7	91	789	10.1	8.9	92	771	9.4	8.7	86
HART TO HART	A 8978	4208	11.2	46.9	101	2167	11.3	24.1	102	909	11.6	10.1	105	844	10.3	9.4	93
HILL STREET BLUES	N 8590	4545	12.0	52.9	114	2325	12.1	27.1	114	993	12.7	11.6	120	937	11.4	10.9	108
HOTEL	A 14085	6419	17.0	45.6	98	3595	18.7	25.5	108	1495	19.1	10.6	110	1392	17.0	9.9	98
JEFFERSONS	C 9360	4142	11.0	44.3	95	2455	12.8	26.2	111	1026	13.1	11.0	113	1040	12.7	11.1	110
JENNIFER SLEPT HERE	N 5841	2683	7.1	45.9	99	1479	7.7	25.3	107	547	7.0	9.4	97	695	8.5	11.9	118
KATE & ALLIE	C 9206	4290	11.4	46.6	100	2338	12.2	25.4	107	950	12.1	10.3	107	836	10.2	9.1	90
KNIGHT RIDER	N 7076	3270	8.7	46.2	99	1676	8.7	23.7	100	686	8.8	9.7	100	626	7.6	8.8	87
LOVE BOAT	A 12219	5133	13.6	42.0	90	2667	13.9	21.8	92	1106	14.1	9.1	94	1257	15.3	10.3	102
MAGNUM PI	C 11199	5209	13.8	46.5	100	2797	14.6	25.0	105	1158	14.8	10.3	107	1175	14.3	10.5	104
MAMA'S FAMILY	N 6057	2556	6.8	42.2	91	1492	7.8	24.6	104	646	8.2	10.7	110	599	7.3	9.9	98
MASTER, THE	N 3598	1774	4.7	49.3	106	1009	5.3	28.0	118	261	3.3	7.3	75	343	4.2	9.5	94
MATT HOUSTON	A 6344	3052	8.1	48.1	103	1601	8.3	25.2	106	702	9.0	11.1	114	683	8.3	10.8	106
NBC MONDAY NIGHT MOVIE	N 11994	5761	15.3	48.0	103	2911	15.2	24.3	102	1178	15.0	9.8	102	1229	15.0	10.2	101
NBC NIGHTLY NEWS	N 5132	1964	5.2	38.3	82	1016	5.3	19.8	83	473	6.0	9.2	95	505	6.2	9.8	97
NBC NIGHTLY NEWS-SAT	N 3375	1147	3.0	34.0	73	631	3.3	18.7	79	297	3.8	8.8	91	347	4.2	10.3	102
NBC NIGHTLY NEWS-SUN	N 3130	1215	3.2	38.8	83	663	3.5	21.2	89	276	3.5	8.8	91	*329	4.0	10.5	104
NBC SUNDAY NIGHT MOVIE	N 8284	3935	10.4	47.5	102	2008	10.5	24.2	102	621	7.9	7.5	78	916	11.2	11.1	109
NEWHART	C 9240	4280	11.3	46.3	99	2411	12.6	26.1	110	978	12.5	10.6	109	803	9.8	8.7	86
ONE DAY AT A TIME	C 7288	3594	9.5	49.3	106	1878	9.8	25.8	109	753	9.6	10.3	107	635	7.7	8.7	86
PEOPLE ARE FUNNY	N 4855	2148	5.7	44.2	95	1301	6.8	26.8	113	553	7.1	11.4	118	504	6.1	10.4	103
REAL PEOPLE	N 8869	3950	10.5	44.5	96	2089	10.9	23.6	99	821	10.5	9.3	96	859	10.5	9.7	96
REMINGTON STEELE	N 7743	3394	9.0	43.8	94	1762	9.2	22.8	96	629	8.0	8.1	84	772	9.4	10.0	98
RIPLEY'S BELIEVE IT - NOT	A 5345	3008	8.0	56.3	121	1619	8.4	30.3	128	646	8.2	12.1	125	655	8.0	12.3	121
RIPDIDE	N 6988	3333	8.8	47.7	102	1790	9.3	25.6	108	689	8.8	9.9	102	611	7.5	8.7	86
SCARECROW & MRS. KING	C 10002	4506	11.9	45.1	97	2302	12.0	23.0	97	1054	13.5	10.5	109	891	10.9	8.9	88
SIMON & SIMON	C 10638	4997	13.2	47.0	101	2713	14.1	25.5	108	1239	15.8	11.6	120	1030	12.6	9.7	96
60 MINUTES	C 13293	5259	13.9	39.6	85	2714	14.1	20.4	86	1291	16.5	9.7	100	1277	15.6	9.6	95
ST. ELSEWHERE	N 7017	3762	10.0	53.6	115	1984	10.3	28.3	119	725	9.3	10.3	107	773	9.4	11.0	109
THREE'S COMPANY	A 10917	5221	13.8	47.8	103	2715	14.1	24.9	105	1027	13.1	9.4	97	1200	14.6	11.0	109
T.J. HOOKER	A 9204	3667	9.7	39.8	86	2078	10.8	22.6	95	820	10.5	8.9	92	750	9.1	8.1	80
TONIGHT SHOW	N 2372	1118	3.0	47.1	101	633	3.3	26.7	112	194	2.5	8.2	85	232	2.8	9.8	97
TRAPPER JOHN, M.D.	C 9846	4002	10.6	40.6	87	2333	12.1	23.7	100	922	11.8	9.4	97	970	11.8	9.9	97
TV BLOOPERS & PRAC. JOKES	N 9105	4224	11.2	46.4	100	2075	10.8	22.8	96	777	9.9	8.5	88	901	11.0	9.9	98
20/20	A 9387	4220	11.2	45.0	97	2136	11.1	22.8	96	865	11.0	9.2	95	891	10.9	9.5	94
WEBSTER	A 11067	4869	12.9	44.0	94	2560	13.3	23.1	98	1122	14.3	10.1	105	1022	12.5	9.2	91
WORLD NEWS - SUN	A 3062	1409	3.7	46.0	99	776	4.0	25.3	107	304	3.9	9.9	103	310	3.8	10.1	100
YELLOW ROSE	N 4978	2477	6.6	49.8	107	1445	7.5	29.0	122	509	6.5	10.2	106	532	6.5	10.7	106
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	4526	12.0	51.0	109	2364	12.3	26.6	112	1180	15.1	13.3	137	947	11.6	10.7	105

	TOTAL U.S. '000	REFRIED BEANS				SALSAS & SAUCES				TACO & TOSTADO SHELLS				TAMALES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	80986	13940	100.0	17.2	100	13205	100.0	16.3	100	24122	100.0	29.8	100	5640	100.0	7.0	100
18 - 24	9282	1982	14.2	21.4	124	1934	14.6	20.8	128	3599	14.9	38.8	130	710	12.6	7.6	110
25 - 34	19072	4624	33.2	24.2	141	4334	32.8	22.7	139	7690	31.9	40.3	135	1420	25.2	7.4	107
35 - 44	14591	3104	22.3	21.3	124	2951	22.3	20.2	124	5991	24.8	41.1	138	1265	22.4	8.7	121
45 - 54	11345	1785	12.8	15.7	91	1618	12.3	14.3	87	2882	11.9	25.4	85	658	11.7	5.8	88
55 - 64	11635	1524	10.9	13.1	76	1421	10.8	12.2	75	2336	9.7	20.1	67	760	13.5	6.5	94
65 OR OLDER	15061	920	6.6	6.1	35	946	7.2	6.3	39	1624	6.7	10.8	36	828	14.7	5.5	79
18 - 34	28354	6606	47.4	23.3	135	6269	47.5	22.1	136	11289	46.8	39.8	134	2130	37.8	7.5	108
18 - 49	48339	10678	76.6	22.1	128	10207	77.3	21.1	130	18810	78.0	38.9	131	3742	66.3	7.7	111
25 - 54	45008	9513	68.2	21.1	123	8903	67.4	19.8	121	16564	68.7	36.8	124	3343	59.3	7.4	107
35 - 49	19985	4072	29.2	20.4	118	3938	29.8	19.7	121	7521	31.2	37.6	126	1612	28.6	8.1	116
50 OR OLDER	32647	3261	23.4	10.0	58	2998	22.7	9.2	56	5312	22.0	16.3	55	1898	33.7	5.8	83
GRADUATED COLLEGE	11155	2697	19.3	24.2	140	2848	21.6	25.5	157	4041	16.8	36.2	122	762	13.5	6.8	98
ATTENDED COLLEGE	13682	3434	24.6	25.1	146	3036	23.0	22.2	136	5030	20.9	36.8	123	1093	19.4	8.0	115
GRADUATED HIGH SCHOOL	33880	5647	40.5	16.7	97	5529	41.9	16.3	100	10862	45.0	32.1	108	2369	42.0	7.0	100
DID NOT GRADUATE HIGH SCHOOL	22270	2162	15.5	9.7	56	1791	13.6	8.0	49	4190	17.4	18.8	63	1416	25.1	6.4	91
EMPLOYED	40306	8129	58.3	20.2	117	7931	60.1	19.7	121	14713	61.0	36.5	123	2643	46.9	6.6	94
EMPLOYED FULL-TIME	32850	6570	47.1	20.0	116	6618	50.1	20.1	124	11918	49.4	36.3	122	2250	39.9	6.8	98
EMPLOYED PART-TIME	7456	1559	11.2	20.9	121	1312	9.9	17.6	108	2795	11.6	37.5	126	**393	7.0	5.3	76
NOT EMPLOYED	40680	5811	41.7	14.3	83	5274	39.9	13.0	80	9409	39.0	23.1	78	2998	53.2	7.4	106
PROFESSIONAL/MANAGER	10392	2538	18.2	24.4	142	2407	18.2	23.2	142	3705	15.4	35.7	120	*514	9.1	4.9	71
TECH/CLERICAL/SALES	17574	3826	27.4	21.8	126	3817	28.9	21.7	133	7120	29.5	40.5	136	1220	23.4	7.5	108
PRECISION/CRAFT	985	**210	1.5	21.3	124	**192	1.5	19.5	120	*366	1.5	37.2	125	**47	0.8	4.8	69
OTHER EMPLOYED	11354	1555	11.2	13.7	80	1514	11.5	13.3	82	3522	14.6	31.0	104	762	13.5	6.7	96
SINGLE	9863	1877	13.5	19.0	111	2003	15.2	20.3	125	2749	11.4	27.9	94	657	11.6	6.7	96
MARRIED	51375	9706	69.6	18.9	110	8868	67.2	17.3	106	16916	70.1	32.9	111	3791	67.2	7.4	106
DIVORCED/SEPARATED/WIDOWED	19748	2357	16.9	11.9	69	2333	17.7	11.8	72	4457	18.5	22.6	76	1193	21.2	6.0	87
PARENTS	32590	7087	50.8	21.7	126	6592	49.9	20.2	124	13500	56.0	41.4	139	2762	49.0	8.5	122
WHITE	70416	12991	93.2	18.4	107	12311	93.2	17.5	107	22350	92.7	31.7	107	5048	89.5	7.2	103
BLACK	8778	513	3.7	5.8	34	548	4.1	6.2	38	1351	5.6	15.4	52	426	7.6	4.9	70
OTHER	1791	**436	3.1	24.3	141	**346	2.6	19.3	118	**421	1.7	23.5	79	**167	3.0	9.3	134
NORTHEAST-CENSUS	17786	947	6.8	5.3	31	1050	8.0	5.9	36	3364	13.9	18.9	64	*324	5.7	1.8	26
NORTH CENTRAL	20741	3312	23.8	16.0	93	3016	22.8	14.5	89	7543	31.3	36.4	122	1200	21.3	5.8	83
SOUTH	27775	3560	25.5	12.8	74	2942	22.3	10.6	65	7697	31.9	27.7	93	2299	40.8	8.3	111
WEST	14683	6122	43.9	41.7	242	6197	46.9	42.2	259	5519	22.9	37.6	126	1817	32.2	12.4	178
NORTHEAST-MKTG.	17961	1082	7.8	6.0	35	1121	8.5	6.2	38	3410	14.1	19.0	64	*389	6.9	2.2	31
EAST CENTRAL	11885	1290	9.3	10.9	63	1226	9.3	10.3	63	3714	15.4	31.2	105	424	7.5	3.6	51
WEST CENTRAL	14090	2704	19.4	19.2	111	2597	19.7	18.4	113	5227	21.7	37.1	125	1031	18.3	7.3	105
SOUTH	24081	3421	24.5	14.2	83	2817	21.3	11.7	72	7015	29.1	29.1	98	2210	39.2	9.2	132
PACIFIC	12969	5443	39.0	42.0	244	5444	41.2	42.0	257	4757	19.7	36.7	123	1587	28.1	12.2	176
COUNTY SIZE A	32439	5796	41.6	17.9	104	6301	47.7	19.4	119	8939	37.1	27.6	93	2371	42.0	7.3	105
COUNTY SIZE B	24915	4357	31.3	17.5	102	3736	28.3	15.0	92	8247	34.2	33.1	111	1783	31.6	7.2	103
COUNTY SIZE C	12930	2550	18.3	19.7	115	2229	16.9	17.2	106	4105	17.0	31.7	107	832	14.8	6.4	92
COUNTY SIZE D	10703	1237	8.9	11.6	67	938	7.1	8.8	54	2831	11.7	26.5	89	655	11.6	6.1	88
METRO CENTRAL CITY	24518	4628	33.2	18.9	110	4686	35.5	19.1	117	6940	28.8	28.3	95	2101	37.3	8.6	123
METRO SUBURBAN	35919	6708	48.1	18.7	108	6284	47.6	17.5	107	11631	48.2	32.4	109	2124	37.7	5.9	85
NON METRO	20549	2603	18.7	12.7	74	2234	16.9	10.9	67	5551	23.0	27.0	91	1415	25.1	6.9	99
TOP 5 ADI'S	18341	3267	23.4	17.8	103	3536	26.8	19.3	118	4806	19.9	26.2	88	1335	23.7	7.3	105
TOP 10 ADI'S	25378	4070	29.2	16.0	93	4767	36.1	18.8	115	6648	27.6	26.2	88	1701	30.2	6.7	96
TOP 20 ADI'S	36488	6135	44.0	16.8	98	6695	50.7	18.3	113	9907	41.1	27.2	91	2238	39.7	6.1	88
HSHLD INC. \$50,000 OR MORE	6612	1644	11.8	24.9	144	1829	13.9	27.7	170	2580	10.7	39.0	131	*404	7.2	6.1	88
\$40,000 OR MORE	12659	3027	21.7	23.9	139	3338	25.3	26.4	162	4800	19.7	37.9	127	853	15.1	6.7	97
\$30,000 OR MORE	24698	5454	39.1	22.1	128	5794	43.9	23.5	144	9313	38.6	37.7	127	1843	32.7	7.5	107
\$25,000 OR MORE	32077	7343	52.7	22.9	133	7371	55.8	23.0	141	12181	50.5	38.0	127	2328	41.3	7.3	104
\$20,000 - \$24,999	9144	1630	11.7	17.8	104	1527	11.6	16.7	102	3128	13.0	34.2	115	723	12.8	7.9	114
\$15,000 - \$19,999	8728	1442	10.3	16.5	96	1223	9.3	14.0	86	2570	10.7	29.4	99	*590	10.5	6.8	97
\$10,000 - \$14,999	12562	1752	12.6	13.9	81	1528	11.6	12.2	75	3128	13.0	24.9	84	868	15.4	6.9	99
UNDER \$10,000	18475	1773	12.7	9.6	56	1556	11.8	8.4	52	3116	12.9	16.9	57	1131	20.1	6.1	88
HOUSEHOLD OF 1 PERSON	11987	1193	8.6	10.0	58	1203	9.1	10.0	62	1790	7.4	14.9	50	654	11.6	5.5	78
2 PEOPLE	26577	4062	29.1	15.3	89	3964	30.0	14.9	91	6117	25.4	23.0	77	1728	30.6	6.5	93
3 OR 4 PEOPLE	30617	6250	44.8	20.4	119	5684	43.0	18.6	114	11546	47.9	37.7	127	2103	37.3	6.9	99
5 OR MORE PEOPLE	11804	2435	17.5	20.6	120	2354	17.8	19.9	122	4671	19.4	39.6	133	1155	20.5	9.8	141
NO CHILD IN HSHLD	46165	6433	46.1	13.9	81	6218	47.1	13.5	83	9820	40.7	21.3	71	2778	49.3	6.0	86
CHILD(REN) UNDER 2 YRS	5325	1172	8.4	22.0	128	1128	8.5	21.2	130	2045	8.5	38.4	129	*356	6.3	6.7	97
2 - 5 YEARS	14221	3378	24.2	23.8	138	3150	23.9	22.2	136	5657	23.5	39.8	134	1179	20.9	8.3	119
6 - 11 YEARS	15117	3340	24.0	22.1	128	2839	21.5	18.8	115	6232	25.8	41.2	138	1478	26.2	9.8	140
12 - 17 YEARS	16611	3300	23.7	19.9	115	3138	23.8	18.9	116	6844	28.4	41.2	138	1339	23.7	8.1	116
RESIDENCE OWNED	55884	9382	67.3	16.8	98	8899	67.4	15.9	98	17167	71.2	30.7	103	3939	69.8	7.0	101
VALUE: \$50,000 OR MORE	31744	6343	45.5	20.0	116	6343	48.0	20.0	123	10439	43.3	32.9	110	2146	38.0	6.8	97
VALUE: UNDER \$50,000	24140	3039	21.8	12.6	73	2556	19.4	10.6	65	6729	27.9	27.9	94	1793	31.8	7.4	107

		TOTAL U.S. '000	REFRIED BEANS				SALSAS & SAUCES				TACO & TOSTADO SHELLS				TAMALES			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		19255	13940	100.0	17.2	100	13205	100.0	16.3	100	24122	100.0	29.8	100	5640	100.0	7.0	100
MAGAZINES	QUINTILE 1	15799	3925	28.2	24.8	144	3645	27.6	23.1	141	6185	25.6	39.1	131	1270	22.5	8.0	115
	QUINTILE 2	17259	3148	22.6	18.2	106	3196	24.2	18.5	114	5890	24.4	34.1	115	1230	21.8	7.1	102
	QUINTILE 3	13545	2377	17.1	17.5	102	2194	16.6	16.2	99	4064	16.8	30.0	101	859	15.2	6.3	91
	QUINTILE 4	15133	2225	16.0	14.7	85	2254	17.1	14.9	91	4020	16.7	26.6	89	1058	18.8	7.0	100
	QUINTILE 5	19250	2265	16.2	11.8	68	1916	14.5	10.0	61	3963	16.4	20.6	69	1224	21.7	6.4	91
NEWSPAPERS	QUINTILE 1	12413	1950	14.0	15.7	91	1780	13.5	14.3	88	3636	15.1	29.3	98	689	12.2	5.6	80
	QUINTILE 2	24116	4678	33.6	19.4	113	4485	34.0	18.6	114	7538	31.2	31.3	105	1779	31.5	7.4	106
	QUINTILE 3	11261	1966	14.1	17.5	101	2021	15.3	17.9	110	3516	14.6	31.2	105	794	14.1	7.1	101
	QUINTILE 4	20255	3582	25.7	17.7	103	3397	25.7	16.8	103	6425	26.6	31.7	106	1334	23.7	6.6	95
	QUINTILE 5	12940	1764	12.7	13.6	79	1521	11.5	11.8	72	3008	12.5	23.2	78	1045	18.5	8.1	116
OUTDOOR	QUINTILE 1	14852	3054	21.9	20.6	119	3009	22.8	20.3	124	5054	21.0	34.0	114	1003	17.8	6.8	97
	QUINTILE 2	15725	3001	21.5	19.1	111	2732	20.7	17.4	107	5016	20.8	31.9	107	1012	17.9	6.4	92
	QUINTILE 3	16330	2928	21.0	17.9	104	2723	20.6	16.7	102	4940	20.5	30.3	102	1307	23.2	8.0	115
	QUINTILE 4	16744	2395	17.2	14.3	83	2473	18.7	14.8	91	4523	18.8	27.0	91	1061	18.8	6.3	91
	QUINTILE 5	17334	2561	18.4	14.8	86	2268	17.2	13.1	80	4590	19.0	26.5	89	1257	22.3	7.3	104
RADIO-DRIVE TIME	QUINTILE 1	15911	2727	19.6	17.1	100	2267	17.2	14.2	87	4995	20.7	31.4	105	1020	18.1	6.4	92
	QUINTILE 2	14837	2835	20.3	19.1	111	2738	20.7	18.5	113	4844	20.1	32.6	110	1037	18.4	7.0	100
	QUINTILE 3	15339	2715	19.5	17.7	103	2569	19.5	16.7	103	4994	20.7	32.6	109	1150	20.4	7.5	108
	QUINTILE 4	16723	2754	19.8	16.5	96	2783	21.1	16.6	102	4924	20.4	29.4	99	1122	19.9	6.7	96
	QUINTILE 5	18176	2910	20.9	16.0	93	2850	21.6	15.7	96	4365	18.1	24.0	81	1312	23.3	7.2	104
RADIO-MID- DAY	TERCILE 1	21020	3717	26.7	17.7	103	3413	25.8	16.2	100	6495	26.9	30.9	104	1401	24.8	6.7	96
	TERCILE 2	21610	3884	27.9	18.0	104	3683	27.9	17.0	105	6968	28.9	32.2	108	1548	27.4	7.2	103
	TERCILE 3	38355	6339	45.5	16.5	96	6109	46.3	15.9	98	10660	44.2	27.8	93	2692	47.7	7.0	101
RADIO-TOTAL	QUINTILE 1	15988	2534	20.3	17.7	103	2550	19.3	15.9	98	4987	20.7	31.2	105	1058	18.8	6.6	95
	QUINTILE 2	15626	2634	18.9	16.9	98	2500	18.9	16.0	98	4874	20.2	31.2	105	1175	20.8	7.5	108
	QUINTILE 3	16723	3106	22.3	18.6	108	2997	22.7	17.9	110	5389	22.3	32.2	108	1162	20.6	6.9	100
	QUINTILE 4	16342	2975	21.3	18.2	106	2900	22.0	17.7	109	5223	21.7	32.0	107	1077	19.1	6.6	95
	QUINTILE 5	16306	2391	17.2	14.7	85	2257	17.1	13.8	85	3648	15.1	22.4	75	1168	20.7	7.2	103
TV-PRIME TIME	QUINTILE 1	15953	2328	16.7	14.6	85	2042	15.5	12.8	79	4227	17.5	26.5	89	1076	19.1	6.7	97
	QUINTILE 2	16137	2617	18.8	16.2	94	2591	19.6	16.1	98	4622	19.2	28.6	96	1252	22.2	7.8	111
	QUINTILE 3	16420	2950	21.2	18.0	104	2786	21.1	17.0	104	5137	21.3	31.3	105	978	17.3	6.0	86
	QUINTILE 4	16687	3212	23.0	19.2	112	3243	24.6	19.4	119	5467	22.7	32.8	110	1107	19.6	6.6	95
	QUINTILE 5	15789	2834	20.3	17.9	104	2543	19.3	16.1	99	4670	19.4	29.6	99	1228	21.8	7.8	112
TV-DAYTIME	TERCILE 1	27736	4014	28.8	14.5	84	3607	27.3	13.0	80	7341	30.4	26.5	89	1978	35.1	7.1	102
	TERCILE 2	26489	4606	33.0	17.4	101	4139	31.3	15.6	96	7948	32.9	30.0	101	1678	29.8	6.3	91
	TERCILE 3	26761	5320	38.2	19.9	115	5458	41.3	20.4	125	8834	36.6	33.0	111	1984	35.2	7.4	106
TV-TOTAL	QUINTILE 1	16345	2286	16.4	14.0	81	2134	16.2	13.1	80	3927	16.3	24.0	81	1087	19.3	6.7	95
	QUINTILE 2	16447	2482	17.8	15.1	88	2498	18.9	15.2	93	4436	18.4	27.0	91	1085	19.2	6.6	95
	QUINTILE 3	15980	2668	19.1	16.7	97	2305	17.5	14.4	88	4853	20.1	30.4	102	1126	20.0	7.0	101
	QUINTILE 4	15887	3188	22.9	20.1	117	3062	23.2	19.3	118	5511	22.8	34.7	116	1223	21.7	7.7	111
	QUINTILE 5	16326	3316	23.8	20.3	118	3206	24.3	19.6	120	5395	22.4	33.0	111	1119	19.8	6.9	98
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	4194	30.1	20.2	118	3999	30.3	19.3	118	7068	29.3	34.1	115	1447	25.7	7.0	100
	NEWSPAPER IMPERATIVE	19186	4166	29.9	21.7	126	3953	29.9	20.6	126	7125	29.5	37.1	125	1487	26.4	7.8	111
		21899	3203	23.0	14.6	85	3107	23.5	14.2	87	5685	23.6	26.0	87	1407	24.9	6.4	92
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	3672	26.3	23.8	138	3399	25.7	22.0	135	5994	24.8	38.8	130	1079	19.1	7.0	100
	OUTDOOR IMPERATIVE	25953	4765	34.2	18.4	107	4623	35.0	17.8	109	8363	34.7	32.2	108	1928	34.2	7.4	107
		24400	3864	27.7	15.8	92	3713	28.1	15.2	93	6546	27.1	26.8	90	1663	29.5	6.8	98
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	3736	26.8	20.7	120	3385	25.6	18.8	115	6665	27.6	36.9	124	1382	24.5	7.7	110
	RADIO IMPERATIVE	23571	4864	34.9	20.6	120	4961	37.6	21.0	129	8050	33.4	34.2	115	1698	30.1	7.2	103
		23278	3140	22.5	13.5	78	3063	23.2	13.2	81	5929	24.6	25.5	86	1480	26.2	6.4	91
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	2944	21.1	19.0	111	2649	20.1	17.1	105	4827	20.0	31.2	105	1027	18.2	6.6	95
	TELEVISION IMPERATIVE	25829	5702	40.9	22.1	128	5676	43.0	22.0	135	9967	41.3	38.6	130	1883	33.4	7.3	105
		26039	3188	22.9	12.2	71	3084	23.4	11.8	73	5876	24.4	22.6	76	1784	31.6	6.9	98
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	3176	22.8	19.1	111	3221	24.4	19.4	119	5440	22.6	32.8	110	1087	19.3	6.5	94
	OUTDOOR IMPERATIVE	26834	4527	32.5	16.9	98	4098	31.0	15.3	94	7699	31.9	28.7	96	1911	33.9	7.1	102
		23346	4545	32.6	19.5	113	4111	31.1	17.6	108	7447	30.9	31.9	107	1759	31.2	7.5	108
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	2962	21.2	17.3	100	2647	20.0	15.4	95	5187	21.5	30.3	102	1186	21.0	6.9	99
	RADIO IMPERATIVE	25892	4787	34.3	18.5	107	4730	35.8	18.3	112	8075	33.5	31.2	105	1693	30.0	6.5	94
		23167	4043	29.0	17.5	101	3971	30.1	17.1	105	7331	30.4	31.6	106	1643	29.1	7.1	102
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	2649	19.0	15.4	90	2523	19.1	14.7	90	4441	18.4	25.9	87	1255	22.3	7.3	105
	TELEVISION IMPERATIVE	26214	5220	37.4	19.9	116	5047	38.2	19.3	118	8917	37.0	34.0	114	1751	31.0	6.7	96
		23412	3380	24.2	14.4	84	3242	24.6	13.8	85	6296	26.1	26.9	90	1648	29.2	7.0	101
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	3102	22.3	20.3	118	2861	21.7	18.7	115	5366	22.2	35.1	118	1228	21.8	8.0	115
	RADIO IMPERATIVE	24901	4670	33.5	18.8	109	4565	34.6	18.3	112	7561	31.3	30.4	102	1664			

	TOTAL U.S. '000	REFRIED BEANS				SALSAS & SAUCES				TACO & TOSTADO SHELLS				TAMALES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	13940	100.0	17.2	100	13205	100.0	16.3	100	24122	100.0	29.8	100	5640	100.0	7.0	100
ATLANTIC MONTHLY	415	**55	0.4	13.3	77	**63	0.5	15.2	93	*100	0.4	24.1	81	**13	0.2	3.1	45
BARRON'S	453	**121	0.9	26.7	155	**79	0.6	17.4	107	**128	0.5	28.3	95	**63	1.1	13.9	200
BETTER HOMES & GARDENS	16256	3051	21.9	18.8	109	3039	23.0	18.7	115	5464	22.7	33.6	113	1327	23.5	8.2	117
BON APPETIT	2535	679	4.9	26.8	156	648	4.9	25.6	157	944	3.9	37.2	125	*157	2.8	6.2	89
BUSINESS WEEK	1278	*266	1.9	20.8	121	*294	2.2	23.0	141	348	1.4	27.2	91	**94	1.7	7.4	106
CAR AND DRIVER	378	**21	0.2	5.6	32	**52	0.4	13.8	84	**179	0.7	47.4	159	**5	0.1	1.3	19
CBS MAGAZINE NETWORK (GROSS)	1498	367	2.6	24.5	142	*348	2.6	23.2	142	659	2.7	44.0	148	**108	1.9	7.2	104
CHANGING TIMES	1505	*261	1.9	17.3	101	*216	1.6	14.4	88	503	2.1	33.4	112	**146	2.6	9.7	139
COLONIAL HOMES	1231	*295	2.1	24.0	139	*186	1.4	15.1	93	493	2.0	40.0	134	**126	2.2	10.2	147
CONDE NAST MAG. PKG. (GROSS)	14146	3109	22.3	22.0	128	2860	21.7	20.2	124	5143	21.3	36.4	122	858	15.2	6.1	87
CONSUMERS DIGEST	1323	*259	1.9	19.6	114	*224	1.7	16.9	104	565	2.3	42.7	143	**85	1.5	6.4	92
COSMOPOLITAN	7102	1566	11.2	22.1	128	1557	11.8	21.9	134	2559	10.6	36.0	121	462	8.2	6.5	93
COUNTRY LIVING	2481	532	3.8	21.4	125	553	4.2	22.3	137	1030	4.3	41.5	139	**84	1.5	3.4	49
CUISINE	1472	383	2.7	26.0	151	372	2.8	25.3	155	500	2.1	34.0	114	**95	1.7	6.5	93
CYCLE WORLD	425	**151	1.1	35.5	206	**135	1.0	31.8	195	*216	0.9	50.8	171	**24	0.4	5.6	81
DCI:CREATIVE IDEAS FOR LIV	2510	543	3.9	21.6	126	356	2.7	14.2	87	886	3.7	35.3	119	*247	4.4	9.8	141
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1371	9.8	20.5	119	1050	8.0	15.7	96	2467	10.2	36.9	124	679	12.0	10.1	146
DISCOVER	894	*246	1.8	27.5	160	*137	1.0	15.3	94	317	1.3	35.5	119	**95	1.7	10.6	153
EBONY	3507	263	1.9	7.5	44	280	2.1	8.0	49	720	3.0	20.5	69	189	3.4	5.4	77
ESQUIRE	1083	*171	1.2	15.8	92	*158	1.2	14.6	89	289	1.2	26.7	90	**74	1.3	6.8	98
ESSENCE	1830	*141	1.0	7.7	45	*132	1.0	7.2	44	340	1.4	18.6	62	*110	2.0	6.0	86
FAMILY CIRCLE	15930	3103	22.3	19.5	113	2986	22.6	18.7	115	5497	22.8	34.5	116	1070	19.0	6.7	96
THE FAMILY HANDYMAN	1126	*233	1.7	20.7	120	*178	1.3	15.8	97	418	1.7	37.1	125	**63	1.1	5.6	80
FAMILY WEEKLY	11468	2506	18.0	21.9	127	2065	15.6	18.0	110	3911	16.2	34.1	114	939	16.6	8.2	118
FIELD & STREAM	2234	479	3.4	21.4	125	339	2.6	15.2	93	864	3.6	38.7	130	**135	2.4	6.0	87
FOOD & WINE	579	**113	0.8	19.5	113	**115	0.9	19.9	122	*210	0.9	36.3	122	**63	1.1	10.9	156
FORBES	728	*185	1.3	25.4	148	*228	1.7	31.3	192	*194	0.8	26.6	89	**105	1.9	14.4	207
FORTUNE	906	*226	1.6	24.9	145	*248	1.9	27.4	168	*223	0.9	24.6	83	**74	1.3	8.2	117
GENTLEMEN'S QUARTERLY	791	*154	1.1	19.5	113	*107	0.8	13.5	83	*263	1.1	33.2	112	**47	0.8	5.9	85
GLAMOUR	5265	1175	8.4	22.3	130	1112	8.4	21.1	130	1950	8.1	37.0	124	347	6.2	6.6	95
GOLF DIGEST	636	**150	1.1	23.6	137	**115	0.9	18.1	111	*271	1.1	42.6	143	**28	0.5	4.4	63
GOLF DIGEST/TENNIS (GROSS)	1186	*258	1.9	21.8	126	*212	1.6	17.9	110	504	2.1	42.5	143	**101	1.8	8.5	122
GOLF MAGAZINE	441	**68	0.5	15.4	90	*466	0.5	15.0	92	*140	0.6	31.7	107	**20	0.4	4.5	65
GOLF MAGAZINE/SKI (GROSS)	922	*205	1.5	22.2	129	*152	1.2	16.5	101	294	1.2	31.9	107	**61	1.1	6.6	95
GOOD HOUSEKEEPING	16487	3286	23.6	19.9	116	3009	22.8	18.3	112	5728	23.7	34.7	117	1137	20.2	6.9	99
HARPER'S BAZAAR	2423	549	3.9	22.7	132	505	3.8	20.8	128	860	3.6	35.5	119	*237	4.2	9.8	140
HEALTH	1994	429	3.1	21.5	125	*272	2.1	13.6	84	606	2.5	30.4	102	*180	3.2	9.0	130
HEARST MAG CORP. BUY (GROSS)	44101	9287	66.6	21.1	122	8522	64.5	19.3	119	15947	66.1	36.2	121	3165	56.1	7.2	103
HEARST MAN POWER (GROSS)	1993	492	3.5	24.7	143	345	2.6	17.3	106	869	3.6	46.6	146	*134	2.4	6.7	97
HEARST WOMAN POWER (GROSS)	31274	6422	46.1	20.5	119	6016	45.6	19.2	118	11187	46.4	35.8	120	2224	39.4	7.1	102
HOUSE BEAUTIFUL	3623	787	5.6	21.7	126	725	5.5	20.0	123	1179	4.9	32.5	109	*282	5.0	7.8	112
INC.	283	**82	0.6	29.0	168	*76	0.6	26.9	165	*481	0.3	28.6	96	**39	0.7	13.8	198
JET	2928	211	1.5	7.2	42	182	1.4	6.2	38	524	2.2	17.9	60	181	3.2	6.2	89
LADIES' HOME JOURNAL	11918	2616	18.8	21.9	128	2230	16.9	18.7	115	4382	18.2	36.8	123	917	16.3	7.7	110
LHJ FAMILY GRP COMBO(GROSS)	16764	3793	27.2	22.6	131	3105	23.5	18.5	114	6113	25.3	36.5	122	1348	23.9	8.0	115
LIFE	4254	849	6.1	20.0	116	836	6.3	19.7	121	1483	6.1	34.9	117	346	6.1	8.1	117
L.A. TIMES HOME MAGAZINE	1145	501	3.6	43.8	254	622	4.7	54.3	333	427	1.8	37.3	125	*256	4.5	22.4	321
MADMOISELLE	2884	646	4.6	22.4	130	591	4.5	20.5	126	1178	4.9	40.8	137	*148	2.6	5.1	74
MC CALL'S	13460	2890	20.7	21.5	125	2565	19.4	19.1	117	5049	20.9	37.5	126	995	17.6	7.4	106
MC CALL'S/WRK MOTHER (GROSS)	14606	3103	22.3	21.2	123	2793	21.2	19.1	117	5568	23.1	38.1	128	1090	19.3	7.5	107
MECHANIX ILLUSTRATED	772	**181	1.3	23.4	136	**172	1.3	22.3	137	*332	1.4	43.0	144	**59	1.0	7.6	110
METROPOLITAN HOME	967	*182	1.3	18.8	109	*160	1.2	16.5	101	241	1.0	24.9	84	**78	1.4	8.1	116
MONEY	1588	466	3.3	29.3	170	319	2.4	20.1	123	541	2.2	34.1	114	**173	3.1	10.9	156
MOTHER EARTH NEWS	1002	335	2.4	33.4	194	325	2.5	32.4	199	429	1.8	42.8	144	*99	1.8	9.9	142
MS.	825	*151	1.1	18.3	106	*140	1.1	17.0	104	270	1.1	32.7	110	**50	0.9	6.1	87
NATIONAL ENQUIRER	10336	1795	12.9	17.4	101	1499	11.4	14.5	89	3133	13.0	30.3	102	913	16.2	8.8	127
NATIONAL GEOGRAPHIC	9597	2337	16.8	24.4	141	2407	18.2	25.1	154	3111	12.9	32.4	109	773	13.7	8.1	116
NATIONAL SUNDAY MAGAZINE PKG	49558	9292	66.7	18.7	109	8971	67.9	18.1	111	15634	64.8	31.5	106	3422	60.7	6.9	99
NATURAL HISTORY	573	**123	0.9	21.5	125	*153	1.2	26.7	164	*159	0.7	27.7	93	**32	0.6	5.6	80
NEW WOMAN	1699	471	3.4	27.7	161	420	3.2	24.7	152	678	2.8	39.9	134	**91	1.6	5.4	77
NEW YORK INCLUDING CUE	443	**60	0.4	13.5	79	*41	0.3	9.3	57	*108	0.4	24.4	82	**14	0.2	3.2	45
THE NEW YORKER	1270	*195	1.4	15.4	89	*182	1.4	14.3	88	394	1.6	31.0	104	**73	1.3	5.7	83
NEWSWEEK	6277	1549	11.1	24.7	143	1315	10.0	20.9	128	2315	9.6	36.9	124	444	7.9	7.1	102
THE N.Y. TIMES DAILY EDITION	1205	**112	0.8	9.3	54	*127	1.0	10.5	65	309	1.3	25.6	86	**25	0.4	2.1	30
THE N.Y. TIMES MAGAZINE	2081	*221	1.6	10.6	62	*233	1.8	11.2	69	523	2.2	25.1	84	**55	1.0	2.6	38
OMNI	788	*203	1.5	25.8	150	*184	1.4	23.4	143	302	1.3	38.3	129	**63	1.1	8.0	115
ON CABLE	1158	*312	2.2	26.9	157	*221	1.7	19.1	117	528	2.2	45.6	153	**151	2.7	13.0	187
1001 HOME IDEAS	2852	748	5.4	26.2	152	603	4.6	21.1	130	1124	4.7	39.4	132	*251	4.5	8.8	126
ORGANIC GARDENING	1658	485	3.5	29.3	170	297	2.2	17.9	110	585	2.4	35.3	118	**128	2.3	7.7	111
OUTDOOR LIFE	896	*118	0.8	13.2	77	*105	0.8	11.7	72	318	1.3	35.5	119	**29	0.5	3.2	46
PARADE MAGAZINE	24275	4359	31.3	18.0	104	4258	32.2	17.5	108	7174	29.7	29.6	99	1468	26.0	6.0	87

	TOTAL U.S. '000	REFRIED BEANS				SALSAS & SAUCES				TACO & TOSTADO SHELLS				TAMALES			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	13940	100.0	17.2	100	13205	100.0	16.3	100	24122	100.0	29.8	100	5640	100.0	7.0	100
PARENTS	3845	992	7.1	25.8	150	706	5.3	18.4	113	1789	7.4	46.5	156	367	6.5	9.5	137
PENTHOUSE	831	**191	1.4	23.0	134	**128	1.0	15.4	94	*267	1.1	32.1	108	**87	1.5	10.5	150
PEOPLE	11645	2620	18.8	22.5	131	2648	20.1	22.7	139	4292	17.8	36.9	124	886	15.7	7.6	109
PLAYBOY	2006	517	3.7	25.8	150	481	3.6	24.0	147	751	3.1	37.4	126	*123	2.2	6.1	88
POPULAR HOT RODDING	297	**69	0.5	23.2	135	**52	0.4	17.5	107	*170	0.7	57.2	192	**34	0.6	11.4	164
POPULAR MECHANICS	1018	*253	1.8	24.9	144	*184	1.4	18.1	111	462	1.9	45.4	152	**71	1.3	7.0	100
POPULAR SCIENCE	878	*141	1.0	16.1	93	**124	0.9	14.1	87	*306	1.3	34.9	117	**37	0.7	4.2	61
PREVENTION	3913	763	5.5	19.5	113	698	5.3	17.8	109	1109	4.6	28.3	95	*242	4.3	6.2	89
PSYCHOLOGY TODAY	1710	423	3.0	24.7	144	318	2.4	18.6	114	679	2.8	39.7	133	*168	3.0	9.8	141
READER'S DIGEST	22204	*235	30.4	19.1	111	*999	30.3	18.0	110	7437	30.8	33.5	112	1550	27.5	7.0	100
REDBOOK	7684	1570	11.3	20.4	119	1449	11.0	18.9	116	2900	12.0	37.7	127	625	11.1	8.1	117
ROAD & TRACK	410	**101	0.7	24.6	143	**123	0.9	30.0	184	*262	1.1	63.9	215	**42	0.7	10.2	147
ROLLING STONE	969	272	2.0	28.1	163	231	1.7	23.8	146	437	1.8	45.1	151	**117	2.1	12.1	173
RUNNER'S WORLD	298	**118	0.8	39.6	230	**93	0.7	31.2	191	*130	0.5	43.6	146	**19	0.3	6.4	92
SATURDAY EVENING POST	1169	*168	1.2	14.4	83	*157	1.2	13.4	82	296	1.2	25.3	85	**55	1.0	4.7	68
SCIENCE 84	587	*167	1.2	28.4	165	*214	1.6	36.5	224	*246	1.0	41.9	141	**86	1.5	14.7	210
SCIENCE DIGEST	482	**134	1.0	27.8	162	**67	0.5	13.9	85	*206	0.9	42.7	143	**48	0.9	10.0	143
SCIENTIFIC AMERICAN	594	*130	0.9	21.9	127	*202	1.5	34.0	209	*184	0.8	31.0	104	**23	0.4	3.9	56
SELF	2089	523	3.8	25.0	145	413	3.1	19.8	121	755	3.1	36.1	121	*130	2.3	6.2	89
SEVENTEEN	2411	515	3.7	21.4	124	447	3.4	18.5	114	961	4.0	39.9	134	*195	3.5	8.1	116
SKI	480	**137	1.0	28.5	166	**86	0.7	17.9	110	*154	0.6	32.1	108	**40	0.7	8.3	120
SMITHSONIAN	2760	544	3.9	19.7	115	601	4.6	21.8	134	899	3.7	32.6	109	*217	3.8	7.9	113
SOAP OPERA DIGEST	3013	451	3.2	15.0	87	377	2.9	12.5	77	991	4.1	32.9	110	*242	4.3	8.0	115
SOUTHERN LIVING	4184	828	5.9	19.8	115	694	5.3	16.6	102	1580	6.6	37.8	127	432	7.7	10.3	148
SPORT	559	**157	1.1	28.1	163	**78	0.6	14.0	86	*216	0.9	38.6	130	**29	0.5	5.2	74
THE SPORTING NEWS	436	**62	0.4	14.2	83	**44	0.3	10.1	62	*196	0.8	45.0	151	**6	0.1	1.4	20
SPORTS AFIELD	493	**106	0.8	21.5	125	**93	0.7	18.9	116	*201	0.8	40.8	137	**15	0.3	3.0	44
SPORTS ILLUSTRATED	2758	761	5.5	27.6	160	641	4.9	23.2	143	1300	5.4	47.1	158	*203	3.6	7.4	106
STAR	7456	1227	8.8	16.5	96	960	7.3	12.9	79	1978	8.2	26.5	89	524	9.3	7.0	101
SUNDAY	24936	4378	31.4	17.6	102	4416	33.4	17.7	109	7718	32.0	31.0	104	1523	27.0	6.1	88
SUNSET	2124	950	6.8	44.7	260	975	7.4	45.9	282	825	3.4	38.8	130	*232	4.1	10.9	157
TV GUIDE	21661	4020	28.8	18.6	108	4040	30.6	18.7	114	6963	28.9	32.1	108	1727	30.6	8.0	114
TENNIS	350	**108	0.8	19.6	114	**97	0.7	17.6	108	*233	1.0	42.4	142	**73	1.3	13.3	191
TIME	8880	1835	13.2	20.7	120	1806	13.7	20.3	125	3012	12.5	33.9	114	632	11.2	7.1	102
TOWN & COUNTRY	917	*195	1.4	21.3	124	*164	1.2	17.9	110	285	1.2	31.1	104	**66	1.2	7.2	103
TRAVEL & LEISURE	972	*233	1.7	24.0	139	*178	1.3	18.3	112	275	1.1	28.3	95	**111	2.0	11.4	164
TRUE STORY	3354	527	3.8	15.7	91	396	3.0	11.8	72	1027	4.3	30.6	103	*306	5.4	9.1	131
U.S. NEWS & WORLD REPORT	3410	693	5.0	20.3	118	545	4.1	16.0	98	1102	4.6	32.3	108	*256	4.5	7.5	108
USA TODAY	1759	326	2.3	18.5	108	308	2.3	17.5	107	611	2.5	34.7	117	**80	1.4	4.5	65
US	1873	473	3.4	25.3	147	406	3.1	21.7	133	772	3.2	41.2	138	*122	2.2	6.5	94
VOGUE	3909	764	5.5	19.5	114	745	5.6	19.1	117	1260	5.2	32.2	108	233	4.1	6.0	86
WALL STREET JOURNAL	1886	464	3.3	24.6	143	500	3.8	26.5	163	690	2.9	36.6	123	*165	2.9	8.7	126
WEIGHT WATCHERS	2120	472	3.4	22.3	129	513	3.9	24.2	148	747	3.1	35.2	118	*169	3.0	8.0	114
WOMAN'S DAY	14172	2716	19.5	19.2	111	2447	18.5	17.3	106	4815	20.0	34.0	114	1002	17.8	7.1	102
WORKING MOTHER	1146	*213	1.5	18.6	108	*228	1.7	19.9	122	519	2.2	45.3	152	**95	1.7	8.3	119
WORKING WOMAN	1322	331	2.4	25.0	145	*290	2.2	21.9	135	450	1.9	34.0	114	**130	2.3	9.8	141
WORLD TENNIS	*163	**23	0.2	14.1	82	*227	0.2	16.6	102	**45	0.2	27.6	93	**9	0.2	5.5	79
ZIFF-DAVIS MAG NETHK (GROSS)	2532	591	4.2	23.3	136	500	3.8	19.7	121	1035	4.3	40.9	137	*161	2.9	6.4	91
BLAIR INSERTS	43657	7812	56.0	17.9	104	7941	60.1	18.2	112	13543	56.1	31.0	104	2749	48.7	6.3	90
DAILY NEWSPAPERS																	
READ ANY	51633	8911	63.9	17.3	100	8405	63.7	16.3	100	15682	65.0	30.4	102	3480	61.7	6.7	97
READ ONE	43463	7583	54.4	17.4	101	7182	54.4	16.5	101	13288	55.1	30.6	103	2938	52.1	6.8	97
READ TWO OR MORE	8170	1327	9.5	16.2	94	1223	9.3	15.0	92	2394	9.9	29.3	98	542	9.6	6.6	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	9743	69.9	18.5	107	9458	71.6	18.0	110	16419	68.1	31.2	105	3578	63.4	6.8	98
READ ONE	46126	8534	61.2	18.5	107	8319	63.0	18.0	111	14379	59.6	31.2	105	3249	57.6	7.0	101
READ TWO OR MORE	6552	1208	8.7	18.4	107	1139	8.6	17.4	107	2040	8.5	31.1	105	330	5.9	5.0	72
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.79				30.77				30.35				25.82			
30 DAY REACH	71455	12566	90.1	17.6	102	12021	91.0	16.8	103	21699	90.0	30.4	102	5053	89.6	7.1	102
50 SHWG - 30 DAY AV FREQ	14.56	16.15				16.21				16.00				13.74			
30 DAY REACH	67742	12018	86.2	17.7	103	11451	86.7	16.9	104	20654	85.6	30.5	102	4785	84.8	7.1	101
25 SHWG - 30 DAY AV FREQ	7.94	8.71				8.68				8.62				7.58			
30 DAY REACH	62117	11174	80.2	18.0	105	10715	81.1	17.2	106	19175	79.5	30.9	104	4289	76.0	6.9	99
CABLE TV: HOME WIRED	32077	6203	44.5	19.3	112	6205	47.0	19.3	119	10995	45.6	34.3	115	2428	43.0	7.6	109
HOME NOT WIRED	48909	7737	55.5	15.8	92	7000	53.0	14.3	88	13127	54.4	26.8	90	3212	57.0	6.6	94
HAVE PAY CABLE	15935	3790	27.2	23.8	138	3541	26.8	22.2	136	6438	26.7	40.4	136	1334	23.7	8.4	120

MEXICAN FOOD & INGREDIENTS - TYPES
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	REFRIED BEANS				SALSAS & SAUCES				TACO & TOSTADO SHELLS				TAMALES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	50785	13940	100.0	17.2	100	13205	100.0	16.3	100	24122	100.0	29.8	100	5640	100.0	7.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7999	57.4	18.2	106	7259	55.0	16.5	101	14188	58.8	32.3	108	2866	50.8	6.5	94
10:00 AM - 3:00 PM	30659	5580	40.0	18.2	106	5028	38.1	16.4	101	9808	40.7	32.0	107	2055	36.4	6.7	96
3:00 PM - 7:00 PM	31045	6063	43.5	19.5	113	5374	40.7	17.3	106	10718	44.4	34.5	116	2238	39.7	7.2	104
7:00 PM - MIDNIGHT	15767	2769	19.9	17.6	102	2629	19.9	16.7	102	5008	20.8	31.8	107	1084	19.2	6.9	99
MIDNIGHT - 6:00 AM	9120	1527	11.0	16.7	97	1543	11.7	16.9	104	2824	11.7	31.0	104	690	12.2	7.6	109
6:00 AM - MIDNIGHT	58527	10713	76.9	18.3	106	9933	75.2	17.0	104	18872	78.2	32.2	108	4018	71.2	6.9	99
ENTIRE DAY	59311	10787	77.4	18.2	106	10004	75.8	16.9	103	19049	79.0	32.1	108	4069	72.1	6.9	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3109	22.3	19.2	112	2935	22.2	18.1	111	5684	23.6	35.1	118	1014	18.0	6.3	90
ALL NEWS	2256	421	3.0	18.7	108	459	3.5	20.3	125	555	2.3	24.6	83	**198	3.5	8.8	126
AOR/PROGRESSIVE	3874	1012	7.3	26.1	152	943	7.1	24.3	149	1638	6.8	42.3	142	282	5.0	7.3	105
BEAUTIFUL MUSIC	5660	891	6.4	15.7	91	943	7.1	16.7	102	1719	7.1	30.4	102	366	6.5	6.5	93
BLACK	2204	*239	1.7	10.8	63	*275	2.1	12.5	77	586	2.4	26.6	89	**71	1.3	3.2	46
CLASSICAL	1418	*309	2.2	21.8	127	333	2.5	23.5	144	421	1.7	29.7	100	**98	1.7	6.9	99
CHR/ROCK	9538	1794	12.9	18.8	109	1855	14.0	19.4	119	3441	14.3	36.1	121	634	11.2	6.6	95
COUNTRY	12648	2180	15.6	17.2	100	1967	14.9	15.6	95	4092	17.0	32.4	109	745	13.2	5.9	85
GOLDEN OLDIES	1191	*184	1.3	15.4	90	*239	1.8	20.1	123	452	1.9	38.0	127	**147	2.6	12.3	177
MOR/NOSTALGIA	4757	942	6.8	19.8	115	752	5.7	15.8	97	1399	5.8	29.4	99	*293	5.2	6.2	88
NEWS/TALK	3863	863	6.2	22.3	130	740	5.6	19.2	117	1063	4.4	27.5	92	*310	5.5	8.0	115
RELIGIOUS	3084	506	3.6	16.4	95	440	3.3	14.3	88	910	3.8	29.5	99	*236	4.2	7.7	110
SOFT ROCK	521	**79	0.6	15.2	88	**83	0.6	15.9	98	*141	0.6	27.1	91	**16	0.3	3.1	44
URBAN CONTEMPORARY	1585	*135	1.0	8.5	49	*144	1.1	9.1	56	324	1.3	20.4	69	**98	1.7	6.2	89
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	404	2.9	12.4	72	339	2.6	10.4	64	1087	4.5	33.3	112	**106	1.9	3.3	47
ABC DIRECTION	2316	393	2.8	17.0	99	356	2.7	15.4	94	607	2.5	26.2	88	*188	3.3	8.1	117
ABC ENTERTAINMENT	4834	629	4.5	13.0	76	651	4.9	13.5	83	1488	6.2	30.8	103	*230	4.1	4.8	68
ABC FM	2202	325	2.3	14.8	86	276	2.1	12.5	77	850	3.5	38.6	130	*180	3.2	8.2	117
ABC INFORMATION	5425	1262	9.1	23.3	135	1243	9.4	22.9	141	1906	7.9	35.1	118	472	8.4	8.7	125
ABC ROCK	1677	326	2.3	19.4	113	*245	1.9	14.6	90	746	3.1	44.5	149	**106	1.9	6.3	91
CBS	4430	867	6.2	19.6	114	730	5.5	16.5	101	1219	5.1	27.5	92	*282	5.0	6.4	91
MUTUAL	*492	851	6.1	17.0	99	657	5.0	13.2	81	1296	5.4	26.0	87	312	5.5	6.3	90
NBC	4679	772	5.5	16.5	96	666	5.0	14.2	87	1393	5.8	29.8	100	*283	5.0	6.0	87
RADIO/ABC	1994	391	2.8	19.6	114	386	2.9	19.4	119	731	3.0	36.7	123	**93	1.6	4.7	67
RKO ONE	2298	363	2.6	15.8	92	497	3.8	21.6	133	834	3.5	36.3	122	*139	2.5	6.0	87
RKO TWO	3311	416	3.0	12.6	73	414	3.1	12.5	77	988	4.1	29.8	100	*182	3.2	5.5	79
THE SOURCE	2114	450	3.2	21.3	124	412	3.1	19.5	120	917	3.8	43.4	146	**139	2.5	6.6	94
NON-WIRED: BLAIR	8654	1655	11.9	19.1	111	1591	12.0	18.4	113	3090	12.8	35.7	120	583	10.3	6.7	97
INTERNET	12025	2529	18.1	21.0	122	2628	19.9	21.9	134	4089	17.0	34.0	114	999	17.7	8.3	119
KATZ RADIO GROUP	15359	2885	20.7	18.8	109	2633	19.9	17.1	105	4776	19.8	31.1	104	1007	17.9	6.6	94
SUPERNET	10628	1963	14.1	18.5	107	1718	13.0	16.2	99	3421	14.2	32.2	108	631	11.2	5.9	85
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	1659	1356	9.7	15.7	91	1229	9.3	14.2	87	2250	9.3	26.0	87	598	10.6	6.9	99
WKDAY 9:00 AM - 1:00 PM	12163	1889	13.6	15.5	90	1738	13.2	14.3	88	3164	13.1	26.0	87	846	15.0	7.0	100
WKDAY 1:00 PM - 4:30 PM	16150	2220	15.9	13.7	80	2025	15.3	12.5	77	4254	17.6	26.3	88	1070	19.0	6.6	95
WKDAY 4:30 PM - 7:30 PM	22463	3346	24.0	14.9	87	3177	24.1	14.1	87	5706	23.7	25.4	85	1462	25.9	6.5	93
WKDAY 7:30 PM - 8:00 PM	31795	4675	33.5	14.7	85	4379	33.2	13.8	84	8414	34.9	26.5	89	2124	37.7	6.7	96
WKDAY 11:00 PM - 11:30 PM	23977	3909	28.0	16.3	95	3646	27.6	15.2	93	7168	29.7	29.9	100	1786	31.7	7.4	107
WKDAY 11:30 PM - 1:00 AM	7703	1323	9.5	17.2	100	1204	9.1	15.6	96	2527	10.5	32.8	110	657	11.6	8.5	122
M-SAT 8-11 PM-SUN 7-11 PM	13800	5526	39.6	16.3	95	5223	39.6	15.5	95	9741	40.4	28.8	97	2338	41.5	6.9	99
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 5538	1200	8.6	18.4	107	978	7.4	15.0	92	1888	7.8	28.9	97	619	11.0	9.5	136
ANOTHER WORLD	N 4620	417	3.0	9.0	52	452	3.4	9.8	60	1107	4.6	24.0	80	195	3.5	4.2	61
AS THE WORLD TURNS	C 5614	678	4.9	12.1	70	662	5.0	11.8	72	1469	6.1	26.2	88	410	7.3	7.3	105
CAPITOL	C 3396	403	2.9	11.9	69	359	2.7	10.6	65	918	3.8	27.0	91	226	4.0	6.7	96
CBS MORN. NEWS 1	C 1446	147	1.1	10.2	59	162	1.2	11.2	69	359	1.5	24.8	83	*91	1.6	6.3	90
CBS MORN. NEWS 2	C 1207	110	0.8	9.1	53	153	1.2	12.7	78	248	1.0	20.5	69	*37	0.7	3.1	44
DAYS OF OUR LIVES	N 5877	779	5.6	13.3	77	676	5.1	11.5	71	1576	6.5	26.8	90	261	4.6	4.4	64
FACTS OF LIFE - DAYTIME	N 2240	320	2.3	14.0	81	273	2.1	11.9	73	508	2.1	22.2	74	105	1.9	4.6	66
FAMILY FEUD	A 3023	562	4.0	18.6	108	472	3.6	15.6	96	805	3.3	26.6	89	204	3.6	6.7	97
GENERAL HOSPITAL	A 6097	1018	7.3	16.7	97	781	5.9	12.8	79	1641	6.8	26.9	90	412	7.3	6.8	97
GOOD MORNING, AMERICA-730A	A 3515	553	4.0	15.7	91	499	3.8	14.2	87	981	4.1	27.9	94	324	5.7	9.2	132
GOOD MORNING, AMERICA-830A	A 2818	532	3.8	18.9	110	468	3.5	16.6	102	765	3.2	27.1	91	202	3.6	7.2	103
GUIDING LIGHT	C 5339	626	4.5	11.7	68	610	4.6	11.4	70	1301	5.4	24.4	82	337	6.0	6.3	91
ONE LIFE TO LIVE	A 4478	851	6.1	19.0	110	668	5.1	14.9	91	1248	5.2	27.9	94	424	7.5	9.5	136
PRESS YOUR LUCK	C 2244	283	2.0	12.6	73	349	2.6	15.6	95	606	2.5	27.0	91	182	3.2	8.1	116
PRICE IS RIGHT 1	C 4348	442	3.2	10.2	59	468	3.5	10.8	66	1092	4.5	25.1	84	317	5.6	7.3	105
PRICE IS RIGHT 2	C 5014	549	3.9														

		TOTAL U.S. '000	REFRIED BEANS				SALSAS & SAUCES				TACO & TOSTADO SHELLS				TAMALES				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	%	DOWN	%	INDX	'000	%	DOWN	%	INDX	'000	%	DOWN	%	INDX	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	13940	100.0	17.2	100	13205	100.0	16.3	100	24122	100.0	29.8	100	5640	100.0	7.0	100	
MKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY		26063	3415	24.5	13.1	76	3212	24.3	12.3	76	6077	25.2	23.3	78	1583	28.1	6.1	87	
NETWORK AFFILIATES - LATE		20261	3409	24.5	16.8	98	3095	23.4	15.3	94	5996	24.9	29.6	99	1454	25.8	7.2	103	
INDEPENDENTS - LATE		2076	363	2.6	17.5	102	356	2.7	17.1	105	625	2.6	30.1	101	154	2.7	7.4	107	
TV EVENING NTMK 6 PM - 2 AM																			
A TEAM		N 10453	1701	12.2	16.3	95	1501	11.4	14.4	88	3294	13.7	31.5	106	794	14.1	7.6	109	
ABC MONDAY NIGHT MOVIE		A 6412	1203	8.6	18.8	109	1039	7.9	16.2	99	2050	8.5	32.0	107	567	10.1	8.8	127	
ABC SUNDAY NIGHT MOVIE		A 12407	2202	15.8	17.7	103	2031	15.4	16.4	100	3693	15.3	29.8	100	801	14.2	6.5	93	
ABC WORLD NEWS TONIGHT		A 6176	803	5.8	13.0	76	676	5.1	10.9	67	1331	5.5	21.6	72	413	7.3	6.7	99	
AFTERMASH		C 5863	891	6.4	15.2	88	563	7.3	16.4	101	1567	6.5	26.7	90	465	8.2	7.9	111	
ALICE		C 9594	1636	11.7	17.1	99	1388	10.5	14.5	89	2762	11.5	28.8	97	708	12.6	7.4	106	
AMERICAN PARADE		C 6622	834	6.0	12.6	73	830	6.3	12.5	77	1553	6.4	23.5	79	385	6.8	5.8	83	
BENSON		A 10856	1825	13.1	16.8	97	1655	12.5	15.2	93	2892	12.0	26.6	89	806	14.3	7.4	106	
BLUE THUNDER		A 5036	965	6.9	19.2	111	856	6.5	17.0	104	1604	6.6	31.9	107	388	6.9	7.7	111	
CAGNEY & LACEY		C 9965	1580	13.5	18.9	110	1787	13.5	17.9	110	3108	12.9	31.2	105	552	9.8	5.5	80	
CBS EVENING NEWS-DEAN		C 3491	439	3.1	12.6	73	400	3.0	11.5	70	698	2.9	20.0	67	*135	2.4	3.9	56	
CBS EVENING NEWS-RATHER		C 7123	972	7.0	13.6	79	982	7.4	13.8	85	1798	7.5	25.2	85	375	6.6	5.3	76	
CBS SAT. NEWS-SCHIEFFER		C 3621	499	3.6	13.8	80	597	4.5	16.5	101	832	3.4	23.0	77	147	2.6	4.1	58	
CBS SATURDAY NIGHT MOVIE		C 5436	956	6.9	17.6	102	810	6.1	14.9	91	1489	6.2	27.4	92	323	5.7	5.9	85	
CBS WEDNESDAY NIGHT MOVIE		C 6100	1014	7.3	16.6	97	933	7.1	15.3	94	1726	7.2	28.3	95	539	9.6	8.8	127	
CHEERS		N 8889	1813	13.0	20.4	118	1771	13.4	19.9	122	3065	12.7	34.5	116	744	13.2	8.4	120	
DALLAS		C 22109	3156	22.6	14.3	83	3275	24.8	14.8	91	5943	24.6	26.9	90	1340	23.8	6.1	87	
DIFF'RENT STROKES		N 6940	1036	7.4	14.9	87	910	6.9	13.1	80	1770	7.3	25.5	86	592	10.5	8.5	122	
DOUBLE TROUBLE		N 7223	1401	10.1	19.4	113	1326	10.0	18.4	113	2489	10.3	34.5	116	672	11.9	9.3	134	
DUCK FACTORY		N 5595	1168	8.4	20.9	121	1125	8.5	20.1	123	2008	8.3	35.9	120	411	7.3	7.3	105	
DUKES OF HAZZARD		C 5768	729	5.2	12.6	73	769	5.8	13.3	82	1385	5.7	24.0	81	345	6.1	6.0	86	
DYNASTY		A 20053	3564	25.6	17.8	103	3130	23.7	15.6	96	5678	23.5	28.3	95	1460	25.9	7.3	105	
FACTS OF LIFE		N 8087	1537	11.0	19.0	110	1387	10.5	17.2	105	2526	10.5	31.2	105	663	11.8	8.2	118	
FALCON CREST		C 20046	2759	19.8	13.8	80	2864	21.7	14.3	88	5520	22.9	27.5	92	1171	20.8	5.8	84	
FALL GUY		A 9084	1333	9.6	14.7	85	1114	8.4	12.3	75	2562	10.6	28.2	95	627	11.1	6.9	99	
FAMILY TIES		N 7964	1294	9.3	16.2	94	1251	9.5	15.7	96	2352	9.8	29.5	99	620	11.0	7.8	112	
FANTASY ISLAND		A 7687	1163	8.3	15.1	88	1186	9.0	15.4	95	2208	9.2	28.7	96	537	9.5	7.0	100	
FOULUPS, BLEEPs & BLUNDERS		A 8861	1523	10.9	17.2	100	1372	10.4	15.5	95	2610	10.8	29.5	99	592	10.5	6.7	96	
FOUR SEASONS		C 5095	862	6.2	16.9	98	834	6.3	16.4	100	1490	6.2	29.2	98	*386	6.8	7.6	109	
GIMME A BREAK		N 8838	1223	8.8	13.8	80	1279	9.7	14.5	89	2206	9.1	25.0	84	598	10.6	6.8	97	
HART TO HART		A 8978	1539	11.0	17.1	99	1352	10.2	15.1	92	2639	10.9	29.4	99	629	11.2	7.0	101	
HILL STREET BLUES		N 8590	1773	12.7	20.6	120	1614	12.2	18.8	115	3056	12.7	35.6	119	751	13.3	8.7	126	
HOTEL		A 14085	2319	16.6	16.5	96	2111	16.0	15.0	92	4102	17.0	29.1	98	1048	18.6	7.4	107	
JEFFERSONS		C 9360	1525	10.9	16.3	95	1329	10.1	14.2	87	2560	10.6	27.4	92	592	10.5	6.3	91	
JENNIFER SLEPT HERE		N 5841	982	7.0	16.8	98	860	6.5	14.7	90	1626	6.7	27.8	93	511	9.1	8.7	126	
KATE & ALLIE		C 9206	1750	12.6	19.0	110	1486	11.3	16.1	99	2763	11.5	30.0	101	586	10.4	6.4	91	
KNIGHT RIDER		N 7076	1229	8.8	17.4	101	1133	8.6	16.0	98	1980	8.2	28.0	94	360	6.4	5.1	73	
LOVE BOAT		A 12219	1842	13.2	15.1	88	1829	13.9	15.0	92	3109	12.9	25.4	85	896	15.9	7.3	105	
MAGNUM PI		C 11199	1862	13.4	16.6	97	1631	12.4	14.6	89	3282	13.6	29.3	98	838	14.9	7.5	107	
MAMA'S FAMILY		N 6057	888	6.4	14.7	85	746	5.6	12.3	76	1554	6.4	25.7	86	468	8.3	7.7	111	
MASTER, THE		N 3598	673	4.8	18.7	109	561	4.2	15.6	96	1195	5.0	33.2	112	250	4.4	6.9	100	
MATT HOUSTON		A 6344	1193	8.6	18.8	109	1143	8.7	18.0	110	1924	8.0	30.3	102	453	8.0	7.1	103	
NBC MONDAY NIGHT MOVIE		N 11994	1895	13.6	15.8	92	1891	14.3	15.8	97	3513	14.6	29.3	98	771	13.7	6.4	92	
NBC NIGHTLY NEWS		N 5132	614	4.4	12.0	70	609	4.6	11.9	73	1149	4.8	22.4	75	257	4.6	5.0	72	
NBC NIGHTLY NEWS-SAT		N 3375	903	2.2	9.0	52	313	2.4	9.3	57	829	2.6	18.6	63	*169	3.0	5.0	72	
NBC NIGHTLY NEWS-SUN		N 3130	464	3.3	14.8	86	414	3.1	13.2	81	672	2.8	21.5	72	*125	2.2	4.0	57	
NBC SUNDAY NIGHT MOVIE		N 8284	1112	8.0	13.4	78	1186	9.0	14.3	88	2562	10.6	30.9	104	603	10.7	7.3	105	
NEWMART		C 9240	1749	12.5	18.9	110	1577	11.9	17.1	105	2800	11.6	30.3	102	589	10.4	6.4	92	
ONE DAY AT A TIME		C 7288	1171	8.4	16.1	93	1097	8.3	15.1	92	2268	9.4	31.1	104	585	10.4	8.0	115	
PEOPLE ARE FUNNY		N 4855	789	5.7	16.3	94	584	4.4	12.0	74	1294	5.4	26.7	89	419	7.4	8.6	124	
REAL PEOPLE		N 8849	1337	9.6	15.1	88	1169	8.9	13.2	81	2483	10.3	28.0	94	603	10.7	6.8	98	
REMINGTON STEELE		N 7743	1280	9.2	16.5	96	1059	8.0	13.7	84	2189	9.1	28.3	95	484	8.6	6.3	90	
RIPLEY'S BELIEVE IT - NOT		A 5345	1170	8.4	21.9	127	1186	9.0	22.2	136	1976	8.2	37.0	124	493	8.7	9.2	132	
RIPTIDE		N 6988	1190	8.5	17.0	99	1058	8.0	15.1	93	2198	9.1	31.5	106	450	8.0	6.4	92	
SCARECROW & MRS. KING		C 10002	1675	12.0	16.7	97	1431	10.8	14.3	88	2950	12.2	29.5	99	657	11.6	6.6	94	
SIMON & SIMON		C 10638	1690	12.1	15.9	92	1369	10.4	12.9	79	2942	12.2	27.7	93	737	13.1	6.9	99	
60 MINUTES		C 13293	1900	13.6	14.3	83	1835	13.9	13.8	85	3003	12.4	22.6	76	861	15.3	6.5	93	
ST. ELSEWHERE		N 7017	1332	9.6	19.0	110	1216	9.2	17.3	106	2468	10.2	35.2	118	639	11.3	9.1	131	
THREE'S COMPANY		A 10917	2111	15.1	19.3	112	1896</												

MEXICAN FOOD & INGREDIENTS - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	TORTILLAS				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX																
			DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	13853	100.0	17.1	100																
18 - 24	9282	2126	15.3	22.9	134																
25 - 34	19072	4486	32.4	23.5	138																
35 - 44	14591	3086	22.3	21.2	124																
45 - 54	11345	1581	11.4	13.9	81																
55 - 64	11635	1618	11.7	13.9	81																
65 OR OLDER	15061	956	6.9	6.3	37																
18 - 34	28354	6612	47.7	23.3	136																
18 - 49	48339	10685	77.1	22.1	129																
25 - 54	45008	9153	66.1	20.3	119																
35 - 49	19985	4073	29.4	20.4	119																
50 OR OLDER	32647	3168	22.9	9.7	57																
GRADUATED COLLEGE	11155	2553	18.4	22.9	134																
ATTENDED COLLEGE	13682	3145	22.7	23.0	134																
GRADUATED HIGH SCHOOL	33880	5636	40.7	16.6	97																
DID NOT GRADUATE HIGH SCHOOL	22270	2519	18.2	11.3	66																
EMPLOYED	40306	8165	58.9	20.3	118																
EMPLOYED FULL-TIME	32850	6456	46.6	19.7	115																
EMPLOYED PART-TIME	7456	1709	12.3	22.9	134																
NOT EMPLOYED	40680	5688	41.1	14.0	82																
PROFESSIONAL/MANAGER	10392	2426	17.5	23.3	136																
TECH/CLERICAL/SALES	17574	3717	26.8	21.2	124																
PRECISION/CRAFT	985	*221	1.6	22.4	131																
OTHER EMPLOYED	11354	1801	13.0	15.9	93																
SINGLE	9863	1913	13.8	19.4	113																
MARRIED	51375	9412	67.9	18.3	107																
DIVORCED/SEPARATED/WIDOWED	19748	2529	18.3	12.8	75																
PARENTS	32590	7029	50.7	21.6	126																
WHITE	70416	12792	92.3	18.2	106																
BLACK	8778	631	4.6	7.2	42																
OTHER	1791	**430	3.1	24.0	140																
NORTHEAST-CENSUS	17786	958	6.9	5.4	31																
NORTH CENTRAL	20741	2775	20.0	13.4	78																
SOUTH	27775	3845	27.8	13.8	81																
WEST	14683	6275	45.3	42.7	250																
NORTHEAST-MKTG.	17961	984	7.1	5.5	32																
EAST CENTRAL	11885	959	6.9	8.1	47																
WEST CENTRAL	14090	2462	17.8	17.5	102																
SOUTH	24081	3910	28.2	16.2	95																
PACIFIC	12969	5539	40.0	42.7	250																
COUNTY SIZE A	32439	6023	43.5	18.6	109																
COUNTY SIZE B	24915	4330	31.3	17.4	102																
COUNTY SIZE C	12930	2299	16.6	17.8	104																
COUNTY SIZE D	10703	1202	8.7	11.2	66																
METRO CENTRAL CITY	24518	5032	36.3	20.5	120																
METRO SUBURBAN	35919	6148	44.4	17.1	100																
NON METRO	20549	2674	19.3	13.0	76																
TOP 5 ADI'S	18341	3500	25.3	19.1	112																
TOP 10 ADI'S	25378	4488	32.4	17.7	103																
TOP 20 ADI'S	36488	6439	46.5	17.6	103																
HSGLD INC. \$50,000 OR MORE	6612	1477	10.7	22.3	131																
\$40,000 OR MORE	12659	2895	20.9	22.9	134																
\$30,000 OR MORE	24698	5208	37.6	21.1	123																
\$25,000 OR MORE	32077	6748	48.7	21.0	123																
\$20,000 - \$24,999	9144	1733	12.5	19.0	111																
\$15,000 - \$19,999	8728	1477	10.7	16.9	99																
\$10,000 - \$14,999	12562	1909	13.8	15.2	89																
UNDER \$10,000	18475	1986	14.3	10.7	63																
HOUSEHOLD OF 1 PERSON	11987	1197	8.6	10.0	58																
2 PEOPLE	26577	4334	31.3	16.3	95																
3 OR 4 PEOPLE	30617	5637	40.7	18.4	108																
5 OR MORE PEOPLE	11804	2685	19.4	22.7	133																
NO CHILD IN HSHLD	46165	6412	46.3	13.9	81																
CHILD(REN) UNDER 2 YRS	5325	1346	9.7	25.3	148																
2 - 5 YEARS	14221	3244	23.4	22.8	133																
6 - 11 YEARS	15117	3334	24.1	22.1	129																
12 - 17 YEARS	16611	3444	24.9	20.7	121																
RESIDENCE OWNED	55884	9001	65.0	16.1	94																
VALUE: \$50,000 OR MORE	31744	5817	42.0	18.3	107																
VALUE: UNDER \$50,000	24140	3184	23.0	13.2	77																

			TOTAL	TORTILLAS																			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALE HOMEMAKERS			80986	13853	100.0	17.1	100																
MAGAZINES	QUINTILE 1		15799	3236	23.4	20.5	120																
	QUINTILE 2		17259	3187	23.0	18.5	108																
	QUINTILE 3		13545	2465	19.2	19.7	115																
	QUINTILE 4		15133	2508	18.1	16.6	97																
	QUINTILE 5		19250	2257	16.3	11.7	69																
NEWSPAPERS	QUINTILE 1		12413	1687	12.2	13.6	79																
	QUINTILE 2		24116	4271	30.8	17.7	104																
	QUINTILE 3		11261	2087	15.1	18.5	108																
	QUINTILE 4		20255	3765	27.2	18.6	109																
	QUINTILE 5		12940	2044	14.8	15.8	92																
OUTDOOR	QUINTILE 1		14852	3034	21.9	20.4	119																
	QUINTILE 2		15725	2607	18.8	16.6	97																
	QUINTILE 3		16330	3085	22.3	18.9	110																
	QUINTILE 4		16744	2507	18.1	15.0	88																
	QUINTILE 5		17334	2621	18.9	15.1	88																
RADIO-DRIVE TIME	QUINTILE 1		15911	2562	18.5	16.1	94																
	QUINTILE 2		14837	2617	18.9	17.6	103																
	QUINTILE 3		15339	2851	20.6	18.6	109																
	QUINTILE 4		16723	2856	20.6	17.1	100																
	QUINTILE 5		18176	2967	21.4	16.3	95																
RADIO-MID- DAY	TERCILE 1		21020	3722	26.9	17.7	104																
	TERCILE 2		21610	3896	28.1	18.0	105																
	TERCILE 3		38335	6235	45.0	16.3	95																
RADIO-TOTAL	QUINTILE 1		15988	2814	20.3	17.6	103																
	QUINTILE 2		15626	2695	19.2	17.0	99																
	QUINTILE 3		16723	3024	21.8	18.1	106																
	QUINTILE 4		16342	3080	22.2	18.8	110																
	QUINTILE 5		16306	2781	16.5	14.0	82																
TV-PRIME TIME	QUINTILE 1		15953	2291	16.5	14.4	84																
	QUINTILE 2		16137	2830	20.4	17.5	103																
	QUINTILE 3		16420	3006	21.7	18.3	107																
	QUINTILE 4		16687	2980	21.5	17.9	104																
	QUINTILE 5		15789	2746	19.8	17.4	102																
TV-DAYTIME	TERCILE 1		27736	4282	30.9	15.4	90																
	TERCILE 2		26484	4213	30.4	15.9	93																
	TERCILE 3		26761	5358	38.7	20.0	117																
TV-TOTAL	QUINTILE 1		16345	2534	18.3	15.5	91																
	QUINTILE 2		16447	2494	18.0	15.2	89																
	QUINTILE 3		15980	2487	18.0	15.6	91																
	QUINTILE 4		15887	3219	23.2	20.3	118																
	QUINTILE 5		16326	3119	22.5	19.1	112																
MAGAZINES-NEWSPAPERS: DUAL			20721	3542	25.6	17.1	100																
MAGAZINE IMPERATIVE			19186	4255	30.7	22.2	130																
NEWSPAPER IMPERATIVE			21899	3435	24.8	15.7	92																
MAGAZINES-OUTDOOR: DUAL			15451	3386	24.4	21.9	128																
MAGAZINE IMPERATIVE			25953	4665	33.7	18.0	105																
OUTDOOR IMPERATIVE			24400	4010	28.9	16.4	96																
MAGAZINES-RADIO: DUAL			18049	3442	24.8	19.1	111																
MAGAZINE IMPERATIVE			23571	4684	33.8	19.9	116																
RADIO IMPERATIVE			23278	3591	25.9	15.4	90																
MAGAZINES-TELEVISION: DUAL			15459	2858	20.6	18.5	108																
MAGAZINE IMPERATIVE			25829	5326	38.4	20.6	121																
TELEVISION IMPERATIVE			26039	3503	25.3	13.5	79																
NEWSPAPERS-OUTDOOR: DUAL			16605	2958	21.4	17.8	104																
NEWSPAPER IMPERATIVE			26834	4094	29.6	15.3	89																
OUTDOOR IMPERATIVE			23346	4587	33.1	19.6	115																
NEWSPAPERS-RADIO: DUAL			17133	2751	19.9	16.1	94																
NEWSPAPER IMPERATIVE			25892	4339	31.3	16.8	98																
RADIO IMPERATIVE			23167	4462	32.2	19.3	113																
NEWSPAPERS-TELEVISION: DUAL			17159	2424	17.5	14.1	83																
NEWSPAPER IMPERATIVE			26214	4726	34.1	18.0	105																
TELEVISION IMPERATIVE			23412	3890	28.1	16.6	97																
OUTDOOR-RADIO: DUAL			15303	3039	21.9	19.9	116																
OUTDOOR IMPERATIVE			24901	4540	32.8	18.2	107																
RADIO IMPERATIVE			26492	4330	31.3	16.3	96																
OUTDOOR-TELEVISION: DUAL			14794	2419	17.5	16.4	96																
OUTDOOR IMPERATIVE			25437	5117	36.9	20.1	118																
TELEVISION IMPERATIVE			27877	4021	29.0	14.4	84																
RADIO-TELEVISION: DUAL			15996	2575	18.6	16.1	94																
RADIO IMPERATIVE			25478	4670	33.7	18.3	107																
TELEVISION IMPERATIVE			26573	4146	29.9	15.6	91																

MEXICAN FOOD & INGREDIENTS - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	TORTILLAS				A	B %	C ACROSS	D INDX	A	B %	C ACROSS	D INDX	A	B %	C ACROSS	D INDX	A	B %	C ACROSS	D INDX
		'000	'000	%	DOWN																
TOTAL FEMALE HOMEMAKERS	80986	13853	100.0	17.1	100																
ATLANTIC MONTHLY	415	**53	0.4	12.8	75																
BARRON'S	453	**85	0.6	18.8	110																
BETTER HOMES & GARDENS	16256	2893	20.9	17.8	104																
BON APPETIT	2535	524	3.8	20.7	121																
BUSINESS WEEK	1278	*164	1.2	12.8	75																
CAR AND DRIVER	378	**17	0.1	4.5	26																
CBS MAGAZINE NETWORK (GROSS)	1498	*288	2.1	19.2	112																
CHANGING TIMES	1505	*222	1.6	14.8	86																
COLONIAL HOMES	1231	*223	1.6	18.1	106																
CONDE NAST MAG. PKG. (GROSS)	14146	2679	19.3	18.9	111																
CONSUMERS DIGEST	1323	*188	1.4	14.2	83																
COSMOPOLITAN	7102	1353	9.8	19.1	111																
COUNTRY LIVING	2481	467	3.4	18.8	110																
CUISINE	1472	*288	2.1	19.6	114																
CYCLE WORLD	425	**138	1.0	32.5	190																
DCI:CREATIVE IDEAS FOR LIV	2510	455	3.3	18.1	106																
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1181	8.5	17.6	103																
DISCOVER	894	*190	1.4	21.3	124																
EBONY	3507	382	2.8	10.9	64																
ESQUIRE	1083	*135	1.0	12.5	73																
ESSENCE	1830	*159	1.1	8.7	51																
FAMILY CIRCLE	15930	2673	19.3	16.8	98																
THE FAMILY HANDYMAN	1126	*207	1.5	18.4	107																
FAMILY WEEKLY	11468	2606	18.8	22.7	133																
FIELD & STREAM	2234	348	2.5	15.6	91																
FOOD & WINE	579	**78	0.6	13.5	79																
FORBES	728	*169	1.2	23.2	136																
FORTUNE	906	*162	1.2	17.9	105																
GENTLEMEN'S QUARTERLY	791	*185	1.3	23.4	137																
GLAMOUR	5265	1088	7.9	20.7	121																
GOLF DIGEST	636	**106	0.8	16.7	97																
GOLF DIGEST/TENNIS (GROSS)	1186	*201	1.5	16.9	99																
GOLF MAGAZINE	441	**49	0.4	11.1	65																
GOLF MAGAZINE/SKI (GROSS)	922	*214	1.5	23.2	136																
GOOD HOUSEKEEPING	16487	2794	20.2	16.9	99																
HARPER'S BAZAAR	2423	398	2.9	16.4	96																
HEALTH	1994	*370	2.7	18.6	108																
HEARST MAG CORP. BUY (GROSS)	44101	7690	55.5	17.4	102																
HEARST MAN POWER (GROSS)	1993	319	2.3	16.0	94																
HEARST WOMAN POWER (GROSS)	31274	5457	39.4	17.4	102																
HOUSE BEAUTIFUL	3623	680	4.9	18.8	110																
INC.	283	**77	0.6	27.2	159																
JET	2928	252	1.8	8.6	50																
LADIES' HOME JOURNAL	11918	2318	16.7	19.4	114																
LHJ FAMILY GRP COMBO(GROSS)	16764	3334	24.1	19.9	116																
LIFE	4254	838	6.0	19.7	115																
L.A. TIMES HOME MAGAZINE	1145	471	3.4	41.1	240																
MADMOISELLE	2884	458	3.3	15.9	93																
MC CALL'S	13460	2660	19.2	19.8	116																
MC CALL'S/MRK MOTHER (GROSS)	14606	2875	20.8	19.7	115																
MECHANIX ILLUSTRATED	772	**144	1.0	18.7	109																
METROPOLITAN HOME	967	*153	1.1	15.8	92																
MONEY	1588	272	2.0	17.1	100																
MOTHER EARTH NEWS	1002	318	2.3	31.7	186																
MS.	825	*163	1.2	19.8	116																
NATIONAL ENQUIRER	10336	1689	12.2	16.3	96																
NATIONAL GEOGRAPHIC	9597	1997	14.4	20.8	122																
NATIONAL SUNDAY MAGAZINE PKG	49558	8684	62.7	17.5	102																
NATURAL HISTORY	573	**143	1.0	25.0	146																
NEW WOMAN	1699	405	2.9	23.8	139																
NEW YORK INCLUDING CUE	443	**34	0.2	7.7	45																
THE NEW YORKER	1270	*192	1.4	15.1	88																
NEWSWEEK	6277	1186	8.6	18.9	110																
THE N.Y. TIMES DAILY EDITION	1205	**65	0.5	5.4	32																
THE N.Y. TIMES MAGAZINE	2081	*195	1.4	9.4	55																
OWNI	788	*225	1.6	28.6	167																
ON CABLE	1158	*304	2.2	26.3	153																
1001 HOME IDEAS	2852	646	4.7	22.7	132																
ORGANIC GARDENING	1658	395	2.9	23.8	139																
OUTDOOR LIFE	896	*137	1.0	15.3	89																
PARADE MAGAZINE	24275	3875	28.0	16.0	93																

	TOTAL U.S. '000	TORTILLAS				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D																
TOTAL FEMALE HOMEMAKERS	80986	13853	100.0	17.1	100																
PARENTS	3845	880	6.4	22.9	134																
PENTHOUSE	831	*159	1.1	19.1	112																
PEOPLE	11645	2417	17.4	20.8	121																
PLAYBOY	2006	391	2.8	19.5	114																
POPULAR HOT RODDING	297	**62	0.4	20.9	122																
POPULAR MECHANICS	1018	**146	1.1	14.3	84																
POPULAR SCIENCE	878	*152	1.1	17.3	101																
PREVENTION	3913	592	4.3	15.1	88																
PSYCHOLOGY TODAY	1710	357	2.6	20.9	122																
READER'S DIGEST	22204	4008	28.9	18.1	106																
REDBOOK	7684	1310	9.5	17.0	100																
ROAD & TRACK	410	**86	0.6	21.0	123																
ROLLING STONE	969	260	1.9	26.8	157																
RUNNER'S WORLD	298	**73	0.5	24.5	143																
SATURDAY EVENING POST	1169	*152	1.1	13.0	76																
SCIENCE 84	587	*126	0.9	21.5	125																
SCIENCE DIGEST	482	**106	0.8	22.0	129																
SCIENTIFIC AMERICAN	594	**104	0.8	17.5	102																
SELF	2089	465	3.4	22.3	130																
SEVENTEEN	2411	465	3.4	19.3	113																
SKI	480	*165	1.2	34.4	201																
SMITHSONIAN	2760	522	3.8	18.9	111																
SOAP OPERA DIGEST	3013	474	3.4	15.7	92																
SOUTHERN LIVING	4184	726	5.2	17.4	101																
SPORT	559	**78	0.6	14.0	82																
THE SPORTING NEWS	436	**39	0.3	8.9	52																
SPORTS AFIELD	493	**68	0.5	13.8	81																
SPORTS ILLUSTRATED	2758	563	4.1	20.4	119																
STAR	7456	1315	9.5	17.6	103																
SUNDAY	24936	3827	27.6	15.3	90																
SUNSET	2124	835	6.0	39.3	230																
TV GUIDE	21661	4132	29.8	19.1	112																
TENNIS	550	**95	0.7	17.3	101																
TIME	8880	1608	11.6	18.1	106																
TOWN & COUNTRY	917	**139	1.0	15.2	89																
TRAVEL & LEISURE	972	*165	1.2	17.0	99																
TRUE STORY	3356	529	3.8	15.8	92																
U.S. NEWS & WORLD REPORT	3410	563	4.1	16.5	97																
USA TODAY	1759	270	1.9	15.3	90																
US	1873	426	3.1	22.7	133																
VOGUE	3909	668	4.8	17.1	100																
WALL STREET JOURNAL	1886	372	2.7	19.7	115																
WEIGHT WATCHERS	2120	436	3.1	20.6	120																
WOMAN'S DAY	14172	2556	18.5	18.0	105																
WORKING MOTHER	1146	*215	1.6	18.8	110																
WORKING WOMAN	1322	*302	2.2	22.8	134																
WORLD TENNIS	*163	**5	0.0	3.1	18																
ZIFF-DAVIS MAG NETWK (GROSS)	2532	419	3.0	16.5	97																
BLAIR INSERTS	43657	7160	51.7	16.4	96																
DAILY NEWSPAPERS																					
READ ANY	51633	8538	61.6	16.5	97																
READ ONE	43463	7316	52.8	16.8	98																
READ TWO OR MORE	8170	1222	8.8	15.0	87																
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	52678	9134	65.9	17.3	101																
READ ONE	46126	8138	58.7	17.6	103																
READ TWO OR MORE	6552	996	7.2	15.2	89																
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	27.55	30.35																			
30 DAY REACH	71455	12404	89.5	17.4	101																
50 SHWG - 30 DAY AV FREQ	14.56	16.02																			
30 DAY REACH	67742	11796	85.2	17.4	102																
25 SHWG - 30 DAY AV FREQ	7.94	8.57																			
30 DAY REACH	62117	11038	79.7	17.8	104																
CABLE TV: HOME WIRED	32077	6176	44.6	19.3	113																
HOME NOT WIRED	48909	7677	55.4	15.7	92																
HAVE PAY CABLE	15935	3488	25.2	21.9	128																

	TOTAL U.S. '000	TORTILLAS				A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX												
TOTAL FEMALE HOMEMAKERS	80986	13853	100.0	17.1	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7749	55.9	17.6	103												
10:00 AM - 3:00 PM	30659	5566	40.2	18.2	106												
3:00 PM - 7:00 PM	31045	5749	41.5	18.5	108												
7:00 PM - MIDNIGHT	15767	2898	20.9	18.4	107												
MIDNIGHT - 6:00 AM	9120	1753	12.7	19.2	112												
6:00 AM - MIDNIGHT	58527	10516	75.9	18.0	105												
ENTIRE DAY	59311	10588	76.4	17.9	104												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2889	20.9	17.9	104												
ALL NEWS	2256	368	2.7	16.3	95												
AOR/PROGRESSIVE	3874	945	6.8	24.4	143												
BEAUTIFUL MUSIC	5660	876	6.3	15.5	90												
BLACK	2204	313	2.3	14.2	83												
CLASSICAL	1418	*327	2.4	23.1	135												
CHR/ROCK	9538	2018	14.6	21.2	124												
COUNTRY	12648	1977	14.3	15.6	91												
GOLDEN OLDIES	1191	*202	1.5	17.0	99												
MOR/NOSTALGIA	4757	806	5.8	16.9	99												
NEWS/TALK	3863	762	5.5	19.7	115												
RELIGIOUS	3084	492	3.6	16.0	93												
SOFT ROCK	521	**46	0.3	8.8	52												
URBAN CONTEMPORARY	1585	*166	1.2	10.5	61												
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	417	3.0	12.8	75												
ABC DIRECTION	2316	389	2.8	16.8	98												
ABC ENTERTAINMENT	4834	573	4.1	11.9	69												
ABC FM	2202	420	3.0	19.1	112												
ABC INFORMATION	5425	1152	8.3	21.2	124												
ABC ROCK	1677	346	2.5	20.6	121												
CBS	4430	666	4.8	15.0	88												
MUTUAL	4992	721	5.2	14.4	84												
NBC	4679	654	4.7	14.0	82												
RADIORADIO	1994	318	2.3	15.9	93												
RKO ONE	2298	428	3.1	18.6	109												
RKO TWO	3311	401	2.9	12.1	71												
THE SOURCE	2114	393	2.8	18.6	109												
NON-WIRED : BLAIR	8654	1685	12.2	19.5	114												
INTERNET	12025	2572	18.6	21.4	125												
KATZ RADIO GROUP	15359	2598	18.8	16.9	99												
SUPERNET	10628	1818	13.1	17.1	100												
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1379	10.0	15.9	93												
WKDAY 9:00 AM - 1:00 PM	12163	1939	14.0	15.9	93												
WKDAY 1:00 PM - 4:30 PM	16150	2359	17.0	14.6	85												
WKDAY 4:30 PM - 7:30 PM	22463	3434	24.8	15.3	89												
WKDAY 7:30 PM - 8:00 PM	31795	4714	34.0	14.8	87												
WKDAY 11:00 PM - 11:30 PM	23977	3946	28.5	16.5	96												
WKDAY 11:30 PM - 1:00 AM	7703	1371	9.9	17.8	104												
M-SAT 8-11 PM+SUN 7-11 PM	33800	5558	40.1	16.4	96												
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A	6538	1137	8.2	17.4	102											
ANOTHER WORLD	N	4620	339	2.4	7.3	43											
AS THE WORLD TURNS	C	5614	820	5.9	14.6	85											
CAPITOL	C	3396	496	3.6	14.6	85											
CBS MORN. NEWS 1	C	1446	214	1.5	14.8	87											
CBS MORN. NEWS 2	C	1207	150	1.1	12.4	73											
DAYS OF OUR LIVES	N	5877	614	4.4	10.4	61											
FACTS OF LIFE - DAYTIME	N	2290	235	1.7	10.3	60											
FAMILY FEUD	A	3023	507	3.7	16.8	98											
GENERAL HOSPITAL	A	6097	1063	7.7	17.4	102											
GOOD MORNING, AMERICA-730	A	3515	477	3.4	13.6	79											
GOOD MORNING, AMERICA-830	A	2818	478	3.5	17.0	99											
GUIDING LIGHT	C	5339	712	5.1	13.3	78											
ONE LIFE TO LIVE	A	4478	927	6.7	20.7	121											
PRESS YOUR LUCK	C	2244	338	2.4	15.1	88											
PRICE IS RIGHT 1	C	4348	579	4.2	13.3	78											
PRICE IS RIGHT 2	C	5014	665	4.8	13.3	78											
RYAN'S HOPE	A	3150	480	3.5	15.2	89											
SALE OF THE CENTURY	N	2695	312	2.3	11.6	68											
SEARCH FOR TOMORROW	N	2319	212	1.5	9.1	53											
TODAY SHOW 1	N	2693	324	2.3	12.0	70											
TODAY SHOW 2	N	2498	268	1.9	10.7	63											
\$25,000 PYRAMID	C	2753	381	2.8	13.8	81											
WHEEL OF FORTUNE	N	4388	673	4.9	15.3	90											
YOUNG AND THE RESTLESS	C	5695	834	6.0	14.6	86											
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A	1760	301	2.2	17.1	100											
NBA PLAYOFF GAME -1	C	1136	*162	1.2	14.3	83											
NBC MAJOR LEAGUE PRE-GAME	N	953	**115	0.8	12.1	71											
SPORTSWORLD - SUN	N	1233	295	2.1	23.9	140											
SUNDAY MORNING	C	1611	195	1.4	12.1	71											

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	TORTILLAS				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	DOWN	ACROSS																
TOTAL FEMALE HOMEMAKERS	80786	13853	100.0	17.1	100																
WKDAY LOCAL EVENING TV NEWS																					
NETWORK AFFILIATES - EARLY	26063	3367	24.3	12.9	76																
NETWORK AFFILIATES - LATE	20261	3360	24.3	16.6	97																
INDEPENDENTS - LATE	2076	376	2.7	18.1	106																
TV EVENING NTKW 6 PM - 2 AM																					
A TEAM	N 10453	1648	11.9	15.8	92																
ABC MONDAY NIGHT MOVIE	A 6412	1179	8.5	18.4	107																
ABC SUNDAY NIGHT MOVIE	A 12407	2156	15.6	17.4	102																
ABC WORLD NEWS TONIGHT	A 6176	770	5.6	12.5	73																
AFTERMASH	C 5863	1020	7.4	17.4	102																
ALICE	C 9594	1600	11.6	16.8	98																
AMERICAN PARADE	C 6422	941	6.8	14.2	83																
BENSON	A 10856	1613	11.6	14.8	87																
BLUE THUNDER	A 5036	799	5.8	15.9	93																
CAGNEY & LACEY	C 9965	1750	12.6	17.6	103																
CBS EVENING NEWS-DEAN	C 3491	405	2.9	11.6	68																
CBS EVENING NEWS-RATHER	C 7123	1022	7.4	14.3	84																
CBS SAT. NEWS-SCHIEFFER	C 3621	634	4.6	17.5	102																
CBS SATURDAY NIGHT MOVIE	C 5436	965	7.0	17.8	104																
CBS WEDNESDAY NIGHT MOVIE	C 6100	960	6.9	15.7	92																
CHEERS	N 8889	1767	12.8	19.9	116																
DALLAS	C 22109	3483	25.1	15.8	92																
DIFF'RENT STROKES	N 6940	1011	7.3	14.6	85																
DOUBLE TROUBLE	N 7223	1377	9.9	19.1	111																
DUCK FACTORY	N 5595	1091	7.9	19.5	114																
DUKES OF HAZZARD	C 5768	818	5.9	14.2	83																
DYNASTY	A 20053	3321	24.0	16.6	97																
FACTS OF LIFE	N 8087	1484	10.7	18.4	107																
FALCON CREST	C 20046	2903	21.0	14.5	85																
FALL GUY	A 9084	1312	9.5	14.4	84																
FAMILY TIES	N 7964	1169	8.4	14.7	86																
FANTASY ISLAND	A 7687	1242	9.0	16.2	94																
FOULUPS, BLEEPs & BLUNDERS	A 8861	1497	10.8	16.9	99																
FOUR SEASONS	C 5095	951	6.9	18.7	109																
GIMME A BREAK	N 8835	1113	8.0	12.6	74																
HART TO HART	A 8978	1534	11.1	17.1	100																
HILL STREET BLUES	N 8590	1702	12.3	18.8	116																
HOTEL	A 14085	2426	17.5	17.2	101																
JEFFERSONS	C 9360	1683	12.1	18.0	105																
JENNIFER SLEPT HERE	N 5841	852	6.2	14.6	85																
KATE & ALLIE	C 9206	1584	11.4	17.2	101																
KNIGHT RIDER	N 7076	1140	8.2	16.1	94																
LOVE BOAT	A 12219	1933	14.0	15.8	92																
MAGNUM PI	C 11199	1938	14.0	17.3	101																
MAMA'S FAMILY	N 6057	901	6.5	14.9	87																
MASTER, THE	N 3598	654	4.7	18.2	106																
MATT HOUSTON	A 6344	1076	7.8	17.0	99																
NBC MONDAY NIGHT MOVIE	N 11994	1930	13.9	16.1	94																
NBC NIGHTLY NEWS	N 5132	605	4.4	11.8	69																
NBC NIGHTLY NEWS-SAT	N 3375	332	2.4	9.8	58																
NBC NIGHTLY NEWS-SUN	N 3130	388	2.8	12.4	72																
NBC SUNDAY NIGHT MOVIE	N 8254	1267	9.1	15.3	89																
NEW HART	C 9240	1592	11.5	17.2	101																
ONE DAY AT A TIME	C 7288	1184	8.5	16.2	95																
PEOPLE ARE FUNNY	N 4855	681	4.9	14.0	82																
REAL PEOPLE	N 8869	1210	8.7	13.6	80																
REXINGTON STEELE	N 7743	1327	9.6	17.1	100																
RIPLEY'S BELIEVE IT - NOT	A 5345	1141	8.2	21.3	125																
RIP TIDE	N 6988	1272	9.2	18.2	106																
SCARECROW & MRS. KING	C 10002	1696	12.2	17.0	99																
SIMON & SIMON	C 10638	1822	13.2	17.1	100																
60 MINUTES	C 13293	1877	13.5	14.1	83																
ST. ELSEWHERE	N 7017	1314	9.5	18.7	109																
THREE'S COMPANY	A 10917	1909	13.8	17.5	102																
T.J. HOOKER	A 9204	1231	8.9	13.4	78																
TONIGHT SHOW	N 2372	449	3.2	18.9	111																
TRAPPER JOHN, M.D.	C 9846	1412	10.2	14.3	84																
TV BLOOPERS & PRAC. JOKES	N 9105	1466	10.6	16.1	94																
20/20	A 9387	1621	11.7	17.3	101																
WEBSTER	A 11067	1713	12.4	15.5	90																
WORLD NEWS - SUN	A 3062	551	4.0	18.0	105																
YELLOW ROSE	N 4978	870	6.3	17.5	102																
TV VIEWING SPORTS EVENTS																					
BASEBALL	8878	1747	12.6	19.7	115																
BASKETBALL - COLLEGE GAMES	4080	644	4.6	15.8	92																
BASKETBALL - PRO GAMES	3607	683	4.9	18.9	111																
BOWLING	3883	818	5.9	21.1	123																
BOXING	3928	812	5.9	20.7	121																
FOOTBALL - COLLEGE GAMES	6366	1233	8.9	19.4	113																
FOOTBALL - PRO GAMES	11300	2838	20.5	25.1	147																
GOLF	3378	717	5.2	21.2	124																
POST-SEASON COLL. FOOTBALL	4906	1104	8.0	22.5	132																
POST-SEASON PRO FOOTBALL	6120	1537	11.1	25.1	147																
TENNIS	3033	574	4.1	18.9	111																
WRESTLING - PROFESSIONAL	3244	516	3.7	15.4	90																

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	TOTAL U.S. '000	DEL MONTE				FRENCH'S CHILI-O				LA VICTORIA				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALE HOMEOWNERS	80986	5252	100.0	6.5	100	3255	100.0	4.0	100	4042	100.0	5.0	100				
18 - 24	9282	1074	20.4	11.6	178	*348	10.7	3.7	93	*507	12.5	5.5	109				
25 - 34	19072	1516	28.9	7.9	123	736	22.6	3.9	96	1269	31.4	6.7	133				
35 - 44	14591	1141	21.7	7.8	121	739	22.7	5.1	126	887	21.9	6.1	122				
45 - 54	11345	*420	8.0	3.7	57	*391	12.0	3.4	86	544	13.5	4.8	96				
55 - 64	11635	538	10.2	4.6	71	*591	18.2	5.1	126	*526	13.0	4.5	91				
65 OR OLDER	15061	564	10.7	3.7	58	*451	13.9	3.0	75	*309	7.6	2.1	41				
18 - 34	28354	2590	49.3	9.1	141	1084	33.3	3.8	95	1776	43.9	6.3	125				
18 - 49	48339	3957	75.3	8.2	126	1952	60.0	4.0	100	2921	72.3	6.0	121				
25 - 54	45008	3076	58.6	6.8	105	1866	57.3	4.1	103	2700	66.8	6.0	120				
35 - 49	19985	1367	26.0	6.8	105	869	26.7	4.3	108	1145	28.3	5.7	115				
50 OR OLDER	32647	1295	24.7	4.0	61	1303	40.0	4.0	99	1122	27.8	3.4	69				
GRADUATED COLLEGE	11155	739	14.1	6.6	102	*421	12.9	3.8	94	801	19.8	7.2	144				
ATTENDED COLLEGE	13682	1009	19.2	7.4	114	598	18.4	4.4	109	1058	26.2	7.7	155				
GRADUATED HIGH SCHOOL	33880	2329	44.3	6.9	106	1484	45.6	4.4	109	1495	37.0	4.4	88				
DID NOT GRADUATE HIGH SCHOOL	22270	1175	22.4	5.3	81	752	23.1	3.4	84	*688	17.0	3.1	62				
EMPLOYED	40306	2717	51.7	6.7	104	1605	49.3	4.0	99	2419	59.8	6.0	120				
EMPLOYED FULL-TIME	32850	2211	42.1	6.7	104	1299	39.9	4.0	98	2031	50.2	6.2	124				
EMPLOYED PART-TIME	7456	*506	9.6	6.8	105	*306	9.4	4.1	102	*388	9.6	5.2	104				
NOT EMPLOYED	40680	2535	48.3	6.2	96	1651	50.7	4.1	101	1623	40.2	4.0	80				
PROFESSIONAL/MANAGER	10392	*801	15.3	7.7	119	*425	13.1	4.1	102	*704	17.4	6.8	136				
TECH/CLERICAL/SALES	17574	1084	20.6	6.2	95	737	22.6	4.2	104	1154	28.6	6.6	132				
PRECISION/CRAFT	985	*44	0.8	4.5	69	*9	0.3	0.9	23	*71	1.8	7.2	144				
OTHER EMPLOYED	11354	788	15.0	6.9	107	*434	13.3	3.8	95	*490	12.1	4.3	86				
SINGLE	9863	832	15.8	8.4	130	*368	11.3	3.7	93	595	14.7	6.0	121				
MARRIED	51375	3419	65.1	6.7	103	2238	68.8	4.4	108	2617	64.7	5.1	102				
DIVORCED/SEPARATED/WIDOWED	19748	1001	19.1	5.1	78	650	20.0	3.3	82	830	20.5	4.2	84				
PARENTS	32590	2946	56.1	9.0	139	1472	45.2	4.5	112	1855	45.9	5.7	114				
WHITE	70416	4566	86.9	6.5	100	2774	85.2	3.9	98	3747	92.7	5.3	107				
BLACK	8778	583	11.1	6.6	102	*414	12.7	4.7	117	*178	4.4	2.0	41				
OTHER	1791	**103	2.0	5.8	89	**68	2.1	3.8	94	**118	2.9	6.6	132				
NORTHEAST-CENSUS	17786	*243	4.6	1.4	21	643	19.8	3.6	90	**180	4.5	1.0	20				
NORTH CENTRAL	20741	1263	24.0	6.1	94	1058	32.5	5.1	127	*533	13.2	2.6	51				
SOUTH	27775	1982	37.7	7.1	110	1357	41.7	4.9	122	*98	2.4	0.4	7				
WEST	14683	1765	33.6	12.0	185	**198	6.1	1.3	34	3231	79.9	22.0	441				
NORTHEAST-MKTG.	17961	*237	4.5	1.3	20	604	18.6	3.4	84	**229	5.7	1.3	26				
EAST CENTRAL	11885	*480	9.1	4.0	62	728	22.4	6.1	152	**126	3.1	1.1	21				
WEST CENTRAL	14090	1140	21.7	8.1	125	*488	15.0	3.5	86	520	12.9	3.7	74				
SOUTH	24081	1888	35.9	7.8	121	1248	38.3	5.2	129	*88	2.2	0.4	7				
PACIFIC	12969	1507	28.7	11.6	179	**188	5.8	1.4	36	3079	76.2	23.7	476				
COUNTY SIZE A	32439	1883	35.9	5.8	90	1000	30.7	3.1	77	2306	57.1	7.1	142				
COUNTY SIZE B	24915	1804	34.3	7.2	112	1267	38.9	5.1	127	1005	24.9	4.0	81				
COUNTY SIZE C	12930	834	15.9	6.5	99	*501	15.4	3.9	96	689	17.0	5.3	107				
COUNTY SIZE D	10703	731	13.9	6.8	105	*487	15.0	4.6	113	*442	1.0	0.4	8				
METRO CENTRAL CITY	24518	1657	31.5	6.8	104	1096	33.7	4.5	111	1640	40.6	6.7	134				
METRO SUBURBAN	35919	2209	42.1	6.1	95	1338	41.1	3.7	93	2071	51.2	5.8	116				
NON METRO	20549	1386	26.4	6.7	104	821	25.2	4.0	99	*330	8.2	1.6	32				
TOP 5 ADI'S	18341	851	16.2	4.6	72	538	16.5	2.9	73	1708	42.3	9.3	187				
TOP 10 ADI'S	25378	1223	23.3	4.8	74	814	25.0	3.2	80	1846	45.7	7.3	146				
TOP 20 ADI'S	36488	1859	35.4	5.1	79	1102	33.9	3.0	75	2432	60.2	6.7	134				
MSHLD INC. \$50,000 OR MORE	6612	**289	5.5	4.4	67	**214	6.6	3.2	81	*403	10.0	6.1	122				
\$40,000 OR MORE	12659	*670	12.8	5.3	82	*524	16.1	4.1	103	941	23.3	7.4	149				
\$30,000 OR MORE	24698	1424	27.1	5.8	89	1090	33.5	4.4	110	1672	41.4	6.8	136				
\$25,000 OR MORE	32077	1975	37.6	6.2	95	1472	45.2	4.6	114	2200	54.4	6.9	137				
\$20,000 - \$24,999	9144	786	15.0	8.6	133	*343	10.5	3.8	93	*458	11.3	5.0	100				
\$15,000 - \$19,999	5728	620	11.8	7.1	110	*376	11.6	4.3	107	*386	9.5	4.4	89				
\$10,000 - \$14,999	12562	706	13.4	5.6	87	*466	14.3	3.7	92	*451	11.2	3.6	72				
UNDER \$10,000	18475	1165	22.2	6.3	97	598	18.4	3.2	81	548	13.6	3.0	59				
HOUSEHOLD OF 1 PERSON	11987	513	9.8	4.3	66	*260	8.0	2.2	54	311	7.7	2.6	52				
2 PEOPLE	26577	1352	25.7	5.1	78	975	30.0	3.7	91	1525	37.7	5.7	115				
3 OR 4 PEOPLE	30617	2113	40.2	6.9	106	1471	45.2	4.8	120	1659	41.0	5.4	109				
5 OR MORE PEOPLE	11804	1274	24.3	10.8	166	*550	16.9	4.7	116	*547	13.5	4.6	93				
NO CHILD IN MSHLD	46165	2190	41.7	4.7	73	1595	49.0	3.5	86	2059	50.9	4.5	89				
CHILD(REN) UNDER 2 YRS	5325	*526	10.0	9.9	152	**255	7.8	4.8	119	**271	6.7	5.1	102				
2 - 5 YEARS	14221	1530	29.1	10.8	166	629	19.3	4.4	110	896	22.2	6.3	126				
6 - 11 YEARS	15117	1370	26.1	9.1	140	704	21.6	4.7	116	831	20.6	5.5	110				
12 - 17 YEARS	16611	1396	26.6	8.4	130	830	25.5	5.0	124	837	20.7	5.0	101				
RESIDENCE OWNED	55884	3337	63.5	6.0	92	2361	72.5	4.2	105	2590	64.1	4.6	93				
VALUE: \$50,000 OR MORE	31744	1811	34.5	5.7	88	1147	35.2	3.6	90	2087	51.6	6.6	132				
VALUE: UNDER \$50,000	24140	1526	29.1	6.3	97	1214	37.3	5.0	125	*503	12.4	2.1	42				

		TOTAL U.S. '000	DEL MONTE				FRENCH'S CHILI-O				LA VICTORIA				A	B	C	D	
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS		80986	5252	100.0	6.5	100	3255	100.0	4.0	100	4042	100.0	5.0	100					
MAGAZINES	QUINTILE 1	15799	1335	25.4	8.4	130	860	26.4	5.4	135	1018	25.2	6.4	129					
	QUINTILE 2	17259	886	16.9	5.1	79	831	25.5	4.8	120	1070	26.5	6.2	124					
	QUINTILE 3	13545	686	13.1	5.1	78	*535	16.4	3.9	98	742	18.4	5.5	110					
	QUINTILE 4	15133	1047	19.9	6.9	107	511	15.7	3.4	84	599	14.8	4.0	79					
	QUINTILE 5	19250	1297	24.7	6.7	104	*519	15.9	2.7	67	613	15.2	3.2	64					
NEWSPAPERS	QUINTILE 1	12413	571	10.9	4.6	71	*541	16.6	4.4	108	617	15.3	5.0	100					
	QUINTILE 2	24116	1459	27.8	6.0	93	1157	35.5	4.8	119	1242	30.7	5.2	103					
	QUINTILE 3	11261	651	12.4	5.8	89	*443	13.6	3.9	98	*512	12.7	4.5	91					
	QUINTILE 4	20255	1427	27.2	7.0	109	698	21.4	3.4	86	988	24.4	4.9	98					
	QUINTILE 5	12940	1143	21.8	8.8	136	*416	12.8	3.2	80	684	16.9	5.3	106					
OUTDOOR	QUINTILE 1	14852	1139	21.7	7.7	118	566	17.4	3.8	95	1006	24.9	6.8	136					
	QUINTILE 2	15725	1087	20.7	6.9	107	854	20.1	4.2	103	805	19.9	5.1	103					
	QUINTILE 3	16330	1245	23.7	7.6	118	718	22.1	4.4	109	853	21.1	5.2	105					
	QUINTILE 4	16744	929	17.7	5.5	86	475	14.6	2.8	71	738	18.3	4.4	88					
	QUINTILE 5	17334	852	16.2	4.9	76	843	25.9	4.9	121	641	15.9	3.7	74					
RADIO-DRIVE TIME	QUINTILE 1	15911	1089	20.7	6.8	106	678	20.8	4.3	106	731	18.1	4.6	92					
	QUINTILE 2	14837	988	18.8	6.7	103	664	20.4	4.5	111	624	15.4	4.2	84					
	QUINTILE 3	15339	1073	20.4	7.0	108	*567	17.4	3.7	92	788	19.5	5.1	103					
	QUINTILE 4	16723	991	18.9	5.9	91	770	23.7	4.6	115	878	21.7	5.3	105					
	QUINTILE 5	18176	1111	21.2	6.1	94	578	17.8	3.2	79	1022	25.3	5.6	113					
RADIO-MID- DAY	QUINTILE 1	21020	1427	27.2	6.8	105	993	30.5	4.7	118	1044	25.8	5.0	100					
	QUINTILE 2	21610	1555	29.6	7.2	111	798	24.5	3.7	92	997	24.7	4.6	92					
	QUINTILE 3	38355	2270	43.2	5.9	91	1464	45.0	3.8	95	2002	49.5	5.2	105					
	QUINTILE 4	15988	1170	22.3	7.3	113	791	24.3	4.9	123	743	18.4	4.6	93					
	QUINTILE 5	15626	1046	19.9	6.7	103	576	17.7	3.7	92	659	16.3	4.2	84					
RADIO-TOTAL	QUINTILE 1	16723	1115	21.2	6.7	103	693	21.3	4.1	103	796	19.7	4.8	95					
	QUINTILE 2	16342	1065	20.3	6.5	100	566	17.4	3.5	86	1119	27.7	6.8	137					
	QUINTILE 3	16306	856	16.3	5.2	81	629	19.3	3.9	96	726	18.0	4.5	89					
	QUINTILE 4																		
	QUINTILE 5																		
TV-PRIME TIME	QUINTILE 1	15953	910	17.3	5.7	88	761	23.4	4.8	119	521	12.9	3.3	65					
	QUINTILE 2	16137	1010	19.2	6.3	97	568	17.5	3.5	88	781	19.3	4.8	97					
	QUINTILE 3	16420	1021	19.4	6.2	96	837	25.7	5.1	127	907	22.4	5.5	111					
	QUINTILE 4	16687	1157	22.0	6.9	107	639	19.6	3.8	95	917	22.7	5.5	110					
	QUINTILE 5	15789	1155	22.0	7.3	113	*450	13.8	2.9	71	916	22.7	5.8	116					
TV-DAYTIME	QUINTILE 1	27736	1929	36.7	7.0	107	1306	40.1	4.7	117	1034	25.6	3.7	75					
	QUINTILE 2	26489	1689	32.2	6.4	98	1107	34.0	4.2	104	1251	31.0	4.7	95					
	QUINTILE 3	26761	1634	31.1	6.1	94	842	25.9	3.1	78	1758	43.5	6.6	132					
	QUINTILE 4	16345	1205	22.9	7.4	114	800	24.6	4.9	122	561	13.9	3.4	69					
	QUINTILE 5	16447	873	16.6	5.3	82	713	21.9	4.3	108	752	18.6	4.6	92					
TV-TOTAL	QUINTILE 1	15980	1031	19.6	6.5	99	731	22.5	4.6	114	801	19.8	5.0	100					
	QUINTILE 2	15887	920	17.5	5.8	89	498	15.3	3.1	78	856	21.2	5.4	108					
	QUINTILE 3	16326	1223	23.3	7.5	116	*515	15.8	3.2	78	1072	26.5	6.6	132					
	QUINTILE 4																		
	QUINTILE 5																		
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE	QUINTILE 1	20721	1096	20.9	5.3	82	1125	34.6	5.4	135	1251	31.0	6.0	121					
	QUINTILE 2	19186	1483	28.2	7.7	119	830	25.5	4.3	108	1342	33.2	7.0	140					
	QUINTILE 3	21899	1184	22.5	5.4	83	784	24.1	3.6	89	843	20.9	3.8	77					
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	15451	1102	21.0	7.1	110	670	20.6	4.3	108	1027	25.4	6.6	133					
	QUINTILE 2	25953	1534	29.2	5.9	91	1322	40.6	5.1	127	1387	34.3	5.3	107					
	QUINTILE 3	24400	1794	34.2	7.4	113	860	26.4	3.5	88	1216	30.1	5.0	100					
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	18049	1182	22.5	6.5	101	853	26.2	4.7	118	816	20.2	4.5	91					
	QUINTILE 2	23571	1457	27.7	6.2	95	1087	33.4	4.6	115	1734	42.9	7.4	147					
	QUINTILE 3	23278	1572	29.9	6.8	104	865	26.6	3.7	92	880	21.8	3.8	76					
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	15459	1072	20.4	6.9	107	773	23.7	5.0	124	739	18.3	4.8	96					
	QUINTILE 2	25829	1564	29.8	6.1	93	1184	36.4	4.6	114	1870	46.3	7.2	145					
	QUINTILE 3	26039	1527	29.1	5.9	90	1022	31.4	3.9	98	866	21.4	3.3	67					
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	16605	1053	20.0	6.3	98	700	21.5	4.2	105	875	21.6	5.3	106					
	QUINTILE 2	26834	1344	25.6	5.0	77	1261	38.7	4.7	117	1237	30.6	4.6	92					
	QUINTILE 3	23346	1935	36.8	8.3	128	884	27.2	3.8	94	1441	35.7	6.2	124					
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	17133	951	18.1	5.6	86	908	27.9	5.3	132	603	14.9	3.5	71					
	QUINTILE 2	25892	1448	27.6	5.6	86	1028	31.6	4.0	99	1510	37.4	5.8	117					
	QUINTILE 3	23167	1929	36.7	8.3	128	848	26.1	3.7	91	1229	30.4	5.3	106					
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	17159	845	16.1	4.9	76	987	30.3	5.8	143	690	17.1	4.0	81					
	QUINTILE 2	26214	1515	28.8	5.8	89	934	28.7	3.6	89	1501	37.1	5.7	115					
	QUINTILE 3	23412	1775	33.8	7.6	117	846	26.0	3.6	90	980	24.2	4.2	84					
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	15303	1245	23.7	8.1	125	715	22.0	4.7	116	844	20.9	5.5	111					
	QUINTILE 2	24901	1701	32.4	6.8	105	888	27.3	3.6	89	1532	37.9	6.2	123					
	QUINTILE 3	26492	1572	29.9	5.9	92	1173	36.0	4.4	110	985	24.4	3.7	74					
OUTDOOR-TELEVISION: DUAL OUTDOOR IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	14794	1051	20.0	7.1	110	803	24.7	5.4	135	665	16.5	4.5	90					
	QUINTILE 2	25437	1991	37.9	7.8	121	862	26.5	3.4	84	1631	40.4	6.4	128					
	QUINTILE 3	27877	1542	29.4	5.5	85	1196	36.7	4.3	107	1046	25.9	3.8	75					
RADIO-TELEVISION: DUAL RADIO IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	15996	1018	19.4	6.4	98	780	24.0	4.9	121	639	15.8	4.0	80					
	QUINTILE 2	25478	1799	34.3	7.1	109	982	30.2	3.9	96	1219	30.2	4.8	96					
	QUINTILE 3	26573	164																

MEXICAN FOOD & INGREDIENTS: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	DEL MONTE				FRENCH'S CHILI-O				LA VICTORIA				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	5252	100.0	6.5	100	3255	100.0	4.0	100	4042	100.0	5.0	100				
ATLANTIC MONTHLY	415	**6	0.1	1.4	22	**16	0.5	3.9	96	**33	0.8	8.0	159				
BARRON'S	453	**16	0.3	3.5	54	**8	0.2	1.8	44	**73	1.8	16.1	323				
BETTER HOMES & GARDENS	16256	1066	20.3	6.6	101	919	28.2	5.7	141	855	21.2	5.3	105				
BON APPETIT	2535	**131	2.5	5.2	80	**130	4.0	5.1	128	**209	5.2	8.2	165				
BUSINESS WEEK	1278	**63	1.2	4.9	76	**77	2.4	6.0	150	**103	2.5	8.1	161				
CAR AND DRIVER	378	**35	0.7	9.3	143	**23	0.7	6.1	151	**5	0.1	1.3	27				
CBS MAGAZINE NETWORK (GROSS)	1498	**162	3.1	10.8	167	**90	2.8	6.0	149	**119	2.9	7.9	159				
CHANGING TIMES	1505	**128	2.4	8.5	131	**65	2.0	4.3	107	**34	0.8	2.3	45				
COLONIAL HOMES	1231	**90	1.7	7.3	113	**68	2.1	5.5	137	**44	1.1	3.6	72				
CONDE NAST MAG. PKG. (GROSS)	14146	1213	23.1	8.6	132	770	23.7	5.4	135	803	19.9	5.7	114				
CONSUMERS DIGEST	1323	**126	2.4	9.5	147	**72	2.2	5.4	135	**57	1.4	4.3	86				
COSMOPOLITAN	7102	549	10.5	7.7	119	303	9.3	4.3	106	445	11.0	6.3	126				
COUNTRY LIVING	2481	**193	3.7	7.8	120	**122	3.7	4.9	122	**93	2.3	3.7	75				
CUISINE	1472	**129	2.5	8.8	135	**78	2.4	5.3	132	**132	3.3	9.0	180				
CYCLE WORLD	425	**38	0.7	8.9	138	**50	1.5	11.8	293	**16	0.4	3.8	75				
DCI:CREATIVE IDEAS FOR LIV	2510	**240	4.6	9.6	147	**176	5.4	7.0	174	**84	2.1	3.3	67				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	442	8.4	6.6	102	458	14.1	6.8	170	**106	2.6	1.6	32				
DISCOVER	894	**97	1.8	10.9	167	**41	1.3	4.6	114	**22	0.5	2.5	49				
EBONY	3507	292	5.6	8.3	128	223	6.9	6.4	158	**124	3.1	3.5	71				
ESQUIRE	1083	**79	1.5	7.3	112	**44	1.4	4.1	101	**76	1.9	7.0	141				
ESSENCE	1830	195	3.7	10.7	164	**94	2.9	5.1	128	**60	1.5	3.3	66				
FAMILY CIRCLE	15930	987	18.8	6.2	96	845	26.0	5.3	132	837	20.7	5.3	105				
THE FAMILY HANDYMAN	1126	**69	1.3	6.1	94	**61	1.9	5.4	135	**24	0.6	2.1	43				
FAMILY WEEKLY	11468	726	13.8	6.3	98	527	16.2	4.6	114	701	17.3	6.1	122				
FIELD & STREAM	2234	**124	2.4	5.6	86	**200	6.1	9.0	223	**94	2.3	4.2	84				
FOOD & WINE	579	**50	1.0	8.6	133	**47	1.4	8.1	202	**44	1.1	7.6	152				
FORBES	728	**15	0.3	2.1	32	**36	1.1	4.9	123	**104	2.6	14.3	286				
FORTUNE	906	**64	1.2	7.1	109	**22	0.7	2.4	60	**89	2.2	9.8	197				
GENTLEMEN'S QUARTERLY	791	**75	1.4	9.5	146	**60	1.8	7.6	189	**50	1.2	6.3	127				
GLAMOUR	5265	375	7.1	7.1	110	289	8.9	5.5	137	**287	7.1	5.5	109				
GOLF DIGEST	636	**49	0.9	7.7	119	**23	0.7	3.6	90	**29	0.7	4.6	91				
GOLF DIGEST/TENNIS (GROSS)	1186	**141	2.7	11.9	183	**33	1.0	2.8	69	**61	1.5	5.1	103				
GOLF MAGAZINE	441	**23	0.4	5.2	80	**8	0.2	1.8	45	**47	1.2	10.7	214				
GOLF MAGAZINE/SKI (GROSS)	922	**71	1.4	7.7	119	**28	0.9	3.0	76	**79	2.0	8.6	172				
GOOD HOUSEKEEPING	16487	998	19.0	6.1	93	754	23.2	4.6	114	762	18.9	4.6	93				
HARPER'S BAZAAR	2423	**208	4.0	8.6	132	**99	3.0	4.1	102	**166	4.1	6.9	137				
HEALTH	1994	**277	5.3	13.9	214	**104	3.2	5.2	130	**90	2.2	4.5	90				
HEARST MAG CORP. BUY (GROSS)	44101	3117	59.3	7.1	109	2152	66.1	4.9	121	2323	57.5	5.3	106				
HEARST MAN POWER (GROSS)	1993	**183	3.5	9.2	142	**43	1.3	2.2	54	**94	2.3	4.7	95				
HEARST WOMAN POWER (GROSS)	31274	2147	40.9	6.9	106	1557	47.8	5.0	124	1688	41.8	5.4	108				
HOUSE BEAUTIFUL	3623	**233	4.4	6.4	99	**221	6.8	6.1	152	**199	4.9	5.5	110				
INC.	283	**11	0.2	3.9	60	**3	0.1	1.1	26	**40	1.0	14.1	283				
JET	2928	232	4.4	7.9	122	**174	5.3	5.9	148	**82	2.0	2.8	56				
LADIES' HOME JOURNAL	11918	797	15.2	6.7	103	655	20.1	5.5	137	645	16.0	5.4	108				
LHJ FAMILY GRP COMBO(GROSS)	16764	1308	24.9	7.8	120	935	28.7	5.6	139	912	22.6	5.4	109				
LIFE	4254	317	6.0	7.5	115	**182	5.6	4.3	106	**284	7.0	6.7	134				
L.A. TIMES HOME MAGAZINE	1145	**78	1.5	6.8	105	**13	0.4	1.1	28	337	8.3	29.4	590				
MADMOISELLE	2884	**302	5.8	10.5	161	**148	4.5	5.1	128	**117	2.9	4.1	81				
MC CALL'S	13460	932	17.7	6.9	107	773	23.7	5.7	143	645	16.0	4.8	96				
MC CALL'S/WRK MOTHER (GROSS)	14606	1043	19.9	7.1	110	896	27.5	6.1	153	715	17.7	4.9	98				
MECHANIX ILLUSTRATED	772	**50	1.0	6.5	100	**21	0.6	2.7	68	**33	0.8	4.3	86				
METROPOLITAN HOME	967	**84	1.6	8.7	134	**46	1.4	4.8	118	**57	1.4	5.9	118				
MONEY	1588	**110	2.1	6.9	107	**75	2.3	4.7	118	**120	3.0	7.6	151				
MOTHER EARTH NEWS	1002	**49	0.9	4.9	75	**24	0.7	2.4	60	**124	3.1	12.4	248				
MS.	825	**65	1.2	7.9	121	**34	1.0	4.1	103	**59	1.5	7.2	143				
NATIONAL ENQUIRER	10336	829	15.8	8.0	124	668	20.5	6.5	161	524	13.0	5.1	102				
NATIONAL GEOGRAPHIC	9597	479	9.1	5.0	77	447	13.7	4.7	116	727	18.0	7.6	152				
NATIONAL SUNDAY MAGAZINE PKG	49558	2902	55.3	5.9	90	2209	67.9	4.5	111	2701	66.8	5.5	109				
NATURAL HISTORY	573	**58	1.1	10.1	156	**57	1.8	9.9	248	**33	0.8	5.8	115				
NEW WOMAN	1699	**170	3.2	10.0	154	**74	2.3	4.4	108	**83	2.1	4.9	98				
NEW YORK INCLUDING CUE	443	**23	0.4	5.2	80	**17	0.5	3.8	95	**4	0.1	0.9	18				
THE NEW YORKER	1270	**67	1.3	5.3	81	**44	1.4	3.5	86	**85	2.1	6.7	134				
NEWSWEEK	6277	498	9.5	7.9	122	292	9.0	4.7	116	410	10.1	6.5	131				
THE N.Y. TIMES DAILY EDITION	1205	**10	0.2	0.8	13	**28	0.9	2.3	58	**25	0.6	2.1	42				
THE N.Y. TIMES MAGAZINE	2081	**20	0.4	1.0	15	**37	1.1	1.8	44	**27	0.7	1.3	26				
OMNI	788	**62	1.2	7.9	121	**41	1.3	5.2	129	**53	1.3	6.7	135				
ON CABLE	1158	**127	2.4	11.0	169	**92	2.8	7.9	198	**46	1.1	4.0	80				
1001 HOME IDEAS	2852	**234	4.5	8.2	127	**176	5.4	6.2	154	**177	4.4	6.2	124				
ORGANIC GARDENING	1658	**86	1.6	5.2	80	**82	2.5	4.9	123	**101	2.5	6.1	122				
OUTDOOR LIFE	896	**68	1.3	7.6	117	**59	1.8	6.6	164	**24	0.6	2.7	54				
PARADE MAGAZINE	24275	1265	24.1	5.2	80	1126	34.6	4.6	115	1358	33.6	5.6	112				

	TOTAL U.S. '000	DEL MONTE				FRENCH'S CHILI-O				LA VICTORIA							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	5252	100.0	6.5	100	3255	100.0	4.0	100	4042	100.0	5.0	100				
PARENTS	3845	419	8.0	10.9	168	*129	4.0	3.4	83	*169	4.2	4.4	88				
PENTHOUSE	831	**118	2.2	14.2	219	**43	1.3	5.2	129	**63	1.6	7.6	152				
PEOPLE	11645	903	17.2	7.8	120	456	14.0	3.9	97	849	21.0	7.3	146				
PLAYBOY	2006	*169	3.2	8.4	130	**90	2.8	4.5	112	*124	3.1	6.2	124				
POPULAR HOT RODDING	297	**53	1.0	17.8	275	**52	1.6	17.5	436	**3	0.1	1.0	20				
POPULAR MECHANICS	1018	**58	1.1	5.7	88	**24	0.7	2.4	59	**28	0.7	2.8	55				
POPULAR SCIENCE	878	**75	1.4	8.5	132	**11	0.3	1.3	31	**36	0.9	4.1	82				
PREVENTION	3913	*227	4.3	5.8	89	*121	3.7	3.1	77	*211	5.2	5.4	108				
PSYCHOLOGY TODAY	1710	**105	2.0	6.1	95	**98	3.0	5.7	143	**105	2.6	6.1	123				
READER'S DIGEST	22204	1422	27.1	6.4	99	972	29.9	4.4	109	1258	31.1	5.7	114				
REDBOOK	7684	600	11.4	7.8	120	500	15.4	6.5	162	481	11.9	6.3	125				
ROAD & TRACK	410	**79	1.5	19.3	297	**24	0.7	5.9	146	**61	1.5	14.9	298				
ROLLING STONE	969	**121	2.3	12.5	193	**48	1.5	5.0	123	**46	1.1	4.7	95				
RUNNER'S WORLD	298	**25	0.5	8.4	129	**21	0.6	7.0	175	**25	0.6	8.4	168				
SATURDAY EVENING POST	1169	**71	1.4	6.1	94	**38	1.2	3.3	81	**19	0.5	1.6	33				
SCIENCE 84	587	**63	1.2	10.7	165	**31	1.0	5.3	131	**70	1.7	11.9	239				
SCIENCE DIGEST	482	**85	1.6	17.6	272	**9	0.3	1.9	46	**24	0.6	5.0	100				
SCIENTIFIC AMERICAN	594	**38	0.7	6.4	99	**15	0.5	2.5	63	**9	0.2	1.5	30				
SELF	2089	*250	4.8	12.0	185	*152	4.7	7.3	181	**149	3.7	7.1	143				
SEVENTEEN	2411	*243	4.6	10.1	155	*165	5.1	6.8	170	**86	2.1	3.6	71				
SKI	480	**48	0.9	10.0	154	**20	0.6	4.2	104	**31	0.8	6.5	129				
SMITHSONIAN	2760	*141	2.7	5.1	79	**50	1.5	1.8	45	*159	3.9	5.8	115				
SOAP OPERA DIGEST	3013	*206	3.9	6.8	105	*234	7.2	7.8	193	**114	2.8	3.8	76				
SOUTHERN LIVING	4184	*201	3.8	4.8	74	*282	8.7	6.7	168	**22	0.5	0.5	11				
SPORT	559	**88	1.7	15.7	243	**25	0.8	4.5	111	**10	0.2	1.8	36				
THE SPORTING NEWS	436	**17	0.3	3.9	60	**27	0.8	6.2	154	**0	0.0	0.0	0				
SPORTS AFIELD	493	**41	0.8	8.3	128	**11	0.3	2.2	56	**43	1.1	8.7	175				
SPORTS ILLUSTRATED	2758	309	5.9	11.2	173	*215	6.6	7.8	194	*215	5.3	7.8	156				
STAR	7456	542	10.3	7.3	112	392	12.0	5.3	131	362	9.0	4.9	97				
SUNDAY	24936	1405	26.8	5.6	87	1112	34.2	4.5	111	1131	28.0	4.5	91				
SUNSET	2124	*201	3.8	9.5	146	**16	0.5	0.8	19	570	14.1	26.8	538				
TV GUIDE	21661	1461	27.8	6.7	104	1090	33.5	5.0	125	1314	32.5	6.1	122				
TENNIS	550	**92	1.8	16.7	258	**10	0.3	1.8	45	**32	0.8	5.8	117				
TIME	8880	535	10.2	6.0	93	400	12.3	4.5	112	483	11.9	5.4	109				
TOWN & COUNTRY	917	**61	1.2	6.7	103	**43	1.3	4.7	117	**40	1.0	4.4	87				
TRAVEL & LEISURE	972	**34	0.6	3.5	54	**37	1.1	3.8	95	**48	1.2	4.9	99				
TRUE STORY	3356	*231	4.4	6.9	106	*184	5.7	5.5	136	**63	1.6	1.9	38				
U.S. NEWS & WORLD REPORT	3410	*225	4.3	6.6	102	*177	5.4	5.2	129	*190	4.7	5.6	112				
USA TODAY	1759	**122	2.3	6.9	107	**114	3.5	6.5	161	**109	2.7	6.2	124				
US	1873	*156	3.0	8.3	128	*176	5.4	9.4	234	**63	1.6	3.4	67				
VOGUE	3909	286	5.4	7.3	113	*182	5.6	4.7	116	*250	6.2	6.4	128				
WALL STREET JOURNAL	1886	**75	1.4	4.0	61	**61	1.9	3.2	80	**156	3.9	8.3	166				
WEIGHT WATCHERS	2120	*119	2.3	5.6	87	**88	2.7	4.2	103	*144	3.6	6.8	136				
WOMAN'S DAY	14172	886	16.9	6.3	96	640	19.7	4.5	112	809	20.0	5.7	114				
WORKING MOTHER	1146	**112	2.1	9.8	151	**123	3.8	10.7	267	**70	1.7	6.1	122				
WORKING WOMAN	1322	**109	2.1	8.2	127	**78	2.4	5.9	147	**85	2.1	6.4	129				
WORLD TENNIS	*163	**8	0.2	4.9	76	**2	0.1	1.2	31	**15	0.4	9.2	184				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*157	3.0	6.2	96	**87	2.7	3.4	85	**90	2.2	3.6	71				
BLAIR INSERTS	43657	2430	46.3	5.6	86	1944	59.7	4.5	111	2320	57.4	5.3	106				
DAILY NEWSPAPERS																	
READ ANY	51633	2955	56.3	5.7	88	2247	69.0	4.4	108	2440	60.4	4.7	95				
READ ONE	43463	2635	50.2	6.1	93	1882	57.8	4.3	108	2050	50.7	4.7	95				
READ TWO OR MORE	8170	319	6.1	3.9	60	365	11.2	4.5	111	390	9.6	4.8	96				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2974	56.6	5.6	87	2268	69.7	4.3	107	2698	66.7	5.1	103				
READ ONE	46126	2628	50.0	5.7	88	1952	60.0	4.2	105	2307	57.1	5.0	100				
READ TWO OR MORE	6552	346	6.6	5.3	81	316	9.7	4.8	120	391	9.7	6.0	120				
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	29.58				30.42				30.37							
30 DAY REACH	71455	4712	89.7	6.6	102	2753	84.6	3.9	96	3786	93.7	5.3	106				
50 SHMG - 30 DAY AV FREQ	14.56	15.43				16.14				16.28							
30 DAY REACH	67742	4548	86.6	6.7	104	2601	79.9	3.8	96	3547	87.8	5.2	105				
25 SHMG - 30 DAY AV FREQ	7.94	8.10				8.88				8.70							
30 DAY REACH	62117	4346	82.7	7.0	108	2348	72.1	3.8	94	3326	82.3	5.4	107				
CABLE TV: HOME WIRED	32077	2183	41.6	6.8	105	1548	47.6	4.8	120	1638	40.5	5.1	102				
HOME NOT WIRED	48909	3069	58.4	6.3	97	1707	52.4	3.5	87	2404	59.5	4.9	98				
HAVE PAY CABLE	15935	1110	21.1	7.0	107	840	25.8	5.3	131	869	21.5	5.5	109				

	TOTAL U.S. '000	DEL MONTE				FRENCH'S CHILI-O				LA VICTORIA				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	5252	100.0	6.5	100	3255	100.0	4.0	100	4042	100.0	5.0	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2924	55.7	6.7	103	1816	55.8	4.1	103	2100	52.0	4.8	96				
10:00 AM - 3:00 PM	30659	2149	40.9	7.0	108	1350	41.5	4.4	110	1487	36.8	4.9	97				
3:00 PM - 7:00 PM	31045	2211	42.1	7.1	110	1302	40.0	4.2	104	1616	40.0	5.2	104				
7:00 PM - MIDNIGHT	15767	1171	22.3	7.4	115	719	22.1	4.6	113	853	21.1	5.4	108				
MIDNIGHT - 6:00 AM	9120	572	10.9	6.3	97	404	12.4	4.4	110	428	10.6	4.7	94				
6:00 AM - MIDNIGHT	58527	3964	75.5	6.8	104	2460	75.6	4.2	105	2910	72.0	5.0	100				
ENTIRE DAY	59311	3991	76.0	6.7	104	2493	76.6	4.2	105	2929	72.5	4.9	99				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1122	21.4	6.9	107	680	20.9	4.2	105	789	19.5	4.9	98				
ALL NEWS	2256	**69	1.3	3.1	47	**71	2.2	3.1	78	*196	4.8	8.7	174				
AOR/PROGRESSIVE	3874	*246	4.7	6.4	98	*173	5.3	4.5	111	338	8.4	8.7	175				
BEAUTIFUL MUSIC	5660	313	6.0	5.5	85	*262	8.0	4.6	115	*229	5.7	4.0	81				
BLACK	2204	*103	2.0	4.7	72	*119	3.7	5.4	134	**88	2.2	4.0	80				
CLASSICAL	1418	**73	1.4	5.1	79	**49	1.5	3.5	86	*136	3.4	9.6	192				
CHR/ROCK	9538	607	11.6	6.4	98	410	12.6	4.3	107	576	14.3	6.0	121				
COUNTRY	12648	1054	20.1	8.3	129	601	18.5	4.8	118	427	10.6	3.4	68				
GOLDEN OLDIES	1191	**173	3.3	14.5	224	**62	1.9	5.2	130	*779	2.0	6.6	133				
MOR/NOSTALGIA	4757	337	6.4	7.1	109	**122	3.7	2.6	64	*247	6.1	5.2	104				
NEWS/TALK	3863	*152	2.9	3.9	61	*96	2.9	2.5	62	*318	7.9	8.2	165				
RELIGIOUS	3084	*278	5.3	9.0	139	**109	3.3	3.5	88	*120	3.0	3.9	78				
SOFT ROCK	521	**20	0.4	3.8	59	*26	0.8	5.0	124	*11	0.3	2.1	42				
URBAN CONTEMPORARY	1585	**98	1.9	6.2	95	**93	2.9	5.9	146	*61	1.5	3.8	77				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*223	4.2	6.8	105	*143	4.4	4.4	109	*138	3.4	4.2	85				
ABC DIRECTION	2316	**96	1.8	4.1	64	**112	3.4	4.8	120	*83	2.1	3.6	72				
ABC ENTERTAINMENT	4834	349	6.6	7.2	111	*204	6.3	4.2	105	*186	4.6	3.8	77				
ABC FM	2202	*211	4.0	9.6	148	**129	4.0	5.9	146	*23	0.6	1.0	21				
ABC INFORMATION	5425	371	7.1	6.8	105	*163	5.0	3.0	75	426	10.5	7.9	157				
ABC ROCK	1677	**85	1.6	5.1	78	**72	2.2	4.3	107	*104	2.6	6.2	124				
CBS	4430	*185	3.5	4.2	64	*144	4.4	3.3	81	*255	6.3	5.8	115				
MUTUAL	4992	*245	4.7	4.9	76	*190	5.8	3.8	95	*171	4.2	3.4	69				
NBC	4679	*268	5.1	5.7	88	*206	6.3	4.4	110	*197	4.9	4.2	84				
RADIORADIO	1994	**86	1.6	4.3	67	**99	3.0	5.0	124	*158	3.9	7.9	159				
RKO ONE	2298	**113	2.2	4.9	76	**113	3.5	4.9	122	*128	3.2	5.6	112				
RKO TWO	3311	*201	3.8	6.1	94	*143	4.4	4.3	107	*53	1.3	1.6	32				
THE SOURCE	2114	**82	1.6	3.9	60	**57	1.8	2.7	67	*93	2.3	4.4	88				
NON-WIRED: BLAIR	8654	580	11.0	6.7	103	311	9.6	3.6	89	449	11.1	5.2	104				
INTERNET	12025	1117	21.3	9.3	143	513	15.8	4.3	106	864	21.4	7.2	144				
KATZ RADIO GROUP	15359	899	17.1	5.9	90	623	19.1	4.1	101	759	18.8	4.9	99				
SUPERNET	10628	780	14.9	7.3	113	507	15.6	4.8	119	556	13.8	5.2	105				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	570	10.9	6.6	102	398	12.2	4.6	114	428	10.6	4.9	99				
WKDAY 9:00 AM - 1:00 PM	12163	859	16.4	7.1	109	524	16.1	4.3	107	540	13.4	4.4	89				
WKDAY 1:00 PM - 4:30 PM	16150	1140	21.7	7.1	109	829	25.5	5.1	128	580	14.3	3.6	72				
WKDAY 4:30 PM - 7:30 PM	22463	1307	24.9	5.8	90	985	30.3	4.4	109	1026	25.4	4.6	92				
WKDAY 7:30 PM - 8:00 PM	31795	1819	34.6	5.7	88	1321	40.6	4.2	103	1358	33.6	4.3	86				
WKDAY 11:00 PM - 11:30 PM	23977	1533	29.2	6.4	99	1180	36.3	4.9	122	841	20.8	3.5	70				
WKDAY 11:30 PM - 1:00 AM	7703	578	11.0	7.5	116	368	11.3	4.8	119	260	6.4	3.4	68				
M-SAT 8-11 PM+SUN 7-11 PM	33800	2064	39.3	6.1	94	1468	45.1	4.3	108	1503	37.2	4.4	89				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	467	8.9	7.1	110	238	7.3	3.6	91	430	10.6	6.6	132				
ANOTHER WORLD	N 4620	320	6.1	6.9	107	317	9.7	6.9	171	*63	1.6	1.4	27				
AS THE WORLD TURNS	C 5614	405	7.7	7.2	111	344	10.6	6.1	152	*143	3.5	2.5	51				
CAPITOL	C 3396	292	5.6	8.6	133	155	4.8	4.6	114	*53	1.3	1.6	31				
CBS MORN. NEWS 1	C 1446	*71	1.4	4.9	76	*48	1.5	3.3	83	*69	1.7	4.8	96				
CBS MORN. NEWS 2	C 1207	*46	0.9	3.8	59	*222	0.7	1.8	45	*37	0.9	3.1	61				
DAYS OF OUR LIVES	N 5877	366	7.0	6.2	96	452	13.9	7.7	191	222	5.5	3.8	76				
FACTS OF LIFE - DAYTIME	N 2290	146	2.8	6.4	98	*121	3.7	5.3	131	*53	1.3	2.3	46				
FAMILY FEUD	A 3023	183	3.5	6.1	93	*119	3.7	3.9	98	206	5.1	6.8	137				
GENERAL HOSPITAL	A 6097	479	9.1	7.9	121	209	6.4	3.4	85	242	6.0	4.0	80				
GOOD MORNING, AMERICA-730	A 3515	276	5.3	7.9	121	134	4.1	3.8	95	149	3.7	4.2	85				
GOOD MORNING, AMERICA-830	A 2818	221	4.2	7.8	121	*79	2.4	2.8	70	145	3.6	5.1	103				
GUIDING LIGHT	C 5339	349	6.6	6.5	101	320	9.8	6.0	149	*148	3.7	2.8	56				
ONE LIFE TO LIVE	A 4478	354	6.7	7.9	122	152	4.7	3.4	84	210	5.2	4.7	94				
PRESS YOUR LUCK	C 2244	*131	2.5	5.8	90	*56	1.7	2.5	62	*128	3.2	5.7	114				
PRICE IS RIGHT 1	C 4348	269	5.1	6.2	95	171	5.3	3.9	98	*122	3.0	2.8	56				
PRICE IS RIGHT 2	C 5014	318	6.1	6.3	98	221	6.8	4.4	110	*139	3.4	2.8	56				
RYAN'S HOPE	A 3150	196	3.7	6.2	96	*127	3.9	4.0	100	*114	2.8	3.6	73				
SALE OF THE CENTURY	N 2695	118	2.2	4.4	68	*113	3.5	4.2	104	*104	2.6	3.9	77				
SEARCH FOR TOMORROW	N 2319	*104	2.0	4.5	69	*104	3.2	4.5	112	*49	1.2	2.1	42				
TODAY SHOW 1	N 2693	155	3.0	5.8	89	*103	3.2	3.8	95	*90	2.2	3.3	67				
TODAY SHOW 2	N 2498	*105	2.0	4.2	65	*78	2.4	3.1	78	*62	1.5	2.5	50				
\$25,000 PYRAMID	C 2753	*120	2.3	4.4	67	*49	1.5	1.8	44	*139	3.4	5.0	101				
WHEEL OF FORTUNE	N 4388	237	4.5	5.4	83	238	7.3	5.4	135	194	4.8	4.4	89				
YOUNG AND THE RESTLESS	C 5695	532	10.1	9.3	144	336	10.3	5.9	147	*115	2.8	2.0	40				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*77	1.5	4.4	67	*41	1.3	2.3	58	*85	2.1	4.8	97				
NBA PLAYOFF GAME -1 C	1136	*97	1.8	8.5	132	*40	1.2	3.5	88	*54	1.3	4.8	95				
NBC MAJOR LEAGUE PRE-GAME N	953	*100	1.9	10.5	162	*22	0.7	2.3	57	*17	0.4	1.8	36				
SPORTSWORLD - SUN N	1233	*125	2.4	10.1	156	*99	3.0	8.0	200	*42	1.0	3.4	68				
SUNDAY MORNING C	1611	*42	0.8	2.6	40	*53	1.6	3.3	82	*70	1.7	4.3	87				

	TOTAL U.S. '000	DEL MONTE				FRENCH'S CHILI-O				LA VICTORIA							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	50986	5252	100.0	6.5	100	3255	100.0	4.0	100	4042	100.0	5.0	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1267	24.1	4.9	75	1132	34.8	4.3	108	934	23.1	3.6	72				
NETWORK AFFILIATES - LATE	20261	1277	24.3	6.3	97	1011	31.1	5.0	124	726	18.0	3.6	72				
INDEPENDENTS - LATE	2076	85	1.6	4.1	63	*63	1.9	3.0	76	128	3.2	6.2	124				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	707	13.5	6.8	104	633	19.4	6.1	151	430	10.6	4.1	82				
ABC MONDAY NIGHT MOVIE	A 6412	398	7.6	6.2	96	*193	5.9	3.0	75	309	7.6	4.8	97				
ABC SUNDAY NIGHT MOVIE	A 12407	815	15.5	6.6	101	494	15.2	4.0	99	632	15.6	5.1	102				
ABC WORLD NEWS TONIGHT	A 6176	324	6.2	5.2	81	298	9.2	4.8	120	186	4.6	3.0	60				
AFTERMASH	C 5863	409	7.8	7.0	108	*256	7.9	4.4	109	*285	7.1	4.9	97				
ALICE	C 9594	577	11.0	6.0	93	428	13.1	4.5	111	349	8.6	3.6	73				
AMERICAN PARADE	C 6622	283	5.4	4.3	66	*174	5.3	2.6	65	199	4.9	3.0	60				
RENSOM	A 10886	582	11.1	5.3	82	412	12.7	3.8	94	493	12.2	4.5	91				
BLUE THUNDER	A 5036	375	7.1	7.4	115	*166	5.1	3.3	82	277	6.9	5.5	110				
CAGNEY & LACEY	C 9965	678	12.9	6.8	105	407	12.5	4.1	102	404	10.0	4.1	81				
CBS EVENING NEWS-DEAN	C 3491	*167	3.2	4.8	74	*169	5.2	4.8	120	*133	3.3	3.8	76				
CBS EVENING NEWS-RATHER	C 7123	324	6.2	4.5	70	277	8.5	3.9	97	304	7.5	4.3	86				
CBS SAT. NEWS-SCHIEFFER	C 3621	158	3.0	4.4	67	*144	4.4	4.0	99	214	5.3	5.9	118				
CBS SATURDAY NIGHT MOVIE	C 5436	298	5.7	5.5	85	263	8.1	4.8	120	235	5.8	4.3	87				
CBS WEDNESDAY NIGHT MOVIE	C 6100	373	7.1	6.1	94	256	7.9	4.2	104	217	5.4	3.6	71				
CHEERS	N 8889	683	13.0	7.7	118	352	10.8	4.0	99	613	15.2	6.9	138				
DALLAS	C 22109	1103	21.0	5.0	77	951	29.2	4.3	107	932	23.1	4.2	84				
DIFF'RENT STROKES	N 6940	422	8.0	6.1	94	412	12.7	5.9	148	*122	3.0	1.8	35				
DOUBLE TROUBLE	N 7223	622	11.8	8.6	133	321	9.9	4.4	111	329	8.1	4.6	91				
DUCK FACTORY	N 5595	448	8.5	8.0	123	*206	6.3	3.7	92	299	7.4	5.3	107				
DUKES OF HAZZARD	C 5768	399	7.6	6.9	107	*286	8.8	5.0	123	*147	3.6	2.5	51				
DYNASTY	A 20053	1226	23.3	6.1	94	808	24.8	4.0	100	895	22.1	4.5	89				
FACTS OF LIFE	N 8087	577	11.0	7.1	110	459	14.1	5.7	141	350	8.7	4.3	87				
FALCON CREST	C 20046	1056	20.1	5.3	81	852	26.2	4.3	106	654	16.2	3.3	65				
FALL GUY	A 9084	620	11.8	6.8	105	382	11.7	4.2	105	393	9.7	4.3	87				
FAMILY TIES	N 7964	557	10.6	7.0	108	365	11.2	4.6	114	313	7.7	3.9	79				
FANTASY ISLAND	A 7687	511	9.7	6.6	103	236	7.3	3.1	76	340	8.4	4.4	89				
FOULUPS, BLEEPERS & BLUNDERS	A 8861	491	9.3	5.5	85	402	12.4	4.5	113	416	10.3	4.7	94				
FOUR SEASONS	C 5095	*372	7.1	7.3	113	*185	5.7	3.6	90	*237	5.9	4.7	93				
GIMME A BREAK	N 8838	561	10.7	6.3	98	445	13.7	5.0	125	331	8.2	3.7	75				
HART TO HART	A 8978	811	15.4	9.0	139	461	14.2	5.1	128	367	9.1	4.1	82				
HILL STREET BLUES	N 8590	600	11.4	7.0	108	438	13.5	5.1	127	630	15.6	7.3	147				
HOTEL	A 14085	1014	19.3	7.2	111	585	18.0	4.2	103	515	12.7	3.7	73				
JEFFERSONS	C 9360	600	11.4	6.4	99	427	13.1	4.6	114	357	8.8	3.8	76				
JENNIFER SLEPT HERE	N 5841	332	6.3	5.7	88	*389	12.0	6.7	166	*144	3.6	2.5	49				
KATE & ALLIE	C 9206	506	9.6	5.5	85	391	12.0	4.2	106	387	9.6	4.2	85				
KNIGHT RIDER	N 7076	395	7.5	5.6	86	349	10.7	4.9	123	424	10.5	6.0	120				
LOVE BOAT	A 12219	633	12.1	5.2	80	550	16.9	4.5	112	598	14.8	4.9	98				
MAGNUM PI	C 11199	598	11.4	5.3	82	522	16.0	4.7	116	524	13.0	4.7	94				
MAMA'S FAMILY	N 6057	383	7.3	6.3	98	*321	9.9	5.3	132	*157	3.9	2.6	52				
MASTER, THE	N 3598	*202	3.8	5.6	87	*177	5.4	4.9	122	*164	4.1	4.6	91				
MATT HOUSTON	A 6344	353	6.7	5.6	86	*287	8.8	4.5	113	297	7.3	4.7	94				
NBC MONDAY NIGHT MOVIE	N 11994	739	14.1	6.2	95	458	14.1	3.8	95	634	15.7	5.3	106				
NBC NIGHTLY NEWS	N 5132	266	5.1	5.2	80	235	7.2	4.6	114	170	4.2	3.3	66				
NBC NIGHTLY NEWS-SAT	N 3375	*137	2.6	4.1	63	*150	4.6	4.4	111	*73	1.8	2.2	43				
NBC NIGHTLY NEWS-SUN	N 3130	*138	2.6	4.4	68	*202	6.2	6.5	161	*73	1.8	2.3	47				
NBC SUNDAY NIGHT MOVIE	N 8284	484	9.2	5.8	90	412	12.7	5.0	124	*321	7.9	3.9	78				
NEWMART	C 9240	573	10.9	6.2	96	427	13.1	4.6	115	378	9.4	4.1	82				
ONE DAY AT A TIME	C 7288	438	8.3	6.0	93	335	10.3	4.6	114	*219	5.4	3.0	61				
PEOPLE ARE FUNNY	N 4855	*293	5.6	6.0	93	*293	9.0	6.0	150	*149	3.7	3.1	61				
REAL PEOPLE	N 8869	493	9.4	5.6	86	484	14.9	5.5	136	269	6.7	3.0	61				
REMINGTON STEELE	N 7743	393	7.5	5.1	78	305	9.4	3.9	98	421	10.4	5.4	109				
RIPLY'S BELIEVE IT - NOT	A 5345	440	8.4	8.2	127	282	8.7	5.3	131	357	8.8	6.7	134				
RIPTIDE	N 6988	458	8.7	6.6	101	391	12.0	5.6	139	391	9.7	5.6	112				
SCARECROW & MRS. KING	C 10002	454	8.6	4.5	70	450	13.8	4.5	112	477	11.8	4.8	96				
SIMON & SIMON	C 10638	683	13.0	6.4	99	520	16.0	4.9	122	402	9.9	3.8	76				
60 MINUTES	C 13293	577	11.0	4.3	67	403	12.4	3.0	75	587	14.5	4.4	88				
ST. ELSEWHERE	N 7017	509	9.7	7.3	112	437	13.4	6.2	155	365	9.0	5.2	104				
THREE'S COMPANY	A 10917	752	14.3	6.9	106	473	14.5	4.3	108	475	11.8	4.4	87				
T.J. HOOKER	A 9204	513	9.8	5.6	86	377	11.6	4.1	102	441	10.9	4.8	96				
TONIGHT SHOW	N 2372	117	2.2	4.9	76	109	3.3	4.6	114	89	2.2	3.8	75				
TRAPPER JOHN, M.D.	C 9846	539	10.3	5.5	84	456	14.0	4.6	115	*181	4.5	1.8	37				
TV BLOOPERS & PRAC. JOKES	N 9105	497	9.5	5.5	84	323	9.9	3.5	88	522	12.9	5.7	115				
20/20	A 9387	521	9.9	5.6	86	352	10.8	3.7	93	364	9.0	3.9	78				
WEBSTER	A 11067	639	12.2	5.8	89	373	11.5	3.4	84	455	11.3	4.1	82				
WORLD NEWS - SUN	A 3062	*206	3.9	6.7	104	*119	3.7	3.9	97	*163	4.0	5.3	107				
YELLOW ROSE	N 4978	318	6.1	6.4	99	*195	6.0	3.9	97	*126	3.1	2.5	51				
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	*541	10.3	6.1	94	*313	9.6	3.5	88	*656	16.2	7.4	148				
BASKETBALL - COLLEGE GAMES	4080	*271	5.2	6.6	102	*143	4.4	3.5	87	*190	4.7	4.7	93				
BASKETBALL - PRO GAMES	3607	*317	6.0	8.8	136	*141	4.3	3.9	97	*182	4.5	5.0	101				
BOWLING	3883	*346	6.6	8.9	137	*131	4.0	3.4	84	*194	4.8	5.0	100				
BOXING	3928	*333	6.3	8.5	131	*220	6.8	5.6	139	*214	5.3	5.4	109				
FOOTBALL - COLLEGE GAMES	6366	*569	10.8	8.9	138	*348	10.7	5.5	136	*290	7.2	4.6	91				
FOOTBALL - PRO GAMES	11300	978	18.6	8.7	133	*423	13.0	3.7	93	*50	21.8	7.8	156				
GOLF	3378	*151	2.9	4.5	69	*112	3.4	3.3	82	*219	5.4	6.5	130				
POST-SEASON COLL. FOOTBALL	4906	*474	9.0	9.7	149	*364	11.2	7.4	185	*211	5.2	4.3	86				
POST-SEASON PRO FOOTBALL	6120	*614	11.7	10.0	155	*309	9.5	5.0	126	*432	10.7	7.1	141				
TENNIS	3033	*150	2.9	4.9	76	*70	2.2	2.3	57	*172	4.3	5.7	114				
WRESTLING - PROFESSIONAL	3344	*319	6.1	9.5	147	*146	4.5	4.4	109	*24	0.6	0.7	14				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

	TOTAL U.S. '000	LAWRY				MCCORMICK/SCHILLING				OLD EL PASO				ORTEGA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4640	100.0	5.7	100	6866	100.0	8.5	100	17078	100.0	21.1	100	16831	100.0	20.8	100
18 - 24	9282	*378	8.1	4.1	71	809	11.8	8.7	103	2549	14.9	27.5	130	2151	12.8	23.2	112
25 - 34	19072	1527	32.9	8.0	140	2093	30.5	11.0	129	5342	31.3	28.0	133	5457	32.4	28.6	138
35 - 44	14591	1128	24.3	7.7	135	1306	19.0	9.0	106	4125	24.2	28.3	134	4240	25.2	29.1	140
45 - 54	11345	614	13.2	5.4	94	1023	14.9	9.0	106	2213	13.0	19.5	93	2262	13.4	19.9	96
55 - 64	11635	*587	12.7	5.0	88	947	13.8	8.1	96	1679	9.8	14.4	68	1546	9.2	13.3	64
65 OR OLDER	15061	*407	8.8	2.7	47	688	10.0	4.6	54	1171	6.9	7.8	37	1175	7.0	7.8	38
18 - 34	28354	1905	41.1	6.7	117	2903	42.3	10.2	121	7891	46.2	27.8	132	7608	45.2	26.8	129
18 - 49	48339	3353	72.3	6.9	121	4762	69.4	9.9	116	13203	77.3	27.3	130	13054	77.6	27.0	130
25 - 54	45008	3269	70.5	7.3	127	4422	64.4	9.8	116	11680	68.4	26.0	123	11959	71.1	26.6	128
35 - 49	19985	1448	31.2	7.2	126	1860	27.1	9.3	110	5313	31.1	26.6	126	5446	32.4	27.3	131
50 OR OLDER	32647	1287	27.7	3.9	69	2104	30.6	6.4	76	3875	22.7	11.9	56	3777	22.4	11.6	56
GRADUATED COLLEGE	11155	788	17.0	7.1	123	912	13.3	8.2	96	3142	18.4	28.2	134	3279	19.5	29.4	141
ATTENDED COLLEGE	13682	1107	23.9	8.1	141	1319	19.2	9.6	114	3696	21.6	27.0	128	3645	21.7	26.6	128
GRADUATED HIGH SCHOOL	33880	1822	39.3	5.4	94	3288	47.9	9.7	114	7493	43.9	22.1	105	7252	43.1	21.4	103
DID NOT GRADUATE HIGH SCHOOL	22270	923	19.9	4.1	72	1346	19.6	6.0	71	2748	16.1	12.3	59	2655	15.8	11.9	57
EMPLOYED	40306	2603	56.1	6.5	113	3599	52.4	8.9	105	10240	60.0	25.4	120	10521	62.5	26.1	126
EMPLOYED FULL-TIME	32850	2142	46.2	6.5	114	3036	44.2	9.2	109	8106	47.5	24.7	117	8505	50.5	25.9	125
EMPLOYED PART-TIME	7456	*461	9.9	6.2	108	563	8.2	7.6	89	2134	12.5	26.8	136	2017	12.0	27.1	130
NOT EMPLOYED	40680	2037	43.9	5.0	87	3267	47.6	8.0	95	6839	40.0	16.8	80	6309	37.5	15.5	75
PROFESSIONAL/MANAGER	10392	*673	14.5	6.5	113	803	11.7	7.7	91	2930	17.2	28.2	134	2765	16.4	26.6	128
TECH/CLERICAL/SALES	17574	1333	28.7	7.6	132	1773	25.8	10.1	119	4780	28.0	27.2	129	5087	30.2	28.9	139
PRECISION/CRAFT	985	*41	0.9	4.2	73	*68	1.0	6.9	81	*229	1.3	23.2	110	*296	1.8	30.1	145
OTHER EMPLOYED	11354	556	12.0	4.9	85	955	13.9	8.4	99	2300	13.5	20.3	96	2374	14.1	20.9	101
SINGLE	9863	351	7.6	3.6	62	510	7.4	5.2	61	1929	11.3	19.6	93	2001	11.9	20.3	98
MARRIED	51375	3413	73.6	6.6	116	4970	72.4	9.7	114	12249	71.7	23.8	113	11889	70.6	23.1	111
DIVORCED/SEPARATED/WIDOWED	19748	877	18.9	4.4	78	1386	20.2	7.0	83	2900	17.0	14.7	70	2941	17.5	14.9	72
PARENTS	32590	2551	55.0	7.8	137	3528	51.4	10.8	128	8850	51.8	27.2	129	9423	56.0	28.9	139
WHITE	70416	4158	89.6	5.9	103	6149	89.6	8.7	103	15980	93.6	22.7	108	15569	92.5	22.1	106
BLACK	8778	*402	8.7	4.6	80	579	8.4	6.6	78	815	4.8	9.3	44	769	4.6	8.8	42
OTHER	1791	*80	1.7	4.5	78	*138	2.0	7.7	91	*284	1.7	15.9	75	*493	2.9	27.5	132
NORTHEAST-CENSUS	17786	*163	3.5	0.9	16	686	10.0	3.9	45	2622	15.4	14.7	70	2671	15.9	15.0	72
NORTH CENTRAL	20741	1642	35.4	7.9	138	2295	33.4	11.1	131	5457	32.0	26.3	125	5166	30.7	24.9	120
SOUTH	27775	907	19.5	3.3	57	2088	30.4	7.5	89	5782	33.9	20.8	99	4415	26.2	15.9	76
WEST	14683	1928	41.6	13.1	229	1797	26.2	12.2	144	3217	18.8	21.9	104	4578	27.2	31.2	150
NORTHEAST-MKTG.	17961	*137	3.0	0.8	13	671	9.8	3.7	44	2844	16.7	15.8	75	2661	15.8	14.8	71
EAST CENTRAL	11885	500	10.8	4.2	73	1001	14.6	8.4	99	2733	16.0	23.0	109	2556	15.2	21.5	103
WEST CENTRAL	14090	1285	27.7	9.1	159	1738	25.3	12.3	145	3896	22.8	27.7	131	3589	21.3	25.5	123
SOUTH	24081	887	19.1	3.7	64	1828	26.6	7.6	90	5142	30.1	21.4	101	4048	24.1	16.8	81
PACIFIC	12969	1832	39.5	14.1	247	1629	23.7	12.6	148	2464	14.4	19.0	90	3976	23.6	30.7	148
COUNTY SIZE A	32439	2267	48.9	7.0	122	2300	33.5	7.1	84	5936	34.8	18.3	87	6518	38.7	20.1	97
COUNTY SIZE B	24915	1109	23.9	4.5	78	2502	36.4	10.0	118	5899	34.5	23.7	112	5312	31.6	21.3	103
COUNTY SIZE C	12930	721	15.5	5.6	97	1063	15.5	8.2	97	2923	17.1	22.6	107	3025	18.0	23.4	113
COUNTY SIZE D	10703	*544	11.7	5.1	89	1002	14.6	9.4	110	2321	13.6	21.7	103	1977	11.7	18.5	89
METRO CENTRAL CITY	24518	1353	29.2	5.5	96	2268	33.0	9.3	109	4926	28.8	20.1	95	4905	29.1	20.0	96
METRO SUBURBAN	35919	2331	50.2	6.5	113	2737	39.9	7.6	90	7893	46.2	22.0	104	8026	47.7	22.3	108
NON METRO	20549	956	20.6	4.7	81	1861	27.1	9.1	107	4260	24.9	20.7	98	3900	23.2	19.0	91
TOP 5 ADI'S	18341	1500	32.3	8.2	143	1275	18.6	7.0	82	2808	16.4	15.3	73	3907	23.2	21.3	102
TOP 10 ADI'S	25378	1868	40.3	7.4	128	1690	24.6	6.7	79	4108	24.1	16.2	77	4939	29.3	19.5	94
TOP 20 ADI'S	36488	2465	53.1	6.8	118	2566	37.4	7.0	83	6138	35.9	16.8	80	7240	43.0	19.8	95
HSGLD INC. \$50,000 OR MORE	6612	*457	9.8	6.9	121	*472	6.9	7.1	84	1922	11.3	29.1	138	1912	11.4	28.9	139
\$40,000 OR MORE	12659	857	18.5	6.8	118	1020	14.9	8.1	95	3704	21.7	29.3	139	3710	22.0	29.3	141
\$30,000 OR MORE	24698	1917	41.3	7.8	135	2054	29.9	8.3	98	6922	40.5	28.0	133	6883	40.9	29.7	134
\$25,000 OR MORE	32077	2384	51.4	7.4	130	2840	41.4	8.9	104	9102	53.3	28.4	135	9092	54.0	28.3	136
\$20,000 - \$24,999	9144	*462	10.0	5.1	88	1069	15.6	11.7	138	2118	12.4	23.2	110	2163	12.9	23.7	114
\$15,000 - \$19,999	8728	*494	10.6	5.7	99	675	9.8	7.7	91	1704	10.0	19.5	93	1535	9.1	17.6	85
\$10,000 - \$14,999	12562	649	14.0	5.2	90	1138	16.6	9.1	107	2228	13.0	17.7	84	2140	12.7	17.0	82
UNDER \$10,000	18475	652	14.1	3.5	62	1143	16.6	6.2	73	1927	11.3	10.4	49	1901	11.3	10.3	50
HOUSEHOLD OF 1 PERSON	11987	348	7.5	2.9	51	653	9.5	5.4	64	1355	7.9	11.3	54	1124	6.7	9.4	45
2 PEOPLE	26577	1274	27.5	4.8	84	1963	28.6	7.4	87	4848	28.4	18.2	87	4546	27.0	17.1	82
3 OR 4 PEOPLE	30617	1970	42.5	6.4	112	2852	41.5	9.3	110	7705	45.1	25.2	119	7836	46.6	25.6	123
5 OR MORE PEOPLE	11804	1049	22.6	8.9	155	1397	20.3	11.8	140	3171	18.6	26.9	127	3325	19.8	28.2	136
NO CHILD IN HSHLD	46165	1945	41.9	4.2	74	3129	45.6	6.8	80	7622	44.6	16.5	78	6954	41.3	15.1	72
CHILD(REN) UNDER 2 YRS	5325	*435	9.4	8.2	143	*598	8.7	11.2	132	1338	7.8	25.1	119	1187	7.1	22.3	107
2 - 5 YEARS	14221	1077	23.2	7.6	132	1603	23.3	11.3	133	4049	23.7	28.5	135	3865	23.0	27.2	131
6 - 11 YEARS	15117	1269	27.3	8.4	147	1740	25.3	11.5	136	4267	25.0	28.2	134	4212	25.0	27.9	134
12 - 17 YEARS	16611	1320	28.4	7.9	139	1702	24.8	10.2	121	4415	25.9	26.6	126	4969	29.5	29.9	144
RESIDENCE OWNED	55884	3326	71.7	6.0	104	4916	71.6	8.8	104	12178	71.3	21.8	103	12072	71.7	21.6	104
VALUE: \$50,000 OR MORE	31744	2276	49.1	7.2	125	2687	39.1	8.5	100	7519	44.0	23.7	112	7630	45.3	24.0	116
VALUE: UNDER \$50,000	24140	1049	22.6	4.3	76	2229	32.5	9.2	109	4659	27.3	19.3	92	4442	26.4	18.4	89

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	LAWRY				MCCORMICK/SCHILLING				OLD EL PASO				ORTEGA			
							A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
							'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80956	4640	100.0	5.7	100	6866	100.0	8.5	100	17078	100.0	21.1	100	16831	100.0	20.8	100				
MAGAZINES	QUINTILE 1	15799	1149	24.8	7.3	127	1752	25.5	11.1	131	4502	26.4	28.5	125	4151	24.7	26.3	126				
	QUINTILE 2	17259	1047	22.6	6.1	106	1596	23.2	9.2	109	4135	24.2	24.0	114	4256	25.3	24.7	119				
	QUINTILE 3	13545	753	16.2	5.6	97	1206	17.6	8.9	105	2824	16.5	20.8	99	2985	17.7	22.0	106				
	QUINTILE 4	15133	959	20.7	6.3	111	1087	15.8	7.2	85	2836	16.6	18.7	89	2763	16.4	18.3	88				
	QUINTILE 5	19250	734	15.8	3.8	67	1228	17.9	6.4	75	2781	16.3	14.4	69	2677	15.9	13.9	67				
NEWSPAPERS	QUINTILE 1	12413	800	17.2	6.4	112	937	13.6	7.5	89	2624	15.4	21.1	100	2594	15.4	20.9	101				
	QUINTILE 2	24116	1409	30.4	5.8	102	2296	33.4	9.5	112	5583	32.7	23.2	110	5278	31.4	21.9	105				
	QUINTILE 3	11261	809	17.4	7.2	125	871	12.7	7.7	91	2360	13.8	21.0	99	2469	14.7	21.9	105				
	QUINTILE 4	20255	945	20.4	4.7	81	1679	24.5	8.3	98	4585	26.8	22.6	107	4589	27.3	22.7	109				
	QUINTILE 5	12940	677	14.6	5.2	91	1083	15.8	8.4	99	1926	11.3	14.9	71	1900	11.3	14.7	71				
OUTDOOR	QUINTILE 1	14852	944	20.3	6.4	111	1538	22.4	10.4	122	3432	20.1	23.1	110	3839	22.8	25.8	124				
	QUINTILE 2	15725	980	21.1	6.2	109	1390	19.4	8.5	100	3784	22.2	24.1	114	3254	19.3	20.7	100				
	QUINTILE 3	16330	1179	25.4	7.2	126	1591	23.2	9.7	115	3437	20.1	21.0	100	3430	20.4	21.0	101				
	QUINTILE 4	16744	751	16.2	4.5	78	1080	14.9	6.1	72	3225	18.9	19.3	91	3237	19.2	19.3	93				
	QUINTILE 5	17334	787	17.0	4.5	79	1388	20.2	8.0	94	3200	18.7	18.5	88	3071	18.2	17.7	85				
RADIO-DRIVE TIME	QUINTILE 1	15911	936	20.2	5.9	103	1510	22.0	9.5	112	3637	21.3	22.9	108	3241	19.3	20.4	98				
	QUINTILE 2	14837	839	18.1	5.7	99	1707	19.0	8.8	104	3331	19.5	22.5	106	3353	19.9	22.6	109				
	QUINTILE 3	15339	859	18.5	5.6	98	1149	16.7	7.5	88	3355	19.6	21.9	104	3473	20.6	22.6	109				
	QUINTILE 4	16723	868	18.7	5.2	91	1487	21.7	8.9	105	3450	20.2	20.6	98	3498	20.8	20.9	101				
	QUINTILE 5	18176	1139	24.5	6.3	109	1419	20.7	7.8	92	3306	19.4	18.2	86	3266	19.4	18.0	86				
RADIO-MID- DAY	QUINTILE 1	21020	1150	24.8	5.5	95	1766	25.7	8.4	99	4460	26.1	21.2	101	4259	25.3	20.3	97				
	QUINTILE 2	21610	1545	33.3	7.1	125	2005	29.2	9.3	109	5128	30.0	23.7	113	4990	29.6	23.1	111				
	QUINTILE 3	38355	1946	41.9	5.1	89	3095	45.1	8.1	95	7490	43.9	19.5	93	7581	45.0	19.8	95				
	QUINTILE 4	15988	875	18.9	5.5	96	1437	20.9	9.0	106	3543	20.7	22.2	105	3156	18.8	19.7	95				
	QUINTILE 5	15626	878	18.9	5.6	98	1308	19.1	8.4	99	3520	20.6	22.5	107	3474	20.6	22.2	107				
RADIO-TOTAL	QUINTILE 1	16723	1009	21.7	6.0	105	1437	20.9	8.6	101	3757	22.0	22.5	107	3881	23.1	23.2	112				
	QUINTILE 2	16342	1038	22.4	6.4	111	1474	21.5	9.0	106	3634	21.3	22.2	105	3594	21.4	22.0	106				
	QUINTILE 3	16306	842	18.1	5.2	90	1211	17.6	7.4	88	2625	15.4	16.1	76	2726	16.2	16.7	80				
	QUINTILE 4	15953	888	19.1	5.6	97	1442	21.0	9.0	107	2897	17.0	18.2	86	2952	17.5	18.5	89				
	QUINTILE 5	16137	889	19.2	5.5	96	1481	21.6	9.2	108	3207	18.8	19.9	94	3325	19.8	20.6	99				
TV-PRIME TIME	QUINTILE 1	16420	932	20.1	5.7	99	1284	18.7	7.8	92	3689	21.6	22.5	107	3568	21.2	21.7	105				
	QUINTILE 2	16687	1066	23.0	6.4	111	1344	19.6	8.1	95	4084	23.9	24.5	116	3667	21.8	22.0	106				
	QUINTILE 3	15789	866	18.7	5.5	96	1316	19.2	8.3	98	3201	18.7	20.3	96	3319	19.7	21.0	101				
	QUINTILE 4	27736	1440	31.0	5.2	91	2366	34.5	8.5	101	5022	29.4	18.1	86	5131	30.5	18.5	89				
	QUINTILE 5	26489	1478	31.9	5.6	97	2186	31.8	8.3	97	5799	34.0	21.9	104	5333	31.7	20.1	97				
TV-DAYTIME	QUINTILE 1	26761	1722	37.1	6.4	112	2314	33.7	8.6	102	6257	36.6	23.4	111	6366	37.8	23.8	114				
	QUINTILE 2	16345	845	18.2	5.2	90	1511	22.0	9.2	109	2945	17.2	18.0	85	2809	16.7	17.2	83				
	QUINTILE 3	16447	799	17.2	4.9	85	1204	17.5	7.3	86	2986	17.5	18.2	86	3142	18.7	19.1	92				
	QUINTILE 4	15980	1029	22.2	6.4	112	1459	21.2	9.1	108	3201	18.7	20.0	95	3103	18.4	19.4	93				
	QUINTILE 5	15887	1119	24.1	7.0	123	1246	18.1	7.8	93	4123	24.1	26.0	123	3737	22.2	23.5	113				
TV-TOTAL	QUINTILE 1	16326	848	18.3	5.2	91	1446	21.1	8.9	104	3824	22.4	23.4	111	4040	24.0	24.7	119				
	QUINTILE 2	20721	1349	29.1	6.5	114	2176	31.7	10.5	124	5083	29.8	24.5	116	5156	30.6	24.9	120				
	QUINTILE 3	19186	1214	26.2	6.3	110	1809	26.3	9.4	111	5011	29.3	26.1	124	4930	29.3	25.7	124				
	QUINTILE 4	21899	1372	29.6	6.3	109	1535	22.4	7.0	83	4201	24.6	19.2	91	3879	23.0	17.7	85				
	QUINTILE 5	15451	1246	26.9	8.1	141	1719	25.0	11.1	131	4425	25.9	28.6	136	4374	26.0	28.3	136				
MAGAZINES-OUTDOOR: DUAL	QUINTILE 1	25953	1468	31.6	5.7	99	2232	32.5	8.6	101	5872	34.4	22.6	107	5735	34.1	22.1	106				
	QUINTILE 2	24400	1303	28.1	5.3	93	2003	29.2	8.2	97	4467	26.2	18.3	87	4395	26.1	18.0	87				
	QUINTILE 3	18049	988	21.3	5.5	96	1723	25.1	9.5	113	4883	28.6	27.1	128	4485	26.6	24.8	120				
	QUINTILE 4	23571	1736	37.4	7.4	129	2409	35.1	10.2	121	5526	32.4	23.4	111	5907	35.1	25.1	121				
	QUINTILE 5	23278	1259	27.1	5.4	94	1826	26.6	7.8	93	4143	24.3	17.8	84	4044	24.0	17.4	84				
MAGAZINES-RADIO: DUAL	QUINTILE 1	15459	927	20.0	6.0	105	1613	23.5	10.4	123	3574	20.9	23.1	110	3350	19.9	21.7	104				
	QUINTILE 2	25829	1820	39.2	7.0	123	2421	35.3	9.4	111	5962	40.8	27.0	128	7005	41.6	27.1	130				
	QUINTILE 3	24039	1211	26.1	4.7	81	1905	27.7	7.3	86	4036	23.6	15.5	74	4088	24.3	15.7	76				
	QUINTILE 4	16605	1005	21.7	6.1	106	1581	23.0	9.5	112	3925	23.0	23.6	112	4129	24.5	24.9	120				
	QUINTILE 5	24834	1642	35.4	6.1	107	2100	30.6	7.8	92	5529	32.4	20.6	98	5177	30.8	19.3	93				
NEWSPAPERS-OUTDOOR: DUAL	QUINTILE 1	23346	1599	34.5	6.8	120	2224	32.4	9.5	112	5150	30.2	22.1	105	5052	30.0	21.6	104				
	QUINTILE 2	17133	900	19.4	5.3	92	1365	19.9	8.0	94	4002	23.4	23.4	111	3353	19.9	19.6	94				
	QUINTILE 3	25892	1798	38.8	6.9	121	23															

	TOTAL U.S. '000	LAHRY				MCCORMICK/SCHILLING				OLD EL PASO				ORTEGA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	4640	100.0	5.7	100	6866	100.0	8.5	100	17078	100.0	21.1	100	16831	100.0	20.8	100
ATLANTIC MONTHLY	415	**24	0.5	5.8	101	**28	0.4	6.7	80	**65	0.4	15.7	74	**61	0.4	14.7	71
BARRON'S	453	**12	0.3	2.6	46	**61	0.9	13.5	159	**92	0.5	20.3	96	**140	0.8	30.9	149
BETTER HOMES & GARDENS	16256	1032	22.2	6.3	111	1679	24.5	10.3	122	4144	24.3	25.5	121	3954	23.5	24.3	117
BON APPETIT	2535	**177	3.8	7.0	122	353	5.1	13.9	164	757	4.4	29.9	142	764	4.5	30.1	145
BUSINESS WEEK	1278	**92	2.0	7.2	126	**83	1.2	6.5	77	226	1.3	17.7	84	**221	1.3	17.3	83
CAR AND DRIVER	378	**39	0.8	10.3	180	**58	0.8	15.3	181	**80	0.5	21.2	100	**83	0.5	22.0	106
CBS MAGAZINE NETWORK (GROSS)	1498	**151	3.3	10.1	176	*202	2.9	13.5	159	399	2.3	26.6	126	347	2.1	23.2	111
CHANGING TIMES	1505	**73	1.6	4.9	85	*180	2.6	12.0	141	347	2.0	23.1	109	338	2.0	22.5	108
COLONIAL HOMES	1231	**104	2.2	8.4	147	*201	2.9	16.3	193	380	2.2	30.9	146	358	2.1	29.1	140
CONDE NAST MAG. PKG. (GROSS)	14146	821	17.7	5.8	101	1190	17.3	8.4	99	3771	22.1	26.7	126	3661	21.8	25.9	125
CONSUMERS DIGEST	1323	**115	2.5	8.7	152	**120	1.7	9.1	107	361	2.1	27.3	129	374	2.2	28.3	136
COSMOPOLITAN	7102	484	10.4	6.8	119	669	9.7	9.4	111	1621	9.5	22.8	108	1815	10.8	25.6	123
COUNTRY LIVING	2481	*257	5.5	10.4	181	*220	3.2	8.9	105	880	5.2	35.5	168	691	4.1	27.9	134
CUISINE	1472	**112	2.4	7.6	133	*179	2.6	12.2	143	351	2.1	23.8	113	418	2.5	28.4	137
CYCLE WORLD	425	**22	0.5	5.2	90	**51	0.7	12.0	142	**142	0.8	33.4	158	**94	0.6	22.1	106
DCI:CREATIVE IDEAS FOR LIV	2510	*181	3.9	7.2	126	353	5.1	14.1	166	700	4.1	27.9	132	498	3.0	19.8	95
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	284	6.1	4.2	74	765	11.1	11.4	135	2022	11.8	30.2	143	1399	8.3	20.9	101
DISCOVER	894	**81	1.7	9.1	158	**67	1.0	7.5	88	238	1.4	26.6	126	*235	1.4	26.3	126
EBONY	3507	*167	3.6	4.8	83	208	3.0	5.9	70	420	2.5	12.0	57	394	2.3	11.2	54
ESQUIRE	1083	*57	1.2	5.3	92	**100	1.5	9.2	109	*171	1.0	15.8	75	*206	1.2	19.0	92
ESSENCE	1830	*108	2.3	5.9	103	*149	2.2	8.1	96	231	1.4	12.6	60	*166	1.0	9.1	44
FAMILY CIRCLE	15930	1095	23.6	6.9	120	1739	25.3	10.9	129	4118	24.1	25.9	123	3964	23.6	24.9	120
THE FAMILY HANDYMAN	1126	**50	1.1	4.4	78	*164	2.4	14.6	172	287	1.7	25.5	121	321	1.9	28.5	137
FAMILY WEEKLY	11468	874	18.8	7.6	133	1119	16.3	9.8	115	2730	16.0	23.8	113	2674	15.9	23.3	112
FIELD & STREAM	2234	**50	1.1	2.2	39	*255	3.7	11.4	135	613	3.6	27.4	130	469	2.8	21.0	101
FOOD & WINE	579	**36	0.8	6.2	109	**32	0.5	5.5	65	*161	0.9	27.8	132	**112	0.7	19.3	93
FORBES	728	**62	1.3	8.5	149	**67	1.0	9.2	109	*185	1.1	25.4	121	*198	1.2	27.2	131
FORTUNE	906	**64	1.4	7.1	123	**82	1.2	9.1	107	*166	1.0	18.3	87	*198	1.2	21.9	105
GENTLEMEN'S QUARTERLY	791	**37	0.8	4.7	82	**69	1.0	8.7	103	*190	1.1	24.0	114	*231	1.4	29.2	141
GLAMOUR	5265	*219	4.7	4.2	73	393	5.7	7.5	88	1474	8.6	28.0	133	1456	8.7	27.7	133
GOLF DIGEST	636	**40	0.9	6.3	110	**49	0.7	7.7	91	*188	1.1	29.6	140	*196	1.2	30.8	148
GOLF DIGEST/TENNIS (GROSS)	1186	**88	1.9	7.4	130	**75	1.1	6.3	75	352	2.1	29.7	141	342	2.0	28.8	139
GOLF MAGAZINE	441	**21	0.5	4.8	83	**42	0.6	9.5	112	**130	0.8	29.5	140	**93	0.6	21.1	101
GOLF MAGAZINE/SKI (GROSS)	922	**46	1.0	5.0	87	**78	1.1	8.5	100	*235	1.4	25.5	121	*195	1.2	21.1	102
GOOD HOUSEKEEPING	16487	1061	22.9	6.4	112	1713	24.9	10.4	123	4191	24.5	25.4	121	3905	23.2	23.7	114
HARPER'S BAZAAR	2423	*147	3.2	6.1	106	*257	3.7	10.6	125	609	3.6	25.1	119	641	3.8	26.5	127
HEALTH	1994	**139	3.0	7.0	122	*246	3.6	12.3	146	409	2.4	20.5	97	436	2.6	21.9	105
HEARST MAG CORP. BUY (GROSS)	44101	2966	63.9	6.7	117	4453	64.9	10.1	119	11445	67.0	26.0	123	11094	65.9	25.2	121
HEARST MAN POWER (GROSS)	1993	*162	3.5	8.1	142	*302	4.4	15.2	179	637	3.7	32.0	152	540	3.2	27.1	130
HEARST WOMAN POWER (GROSS)	31274	2027	43.7	6.5	113	3093	45.0	9.9	117	7790	45.6	24.9	118	7786	46.3	24.9	120
HOUSE BEAUTIFUL	3623	*228	4.9	6.3	110	301	4.4	8.3	98	868	5.1	24.0	114	823	4.9	22.7	109
INC.	283	**18	0.4	6.4	111	**33	0.5	11.7	138	**69	0.4	24.4	116	**84	0.5	29.7	143
JET	2928	*139	3.0	4.7	83	242	3.5	8.3	97	298	1.7	10.2	48	329	2.0	11.2	54
LADIES' HOME JOURNAL	11918	754	16.3	6.3	110	1173	17.1	9.8	116	3268	19.1	27.4	130	2922	17.4	24.5	118
LHJ FAMILY GRP COMBO(GROSS)	16764	1031	22.2	6.2	107	1681	24.5	10.0	118	4526	26.5	27.0	128	4196	24.9	25.0	120
LIFE	4254	302	6.5	7.1	124	369	5.4	8.7	102	879	5.1	20.7	98	1018	6.0	23.9	115
L.A. TIMES HOME MAGAZINE	1145	*153	3.3	13.4	233	*129	1.9	11.3	133	*227	1.3	19.8	94	440	2.6	38.4	185
MADEMOISELLE	2884	*188	4.1	6.5	114	*246	3.6	8.5	101	777	4.5	26.9	128	807	4.8	28.0	135
MC CALL'S	13460	789	17.0	5.9	102	1456	21.2	10.8	128	3711	21.7	27.6	131	3513	20.9	26.1	126
MC CALL'S/WRK MOTHER (GROSS)	14606	898	19.4	6.1	107	1566	22.8	10.7	126	4148	24.3	28.4	135	3799	22.6	26.0	125
MECHANIX ILLUSTRATED	772	**19	0.4	2.5	43	**172	2.5	22.3	263	*189	1.1	24.5	116	*242	1.4	31.3	151
METROPOLITAN HOME	967	**59	1.3	6.1	106	**64	0.9	6.6	78	267	1.6	27.6	131	*192	1.1	19.9	96
MONEY	1588	**100	2.2	6.3	110	*183	2.7	11.5	136	422	2.5	26.6	126	332	2.0	20.9	101
MOTHER EARTH NEWS	1002	**35	0.8	3.5	61	*117	1.7	11.7	138	452	2.6	45.1	214	276	1.6	27.5	133
MS.	825	**68	1.5	8.2	144	**77	1.1	9.3	110	*184	1.1	22.3	106	*149	0.9	18.1	87
NATIONAL ENQUIRER	10336	654	14.1	6.3	110	1008	14.7	9.8	115	2057	12.0	19.5	94	2119	12.6	20.5	111
NATIONAL GEOGRAPHIC	9597	756	16.3	7.9	137	930	13.5	9.7	114	2450	14.3	25.9	121	2299	13.7	24.0	115
NATIONAL SUNDAY MAGAZINE PKG	49558	3160	68.1	6.4	111	4263	62.1	8.6	101	11142	65.2	22.5	107	11001	65.4	22.2	107
NATURAL HISTORY	573	**37	0.8	6.5	113	*37	0.5	6.5	76	**117	0.7	20.4	97	**56	0.3	9.8	47
NEW WOMAN	1699	**117	2.5	6.9	120	*183	2.7	10.8	127	430	2.5	25.3	120	424	2.5	25.0	120
NEW YORK INCLUDING CUE	443	**17	0.4	3.8	67	*18	0.3	4.1	48	**89	0.5	20.1	95	**73	0.4	16.5	79
THE NEW YORKER	1270	**45	1.0	3.5	62	*83	1.2	6.5	77	280	1.6	22.0	105	264	1.6	20.8	100
NEWSWEEK	6277	386	8.3	6.1	107	645	9.4	10.3	121	1748	10.2	27.8	132	1564	9.3	24.9	120
THE N.Y. TIMES DAILY EDITION	1205	*1	0.0	0.1	1	*26	0.4	2.2	25	262	1.5	21.7	103	*203	1.2	16.8	81
THE N.Y. TIMES MAGAZINE	2081	**6	0.1	0.3	5	*98	1.4	4.7	56	496	2.9	23.8	113	406	2.4	19.5	94
OMNI	788	**67	1.4	8.5	148	**106	1.5	13.5	159	*261	1.5	33.1	157	*213	1.3	27.0	130
ON CABLE	1158	**82	1.8	7.1	124	**112	1.6	9.7	114	385	2.3	33.2	158	*266	1.6	23.0	111
1001 HOME IDEAS	2852	*137	3.0	4.8	84	*262	3.8	9.2	108	850	5.0	29.8	141	838	5.0	29.4	141
ORGANIC GARDENING	1658	*148	3.2	8.9	156	*186	2.7	11.2	132	524	3.1	31.6	150	483	2.9	29.1	140
OUTDOOR LIFE	896	**70	1.5	7.8	136	**91	1.3	10.2	120	*241	1.4	26.9	128	*201	1.2	22.4	108
PARADE MAGAZINE	24275	1398	30.1	5.8	101	2068	30.1	8.5	100	5292	31.0	21.8	103	5065	30.1	20.9	100

	TOTAL U.S. '000	A '000	LAWRY B % DOWN	C ACROSS %	D INDX	MCCORMICK/SCHILLING A '000	B % DOWN	C ACROSS %	D INDX	OLD EL PASO A '000	B % DOWN	C ACROSS %	D INDX	ORTEGA A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	4640	100.0	5.7	100	6866	100.0	8.5	100	17078	100.0	21.1	100	16831	100.0	20.8	100
PARENTS	3845	*262	5.6	6.8	119	361	5.3	9.4	111	1226	7.2	31.9	151	1176	7.0	30.6	147
PENTHOUSE	831	*97	2.1	11.7	204	*79	1.2	9.5	112	*189	1.1	22.7	108	*138	0.8	16.6	80
PEOPLE	11645	922	19.9	7.9	138	1135	16.5	9.7	115	2790	16.3	24.0	114	2914	17.3	25.0	120
PLAYBOY	2006	*147	3.2	7.3	128	*204	3.0	10.2	120	456	2.7	22.7	108	527	3.1	26.3	126
POPULAR HOT RODDING	297	*15	0.3	5.1	88	*55	0.8	18.5	218	*95	0.6	32.0	152	*88	0.5	29.6	143
POPULAR MECHANICS	1018	*74	1.6	7.3	127	*206	3.0	20.2	239	*378	2.2	37.1	176	*283	1.7	27.8	134
POPULAR SCIENCE	878	*89	1.9	10.1	177	*143	2.1	16.3	192	*198	1.2	22.6	107	*201	1.2	22.9	110
PREVENTION	3913	*206	4.4	5.3	92	504	7.3	12.9	152	888	5.2	22.7	108	780	4.6	19.9	96
PSYCHOLOGY TODAY	1710	*118	2.5	6.9	120	*144	2.1	8.4	99	591	3.5	34.6	164	433	2.6	25.3	122
READER'S DIGEST	22204	1429	30.8	6.4	112	2084	30.4	9.4	111	5208	30.5	23.5	111	5289	31.4	23.8	115
REDBOOK	7684	483	10.4	6.3	110	711	10.4	9.3	109	1979	11.6	25.8	122	2066	12.3	26.9	129
ROAD & TRACK	410	*65	1.4	15.9	277	*72	1.0	17.6	207	*105	0.6	25.6	121	*126	0.7	30.7	148
ROLLING STONE	969	*87	1.9	9.0	157	*103	1.5	10.6	125	319	1.9	32.9	156	318	1.9	32.8	158
SUNDAY'S WORLD	298	*15	0.3	5.0	88	*72	1.0	24.2	285	*127	0.7	42.6	202	*90	0.5	30.2	145
SATURDAY EVENING POST	1169	*52	1.1	4.4	78	*101	1.5	8.6	102	232	1.4	19.8	94	240	1.4	20.5	99
SCIENCE 84	587	*44	0.9	7.5	131	*37	0.5	6.3	74	*133	0.8	22.7	107	*217	1.3	37.0	178
SCIENCE DIGEST	482	*57	1.2	11.8	206	*66	1.0	13.7	162	*79	0.5	16.4	78	*140	0.8	29.0	140
SCIENTIFIC AMERICAN	594	*29	0.6	4.9	85	*61	0.9	10.3	121	*131	0.8	22.1	105	*122	0.7	20.5	99
SELF	2089	*189	4.1	9.0	158	*265	3.9	12.7	150	583	3.4	27.9	132	557	3.3	26.7	128
SEVENTEEN	2411	*172	3.7	7.1	125	*194	2.8	8.0	95	682	4.0	28.3	134	654	3.9	27.1	131
SKI	480	*25	0.5	5.2	91	*36	0.5	7.5	88	*105	0.6	21.9	104	*101	0.6	21.0	101
SMITHSONIAN	2760	*191	4.1	6.9	121	*197	2.9	7.1	84	664	3.9	24.1	114	514	3.1	18.6	90
SOAP OPERA DIGEST	3013	*174	3.8	5.8	101	*252	3.7	8.4	99	686	4.0	22.8	108	525	3.1	17.4	84
SOUTHERN LIVING	4184	*104	2.2	2.5	43	412	6.0	9.8	116	1321	7.7	31.6	150	901	5.4	21.5	104
SPORT	559	*34	0.7	6.1	106	*36	0.5	6.4	76	*135	0.8	24.2	115	*124	0.7	22.2	107
THE SPORTING NEWS	436	*18	0.4	4.1	72	*67	1.0	15.4	181	*176	1.0	40.4	191	*110	0.7	25.2	121
SPORTS AFIELD	493	*30	0.6	6.1	106	*29	0.4	5.9	69	*180	1.1	36.5	173	*118	0.7	23.9	115
SPORTS ILLUSTRATED	2758	*185	4.0	6.7	117	*270	3.9	9.8	115	849	5.0	30.8	146	793	4.7	28.8	138
STAR	7456	395	8.5	5.3	92	602	8.8	8.1	95	1365	8.0	18.3	87	1154	6.9	15.5	74
SUNDAY	24936	1508	32.5	6.0	106	2056	29.9	8.2	97	5617	32.9	22.5	107	5408	32.1	21.7	104
SUNSET	2124	396	8.5	18.6	325	318	4.6	15.0	177	880	2.8	22.6	107	680	4.0	32.0	154
TV GUIDE	21661	1290	27.8	6.0	104	1657	24.1	7.6	90	4619	27.0	21.3	101	4865	28.9	22.5	108
TENNIS	550	*48	1.0	8.7	152	*26	0.4	4.7	56	*165	1.0	30.0	142	*146	0.9	26.5	128
TIME	8880	485	10.5	5.5	95	676	9.8	7.6	90	2168	12.7	24.4	116	2128	12.6	24.0	115
TOWN & COUNTRY	917	*29	0.6	3.2	55	*71	1.0	7.7	91	261	1.5	28.5	135	*225	1.3	24.5	118
TRAVEL & LEISURE	972	*57	1.2	5.9	102	*67	1.0	6.9	81	*220	1.3	22.6	107	*230	1.4	23.7	114
TRUE STORY	3356	*156	3.4	4.6	81	420	6.1	12.5	148	651	3.8	19.4	92	633	3.8	18.9	91
U.S. NEWS & WORLD REPORT	3410	*261	5.6	7.7	134	321	4.7	9.4	111	720	4.2	21.1	100	687	4.1	20.1	97
USA TODAY	1759	*117	2.5	6.7	116	*171	2.5	9.7	115	800	2.3	22.7	108	389	2.3	22.1	106
US	1873	*120	2.6	6.4	112	*219	3.2	11.7	138	483	2.8	25.8	122	483	2.9	25.8	124
VOGUE	3909	*225	4.8	5.8	100	287	4.2	7.3	87	937	5.5	24.0	114	842	5.0	21.5	104
WALL STREET JOURNAL	1886	*184	4.0	9.8	170	*142	2.1	7.5	89	499	2.9	26.5	125	452	2.7	24.0	115
WEIGHT WATCHERS	2120	*137	3.0	6.5	113	*175	2.5	8.3	97	599	3.5	28.3	134	597	3.5	28.2	135
WOMAN'S DAY	14172	956	20.6	6.7	118	1574	22.9	11.1	131	3642	21.3	25.7	122	3467	20.6	24.5	118
WORKING MOTHER	1146	*109	2.3	9.5	166	*110	1.6	9.6	113	437	2.6	38.1	181	*286	1.7	25.0	120
WORKING WOMAN	1322	*92	2.0	7.0	121	*126	1.8	9.5	112	328	1.9	24.8	118	327	1.9	24.7	119
WORLD TENNIS	*163	*30	0.6	18.4	321	*22	0.3	13.5	159	*15	0.1	9.2	44	*43	0.3	26.4	127
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*196	4.2	7.7	135	339	4.9	13.4	158	764	4.5	30.2	143	705	4.2	27.8	134
BLAIR INSERTS	43657	2655	57.2	6.1	106	3757	54.7	8.6	102	9788	57.3	22.4	106	9597	57.0	22.0	106
DAILY NEWSPAPERS																	
READ ANY	51633	3009	64.8	5.8	102	4411	64.2	8.5	101	11210	65.6	21.7	103	11166	66.3	21.6	104
READ ONE	43463	2529	54.5	5.8	102	3744	54.5	8.6	102	9408	55.1	21.6	103	9366	55.6	21.5	104
READ TWO OR MORE	8170	479	10.3	5.9	102	667	9.7	8.2	96	1803	10.6	22.1	105	1800	10.7	22.0	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3254	70.1	6.2	108	4465	65.0	8.5	100	11920	69.8	22.6	107	11575	68.8	22.0	106
READ ONE	46126	2842	61.3	6.2	108	3867	56.3	8.4	99	10487	61.4	22.7	108	10141	60.3	22.0	106
READ TWO OR MORE	6552	412	8.9	6.3	110	598	8.7	9.1	108	1434	8.4	21.9	104	1434	8.5	21.9	105
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	33.16				31.98				29.78				31.50			
30 DAY REACH	71455	4165	89.8	5.8	102	6026	87.8	8.4	99	15327	89.7	21.4	102	15048	89.4	21.1	101
50 SHWG - 30 DAY AV FREQ	14.56	17.29				16.68				15.55				16.51			
30 DAY REACH	67742	4004	86.3	5.9	103	5816	84.7	8.6	101	14713	86.2	21.7	103	14372	85.4	21.2	102
25 SHWG - 30 DAY AV FREQ	7.94	9.12				9.00				8.39				8.79			
30 DAY REACH	62117	3782	81.5	6.1	106	5377	78.3	8.7	102	13659	80.0	22.0	104	13540	80.4	21.8	105
CABLE TV: HOME WIRED	32077	2205	47.5	6.9	120	2989	43.5	9.3	110	8103	47.4	25.3	120	7640	45.4	23.8	115
HOME NOT WIRED	48909	2435	52.5	5.0	87	3877	56.5	7.9	94	8975	52.6	18.4	87	9190	54.6	18.8	90
HAVE PAY CABLE	15935	1109	23.9	7.0	121	1616	23.5	10.1	120	4915	28.8	30.8	146	4563	27.1	28.6	138

	TOTAL U.S. '000	A	B % DOWN	C ACROSS %	D INDX		A	B % DOWN	C ACROSS %	D INDX		A	B % DOWN	C ACROSS %	D INDX		A	B % DOWN	C ACROSS %	D INDX	
TOTAL FEMALE HOMEOWNERS	80986	4640	100.0	5.7	100	6866	100.0	8.5	100	17078	100.0	21.1	100	16831	100.0	20.8	100				
RADIO AVG. DAILY (M-F) CUME																					
6:00 AM - 10:00 AM	43921	2428	52.3	5.5	96	4024	58.6	9.2	108	9941	58.2	22.6	107	9876	58.7	22.5	108				
10:00 AM - 3:00 PM	30659	1923	41.4	6.3	109	2746	40.0	9.0	106	6948	40.7	22.7	107	6680	39.7	21.8	105				
3:00 PM - 7:00 PM	31045	1826	39.4	5.9	103	2713	39.5	8.7	103	7610	44.6	24.5	116	7370	43.8	23.7	114				
7:00 PM - MIDNIGHT	15767	974	21.0	6.2	108	1446	21.1	9.2	108	3552	20.8	22.5	107	3348	19.9	21.2	102				
MIDNIGHT - 6:00 AM	9120	491	10.6	5.4	94	957	13.9	10.5	124	2199	12.9	24.1	114	2122	12.6	23.3	112				
6:00 AM - MIDNIGHT	58527	3354	72.3	5.7	100	5215	76.0	8.9	105	13342	78.1	22.8	108	12992	77.2	22.2	107				
ENTIRE DAY	59311	3393	73.1	5.7	100	5268	76.7	8.9	105	13505	79.1	22.8	108	13110	77.9	22.1	106				
AVG DAILY M-F CUME: 6AM-MDNT																					
FORMATS: ADULT CONTEMPORARY	16172	1034	22.3	6.4	112	1516	22.1	9.4	111	3924	23.0	24.3	115	3970	23.6	24.5	118				
ALL NEWS	2256	**88	1.9	3.9	68	**115	1.7	5.1	60	335	2.0	14.8	70	473	2.8	21.0	101				
ADP/PROGRESSIVE	3874	299	6.4	7.7	135	372	5.4	9.6	113	1263	7.4	32.6	155	1134	6.7	29.3	141				
BEAUTIFUL MUSIC	5660	*241	5.2	4.3	74	491	7.2	8.7	102	1203	7.0	21.3	101	1140	6.8	20.1	97				
BLACK	2204	**70	1.5	3.2	55	*112	1.6	5.1	60	372	2.2	16.9	80	387	2.3	17.6	84				
CLASSICAL	1418	**101	2.2	7.1	124	**80	1.2	5.6	67	*236	1.4	16.6	79	346	2.1	24.4	117				
CHR/ROCK	9538	612	13.2	6.4	112	812	11.8	8.5	100	2458	14.4	25.8	122	2506	14.9	26.3	126				
COUNTRY	12648	718	15.5	5.7	99	1143	16.6	9.0	107	3036	17.8	24.0	114	2728	16.2	21.6	104				
GOLDEN OLDIES	1191	**12	0.3	1.0	18	**72	1.0	6.0	71	*332	1.9	27.9	132	*294	1.7	24.7	119				
MOR/NOSTALGIA	4757	*246	5.3	5.2	90	417	6.1	8.8	103	1016	5.9	21.4	101	908	5.4	19.1	92				
NEWS/TALK	3863	*260	5.6	6.7	117	338	4.9	8.7	103	854	5.0	22.1	105	736	4.4	19.1	92				
RELIGIOUS	3084	*130	2.8	4.2	74	*261	3.8	8.5	100	704	4.1	22.8	108	569	3.4	18.5	89				
SOFT ROCK	521	**14	0.3	2.7	47	**22	0.3	4.2	50	**107	0.6	20.5	97	**117	0.7	22.5	108				
URBAN CONTEMPORARY	1585	**54	1.2	3.4	59	*140	2.0	8.8	104	*186	1.1	11.7	56	273	1.6	17.2	83				
WIRED NETWORKS:																					
ABC CONTEMPORARY	3261	**108	2.3	3.3	58	253	3.7	7.8	92	687	4.0	21.1	100	720	4.3	22.1	106				
ABC DIRECTION	2316	**122	2.6	5.3	92	*331	4.8	14.3	169	510	3.0	22.0	104	481	2.9	20.8	100				
ABC ENTERTAINMENT	4834	*240	5.2	5.0	87	341	5.0	7.1	83	917	5.4	19.0	90	1055	6.3	21.8	105				
ABC FM	2202	**84	1.8	3.8	67	*144	2.1	6.5	77	562	3.3	25.5	121	495	2.9	22.5	108				
ABC INFORMATION	5425	460	9.9	8.5	148	592	8.6	10.9	129	1332	7.8	24.6	116	1410	8.4	26.0	125				
ABC ROCK	1677	**115	2.5	6.9	120	*199	2.9	11.9	140	538	3.2	32.1	152	545	3.2	32.5	156				
CBS	4430	*163	3.5	3.7	64	341	5.0	7.7	91	991	5.8	22.4	106	911	5.4	20.6	99				
MUTUAL	4992	*211	4.5	4.2	74	420	6.1	8.4	99	1076	6.3	21.6	102	971	5.8	19.5	94				
NBC	4679	*232	5.0	5.0	87	278	4.0	5.9	70	1122	6.6	24.0	114	953	5.7	20.4	98				
RADIORADIO	1994	**95	2.0	4.8	83	*135	2.0	6.8	80	607	3.6	30.4	144	450	2.7	22.6	109				
RKO ONE	2298	*158	3.4	6.9	120	*150	2.2	6.5	77	547	3.2	23.8	113	628	3.7	27.3	131				
RKO TWO	3311	*120	2.6	3.6	63	*216	3.1	6.5	77	686	4.0	20.7	98	700	4.2	21.1	102				
THE SOURCE	2114	**157	3.4	7.4	130	*185	2.7	8.8	103	708	4.1	33.5	159	674	4.0	31.9	153				
NON-WIRED: BLAIR	8654	663	14.3	7.7	134	1008	14.7	11.6	137	2329	13.6	26.9	128	1997	11.9	23.1	111				
INTERNET	12025	770	16.6	6.4	112	1151	16.8	9.6	113	2867	16.8	23.8	113	3066	18.2	25.5	123				
KATZ RADIO GROUP	15359	804	17.3	5.2	91	1131	16.5	7.4	87	3344	19.6	21.8	103	3431	20.4	22.3	107				
SUPERNET	10628	602	13.0	5.7	99	1024	14.9	9.6	114	2537	14.9	23.9	113	2413	14.3	22.7	109				
TELEVISION AVG. HALF HOUR																					
WKDAY 7:00 AM - 9:00 AM	8659	376	8.1	4.3	76	812	11.8	9.4	111	1695	9.9	19.6	93	1633	9.7	18.9	91				
WKDAY 9:00 AM - 1:00 PM	12163	649	14.0	5.3	93	1011	14.7	8.3	98	2227	13.0	18.3	87	2267	13.5	18.6	90				
WKDAY 1:00 PM - 4:30 PM	16150	861	18.6	5.3	93	1403	20.4	8.7	102	2998	17.6	18.6	88	2904	17.3	18.0	87				
WKDAY 4:30 PM - 7:30 PM	22463	1126	24.3	5.0	87	1823	26.6	8.1	96	4071	23.8	18.1	86	3940	23.4	17.5	84				
WKDAY 7:30 PM - 8:00 PM	31795	1655	35.7	5.2	91	2580	37.6	8.1	96	6094	35.7	19.2	91	5823	34.6	18.3	88				
WKDAY 11:00 PM - 11:30 PM	23977	1384	29.8	5.8	101	2216	32.3	9.2	109	5299	31.0	22.1	105	4858	28.9	20.3	97				
WKDAY 11:30 PM - 1:00 AM	7703	504	10.9	6.5	114	789	11.5	10.2	121	1780	10.4	23.1	110	1627	9.7	21.1	102				
M-SAT 8-11 PM-SUN 7-11 PM	33800	1904	41.0	5.6	98	2939	42.8	8.7	103	6891	40.4	20.4	97	6831	40.6	20.2	97				
WKDY DAYTIME NTHK 7AM-4:30PM																					
ALL MY CHILDREN	A 6538	392	8.4	6.0	105	466	6.8	7.1	84	1157	6.8	17.7	84	1248	7.4	19.1	92				
ANOTHER WORLD	N 4620	*175	3.8	3.8	66	390	5.7	8.4	100	807	4.7	17.5	83	773	4.6	16.7	81				
AS THE WORLD TURNS	C 5614	251	5.4	4.5	78	555	8.1	9.9	117	1047	6.1	18.6	88	1007	6.0	17.9	86				
CAPITOL	C 3396	203	4.4	6.0	104	270	3.9	8.0	94	658	3.9	19.4	92	590	3.5	17.4	84				
CBS MORN. NEWS 1	C 1446	**39	0.8	2.7	47	133	1.9	9.2	108	294	1.7	20.3	96	256	1.5	17.7	85				
CBS MORN. NEWS 2	C 1207	**44	0.9	3.6	64	106	1.5	8.8	104	172	1.0	14.3	68	222	1.3	18.4	89				
DOES OF OUR LIVES	N 5877	310	6.7	5.3	92	535	7.8	9.1	107	1170	6.9	19.9	94	1053	6.3	17.9	86				
FACTS OF LIFE - DAYTIME	N 2290	*155	3.3	6.8	118	167	2.4	7.3	86	378	2.2	16.5	78	383	2.3	16.7	80				
FAMILY FEUD	A 3023	164	3.5	5.4	95	232	3.4	7.7	91	526	3.1	17.4	83	593	3.5	19.6	94				
GENERAL HOSPITAL	A 6097	324	7.0	5.3	93	550	8.0	9.0	106	1059	6.2	17.4	82	1132	6.7	18.6	89				
GOOD MORNING, AMERICA-730A	A 3515	233	5.0	6.6	116	314	4.6	8.9	105	700	4.1	19.9	94	716	4.3	20.4	98				
GOOD MORNING, AMERICA-830A	A 2818	184	4.0	6.5	114	195	2.8	6.9	82	607	3.6	21.5	102	659	3.9	23.4	113				
GUIDING LIGHT	C 5339	241	5.2	4.5	79	442	6.4	8.3	98	966	5.7	18.1	86	848	5.0	15.9	76				
ONE LIFE TO LIVE	A 4478	309	6.7	6.9	120	420	6.1	9.4	111	878	5.1	19.6	93	832	4.9	18.6	89				
PRESS YOUR LUCK	C 2244	135	2.9	6.0	105	207	3.0	9.2	109	397	2.3	17.7	84	531	3.2	23.7	114				
PRICE IS RIGHT 1	C 4348	163	3.5	3.7	65	322	4.7	7.4	87	772	4.5	17.8	84	782	4.6	18.0	87				
PRICE IS RIGHT 2	C 5014	245	5.3	4.9	85	372	5.4	7.4	88	945	5.5	18.8	89	923	5.5	18.4	89				
RYAN'S HOPE	A 3150	130	2.8	4.1	72	219	3.2	7.0	82	642	3.8	20.4	97	618	3.7	19.6	94				
SALE OF THE CENTURY	N 2695	144	3.1	5.3	93	184	2.7	6.8	81	417	2.4	15.5	73	439	2.6	16.3	78				
SEARCH FOR TOMORROW	N 2319	**109	2.3	4.7	82	216															

		TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	4640	100.0	5.7	100	6866	100.0	8.5	100	17078	100.0	21.1	100	16831	100.0	20.8	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1136	24.5	4.4	76	2060	30.0	7.9	93	4552	26.7	17.5	83	4188	24.9	16.1	77
NETWORK AFFILIATES - LATE		20261	1201	25.9	5.9	103	1897	27.6	9.4	110	4427	25.9	21.8	104	4074	24.2	20.1	97
INDEPENDENTS - LATE		2076	130	2.8	6.3	109	184	2.7	8.9	105	446	2.6	21.5	102	446	2.6	21.5	103
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	461	9.9	4.4	77	920	13.4	8.8	104	2163	12.7	20.7	98	2196	13.0	21.0	101
ABC MONDAY NIGHT MOVIE	A	6412	386	8.3	6.0	105	407	5.9	6.3	75	1316	7.7	20.5	97	1434	8.5	22.4	108
ABC SUNDAY NIGHT MOVIE	A	12407	728	15.7	5.9	102	970	14.1	7.8	92	2605	15.3	21.0	100	2586	15.4	20.8	100
ABC WORLD NEWS TONIGHT	A	6176	202	4.4	3.3	57	489	7.1	7.9	93	1009	5.9	16.3	77	830	4.9	13.4	66
AFTERMASH	C	5863	434	9.4	7.4	129	617	9.0	10.5	124	1146	6.7	19.5	93	1212	7.2	20.7	99
ALICE	C	9594	476	10.3	5.0	87	773	11.3	8.1	95	1967	11.5	20.5	97	2054	12.2	21.4	103
AMERICAN PARADE	C	6622	251	5.4	3.8	66	471	6.9	7.1	84	1155	6.8	17.4	83	1036	6.2	15.6	75
BENSON	A	10886	635	13.7	5.8	102	1013	14.8	9.3	110	2140	12.5	19.7	93	1995	11.9	18.3	88
BLUE THUNDER	A	5036	315	6.8	6.3	109	491	7.2	9.7	115	1145	6.7	22.7	108	1078	6.4	21.4	103
CAGNEY & LACEY	C	9965	626	13.5	6.3	110	973	14.2	9.8	115	2382	13.9	23.9	113	2186	13.0	21.9	106
CBS EVENING NEWS-DEAN	C	3491	*174	3.8	5.0	87	*252	3.7	7.2	85	574	3.4	16.4	78	555	3.3	15.9	76
CBS EVENING NEWS-RATHER	C	7123	363	7.8	5.1	89	595	8.7	8.4	99	1445	8.5	20.3	96	1317	7.8	18.5	89
CBS SAT. NEWS-SCHIEFFER	C	3621	200	4.3	5.5	96	257	3.7	7.1	84	635	3.7	17.5	83	636	3.8	17.6	85
CBS SATURDAY NIGHT MOVIE	C	5436	309	6.7	5.7	99	484	7.0	8.9	105	1100	6.4	20.2	96	1068	6.3	19.6	95
CBS WEDNESDAY NIGHT MOVIE	C	6100	267	5.8	4.4	76	657	9.6	10.8	127	1268	7.4	20.8	99	1272	7.6	20.9	100
CHEERS	N	8889	662	14.3	7.4	130	888	12.9	10.0	118	2210	12.9	24.9	118	2257	13.4	25.4	122
DALLAS	C	22109	1181	25.5	5.3	93	1843	26.8	8.3	98	4151	24.3	18.8	89	4245	25.2	19.2	92
DIFF'RENT STROKES	N	6940	449	9.7	6.5	113	592	8.6	8.5	101	1287	7.5	18.5	88	1256	7.5	18.1	87
DOUBLE TROUBLE	N	7223	399	8.6	5.5	96	656	9.6	9.1	107	1490	8.7	20.6	98	1592	9.5	22.0	106
DUCK FACTORY	N	5595	415	8.9	7.4	129	554	8.1	9.9	117	1568	9.2	28.0	133	1545	9.2	27.6	133
DUKES OF HAZZARD	C	5768	238	5.1	4.1	72	417	6.1	7.2	85	966	5.7	16.7	79	938	5.6	16.3	78
DYNASTY	A	20053	1132	24.4	5.6	99	1764	25.7	8.8	104	3898	22.8	19.4	92	3611	21.5	18.0	87
FACTS OF LIFE	N	8087	501	10.8	6.2	108	740	10.8	9.2	108	1629	9.5	20.1	96	1743	10.4	21.6	104
FALCON CREST	C	20046	918	19.8	4.6	80	1619	23.6	8.1	95	3893	22.8	19.4	92	3821	22.7	19.1	92
FALL GUY	A	9084	498	10.7	5.5	96	814	11.9	9.0	106	1706	10.0	18.8	89	1627	9.7	17.9	86
FAMILY TIES	N	7964	512	11.0	6.4	112	717	10.4	9.0	106	1603	9.4	20.1	95	1656	9.8	20.8	100
FANTASY ISLAND	A	7687	432	9.3	5.6	98	505	7.4	6.6	77	1317	7.7	17.1	81	1430	8.5	18.6	90
FOULUPS,BLEEPES & BLUNDERS	A	8861	564	12.2	6.4	111	858	12.5	9.7	114	1986	11.6	22.4	106	1690	10.0	19.1	92
FOUR SEASONS	C	5095	*365	7.9	7.2	125	535	7.8	10.5	124	1176	6.9	23.1	109	1201	7.1	23.6	113
GIMME A BREAK	N	8838	560	12.1	6.3	111	795	11.6	9.0	106	1533	9.0	17.3	82	1589	9.4	18.0	87
HART TO HART	A	8978	682	14.7	7.6	133	835	12.2	9.3	110	1815	10.6	20.2	96	1785	10.6	19.9	96
HILL STREET BLUES	N	8590	721	15.5	8.4	146	804	11.7	9.4	110	2111	12.4	24.6	117	2102	12.5	24.5	118
HOTEL	A	14085	841	18.1	6.0	104	1264	18.4	9.0	106	2730	16.0	19.4	92	2805	16.7	19.9	96
JEFFERSONS	C	9360	533	11.5	5.7	99	826	12.0	8.8	104	1818	10.6	19.4	92	1842	10.9	19.7	95
JENNIFER SLEPT HERE	N	5841	398	8.6	6.8	119	658	9.6	11.3	133	1086	6.4	18.6	88	1127	6.7	19.3	93
KATE & ALLIE	C	9206	513	11.1	5.6	97	867	12.6	9.4	111	2126	12.4	23.1	110	2103	12.5	22.8	110
KNIGHT RIDER	N	7076	387	8.3	5.5	95	543	7.9	7.7	91	1339	7.8	18.9	90	1555	9.2	22.0	106
LOVE BOAT	A	12219	637	13.7	5.2	91	957	13.9	7.8	92	2069	12.1	16.9	80	2153	12.8	17.6	85
MAGNUM PI	C	11199	479	10.3	4.3	75	1033	15.0	9.2	109	2432	14.2	21.7	103	2343	13.9	20.9	101
MAMA'S FAMILY	N	6057	389	8.4	6.4	112	522	7.6	8.6	102	1167	6.8	19.3	91	1016	6.0	16.8	81
MASTER, THE	N	3598	*211	4.5	5.9	102	365	5.3	10.1	120	800	4.7	22.2	105	872	5.2	24.2	117
MATT HOUSTON	A	6344	380	8.2	6.0	105	644	9.4	10.2	120	1271	7.4	20.0	95	1405	8.3	22.1	107
NBC MONDAY NIGHT MOVIE	N	11994	684	14.7	5.7	100	1075	15.7	9.0	106	2559	15.0	21.3	101	2542	15.1	21.2	102
NBC NIGHTLY NEWS	N	5132	228	4.9	4.4	78	324	4.7	6.3	74	869	5.1	16.9	80	817	4.9	15.9	77
NBC NIGHTLY NEWS-SAT	N	3375	*92	2.0	2.7	48	*217	3.2	6.4	76	457	2.7	13.5	64	419	2.5	12.4	60
NBC NIGHTLY NEWS-SUN	N	3130	*207	4.5	6.6	115	*222	3.2	7.1	84	515	3.0	16.5	78	388	2.3	12.4	60
NBC SUNDAY NIGHT MOVIE	N	8284	627	13.5	7.6	132	791	11.5	9.5	113	1810	10.6	21.8	104	1807	10.7	21.8	105
NEWHART	C	9240	621	13.4	6.7	117	878	12.8	9.5	112	2103	12.3	22.8	108	2091	12.4	22.6	109
ONE DAY AT A TIME	C	7288	360	7.8	4.9	86	602	8.8	8.3	97	1674	9.8	23.0	109	1575	9.4	21.6	104
PEOPLE ARE FUNNY	N	4855	372	8.0	7.7	134	478	7.0	9.8	116	1014	5.9	20.9	99	935	5.6	19.3	93
REAL PEOPLE	N	8869	555	12.0	6.3	109	814	11.9	9.2	108	1625	9.5	18.3	87	1750	10.4	19.7	95
REMINGTON STEELE	N	7743	306	6.6	4.0	69	685	10.0	8.8	104	1707	10.0	22.0	105	1529	9.1	19.7	95
RIPLEY'S BELIEVE IT - NOT	A	5345	403	8.7	7.5	132	511	7.4	9.6	113	1308	7.7	24.5	116	1384	8.2	25.9	125
RIPTIDE	N	6988	370	8.0	5.3	92	697	10.2	10.0	118	1567	9.2	22.4	106	1518	9.0	21.7	105
SCARECROW & MRS. KING	C	10002	509	11.0	5.1	89	938	13.7	9.4	111	2059	12.1	20.6	98	2215	13.2	22.1	107
SIMON & SIMON	C	10638	547	11.8	5.1	90	957	13.9	9.0	106	2339	13.7	22.0	104	2035	12.1	19.1	92
60 MINUTES	C	13293	682	14.7	5.1	90	956	13.9	7.2	85	2173	12.7	16.3	78	2100	12.5	15.8	76
ST. ELSEWHERE	N	7017	417	9.0	5.9	104	761	11.1	10.8	128	1636	9.6	23.3	111	1577	9.4	22.5	108
THREE'S COMPANY	A	10917	750	16.2	6.9	120	1010	14.7	9.3	109	2259	13.2	20.7	98	2346	13.9	21.5	103
T.J. HOOKER	A	9204	423	9.1	4.6	80	845	12.3	9.2	108								

	TOTAL U.S. '000	ROSARITA				TIO SANCHE				A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX								
TOTAL FEMALE HOMEOWNERS	50986	5946	100.0	7.3	100	4710	100.0	5.8	100								
18 - 24	9282	746	12.5	8.0	109	584	12.4	6.3	108								
25 - 34	19072	1856	31.2	9.7	133	1800	38.2	9.4	162								
35 - 44	14591	1243	20.9	8.5	116	1071	22.7	7.3	126								
45 - 54	11345	772	13.0	6.8	93	491	10.4	4.3	74								
55 - 64	11635	772	13.0	6.6	90	420	8.9	3.6	62								
65 OR OLDER	15061	558	9.4	3.7	50	345	7.3	2.3	39								
18 - 34	28354	2602	43.8	9.2	125	2383	50.6	8.4	145								
18 - 49	48339	4294	72.2	8.9	121	3723	79.0	7.7	132								
25 - 54	45008	3871	65.1	8.6	117	3361	71.4	7.5	128								
35 - 49	19985	1692	28.5	8.5	115	1339	28.4	6.7	115								
50 OR OLDER	32647	1652	27.8	5.1	69	987	21.0	3.0	52								
GRADUATED COLLEGE	11155	1252	21.1	11.2	153	911	19.3	8.2	140								
ATTENDED COLLEGE	13682	1815	30.5	13.3	181	1163	24.7	8.5	146								
GRADUATED HIGH SCHOOL	33880	1948	32.8	5.7	78	1928	40.9	5.7	98								
DID NOT GRADUATE HIGH SCHOOL	22270	930	15.6	4.2	57	707	15.0	3.2	55								
EMPLOYED	40306	3371	56.7	8.4	114	3048	65.1	7.6	131								
EMPLOYED FULL-TIME	32850	2748	46.2	8.4	114	2450	52.0	7.5	128								
EMPLOYED PART-TIME	7456	622	10.5	8.3	114	618	13.1	8.3	143								
NOT EMPLOYED	40680	2575	43.3	6.3	86	1642	34.9	4.0	69								
PROFESSIONAL/MANAGER	10392	1145	19.3	11.0	150	837	17.8	8.1	138								
TECH/CLERICAL/SALES	17574	1608	27.0	9.1	125	1501	31.9	8.5	147								
PRECISION/CRAFT	985	**83	1.4	8.4	115	**49	1.0	5.0	86								
OTHER EMPLOYED	11354	535	9.0	4.7	64	681	14.5	6.0	103								
SINGLE	2243	896	15.1	9.1	124	442	9.4	4.5	77								
MARRIED	51375	3774	63.5	7.3	100	3615	76.8	7.0	121								
DIVORCED/SEPARATED/WIDOWED	19748	1276	21.5	6.5	88	653	13.9	3.3	57								
PARENTS	32590	2858	48.1	8.8	119	2838	60.3	8.7	150								
WHITE	70416	5362	90.2	7.6	104	4492	95.4	6.4	110								
BLACK	8778	*214	3.6	2.4	33	**143	3.0	1.6	28								
OTHER	1791	**370	6.2	20.7	281	**75	1.6	4.2	72								
NORTHEAST-CENSUS	17786	**156	2.6	0.9	12	578	12.3	3.2	56								
NORTH CENTRAL	20741	*442	7.4	2.1	29	1414	30.0	6.8	117								
SOUTH	27775	*345	5.8	1.2	17	1374	29.2	4.9	85								
WEST	14683	5004	84.2	34.1	464	1343	28.5	9.1	157								
NORTHEAST-MKTG.	17961	**164	2.8	0.9	12	539	11.4	3.0	52								
EAST CENTRAL	11885	**55	0.9	0.5	6	818	17.4	6.9	118								
WEST CENTRAL	14090	658	11.1	4.7	64	939	19.9	6.7	115								
SOUTH	24081	*362	6.1	1.5	20	1200	25.5	5.0	86								
PACIFIC	12969	4707	79.2	36.3	494	1214	25.8	9.4	161								
COUNTY SIZE A	32439	3256	54.8	10.0	137	1741	37.0	5.4	92								
COUNTY SIZE B	24915	1360	22.9	5.5	74	1737	36.9	7.0	120								
COUNTY SIZE C	12930	1044	17.6	8.1	110	719	15.3	5.6	96								
COUNTY SIZE D	10703	**286	4.8	2.7	36	*513	10.9	4.8	82								
METRO CENTRAL CITY	24518	2269	38.2	9.3	126	1166	24.8	4.8	82								
METRO SUBURBAN	35919	2907	48.9	8.1	110	2513	53.4	7.0	120								
NON METRO	20549	770	12.9	3.7	51	1031	21.9	5.0	86								
TOP 5 ADI'S	18341	2342	39.4	12.8	174	942	20.0	5.1	88								
TOP 10 ADI'S	25378	2502	42.1	9.9	134	1198	25.4	4.7	81								
TOP 20 ADI'S	36480	3469	58.3	9.5	129	1938	41.1	5.3	91								
HSGLD INC. \$50,000 OR MORE	6612	*681	11.5	10.3	140	*432	9.2	6.5	112								
\$40,000 OR MORE	12659	1314	22.1	10.4	141	1043	22.1	8.2	142								
\$30,000 OR MORE	24690	2507	42.2	10.2	138	1850	39.3	7.5	129								
\$25,000 OR MORE	32077	3087	51.9	9.6	131	2489	52.8	7.8	133								
\$20,000 - \$24,999	9144	671	11.3	7.3	100	686	14.6	7.5	129								
\$15,000 - \$19,999	8728	*487	8.2	5.6	76	*324	6.9	3.7	64								
\$10,000 - \$14,999	12562	913	15.4	7.3	99	633	13.4	5.0	87								
UNDER \$10,000	18475	788	13.3	4.3	58	577	12.3	3.1	54								
HOUSEHOLD OF 1 PERSON	11987	602	10.1	5.0	68	375	8.0	3.1	54								
2 PEOPLE	26577	2105	35.4	7.9	108	1224	26.0	4.6	79								
3 OR 4 PEOPLE	30617	2177	36.6	7.1	97	2275	48.3	7.4	128								
5 OR MORE PEOPLE	11804	1062	17.9	9.0	123	836	17.7	7.1	122								
NO CHILD IN HSHLD	46165	2927	49.2	6.3	86	1758	37.3	3.8	65								
CHILD(REN) UNDER 2 YRS	5325	*472	7.9	8.9	121	*452	9.6	8.5	146								
2 - 5 YEARS	14221	1325	22.3	9.3	127	1387	29.4	9.8	168								
6 - 11 YEARS	15117	1227	20.6	8.1	111	1150	24.4	7.6	131								
12 - 17 YEARS	16611	1420	23.9	8.5	116	1267	26.9	7.6	131								
RESIDENCE OWNED	55864	3794	63.8	6.8	92	3329	70.7	6.0	102								
VALUE: \$50,000 OR MORE	31744	3020	50.8	9.5	130	2222	47.2	7.0	120								
VALUE: UNDER \$50,000	24140	775	13.0	3.2	44	1107	23.5	4.6	79								

MEXICAN FOOD & INGREDIENTS: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL	ROSARITA				TIO SANCHO											
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	5946	100.0	7.3	100	4710	100.0	5.8	100								
MAGAZINES	QUINTILE 1	15799	1498	25.2	9.5	129	1229	26.1	7.8	134								
	QUINTILE 2	17259	1512	25.4	8.8	119	1348	28.6	7.8	134								
	QUINTILE 3	13545	999	16.8	7.4	100	857	18.2	6.3	109								
	QUINTILE 4	15133	961	16.2	6.4	86	693	14.7	4.6	79								
	QUINTILE 5	19250	976	16.4	5.1	69	583	12.4	3.0	52								
NEWSPAPERS	QUINTILE 1	12413	804	13.5	6.5	88	783	16.6	6.3	108								
	QUINTILE 2	24116	1699	28.6	7.0	96	1317	28.0	5.5	94								
	QUINTILE 3	11261	1012	17.0	9.0	122	672	14.3	6.0	103								
	QUINTILE 4	20255	1586	26.7	7.8	107	1310	27.8	6.5	111								
	QUINTILE 5	12940	846	14.2	6.5	89	627	13.3	4.8	83								
OUTDOOR	QUINTILE 1	14852	1468	24.7	9.9	135	1020	21.7	6.9	118								
	QUINTILE 2	15725	1232	20.7	7.8	107	1023	21.7	6.5	112								
	QUINTILE 3	16330	1341	22.6	8.2	112	966	20.5	5.9	102								
	QUINTILE 4	16744	1106	18.6	6.6	90	913	19.4	5.5	94								
	QUINTILE 5	17334	799	13.4	4.6	63	788	16.7	4.5	78								
RADIO-DRIVE TIME	QUINTILE 1	15911	961	16.2	6.0	82	855	18.2	5.4	92								
	QUINTILE 2	14837	1138	19.1	7.7	104	945	20.1	6.4	110								
	QUINTILE 3	15339	899	16.8	6.5	89	933	19.8	6.1	105								
	QUINTILE 4	16723	1193	20.1	7.1	97	982	20.8	5.9	101								
	QUINTILE 5	18176	1655	27.8	9.1	124	996	21.1	5.5	94								
RADIO-MID- DAY	TERCILE 1	21020	1380	23.2	6.6	89	1263	26.8	6.0	103								
	TERCILE 2	21610	1700	28.6	7.9	107	1495	31.7	6.9	119								
	TERCILE 3	38355	2866	48.2	7.5	102	1951	41.4	5.1	87								
RADIO-TOTAL	QUINTILE 1	15988	1058	17.8	6.6	90	854	18.1	5.3	92								
	QUINTILE 2	15626	1010	17.0	6.5	88	1020	21.7	6.5	112								
	QUINTILE 3	16723	1270	21.4	7.6	103	1178	25.0	7.0	121								
	QUINTILE 4	16342	1435	24.1	8.8	120	939	19.9	5.7	99								
	QUINTILE 5	16306	1173	19.7	7.2	98	720	15.3	4.4	76								
TV-PRIME TIME	QUINTILE 1	15953	709	11.9	4.4	61	809	17.2	5.1	87								
	QUINTILE 2	16137	1263	21.2	7.8	107	903	19.2	5.6	96								
	QUINTILE 3	16420	1218	20.5	7.4	101	890	18.9	5.4	93								
	QUINTILE 4	16687	1283	21.6	7.7	105	1081	23.0	6.5	111								
	QUINTILE 5	15789	1473	24.8	9.3	127	1027	21.8	6.5	112								
TV-DAYTIME	TERCILE 1	27736	1491	25.1	5.4	73	1455	30.9	5.2	90								
	TERCILE 2	26489	1858	31.2	7.0	96	1496	31.8	5.6	97								
	TERCILE 3	26761	2597	43.7	9.7	132	1759	37.3	6.6	113								
TV-TOTAL	QUINTILE 1	16345	873	14.7	5.3	73	775	16.5	4.7	82								
	QUINTILE 2	16447	991	16.7	6.0	82	903	19.2	5.5	94								
	QUINTILE 3	15980	1081	18.2	6.8	92	846	18.0	5.3	91								
	QUINTILE 4	15887	1426	24.0	9.0	122	1027	21.8	6.5	111								
	QUINTILE 5	16326	1575	26.5	9.6	131	1159	24.6	7.1	122								
MAGAZINES-NEWSPAPERS: DUAL		20721	1641	27.6	7.9	108	1504	31.9	7.3	125								
MAGAZINE IMPERATIVE		19186	1967	33.1	10.3	140	1584	33.6	8.3	142								
NEWSPAPER IMPERATIVE		21899	1297	21.8	5.9	81	926	19.7	4.2	73								
MAGAZINES-OUTDOOR: DUAL		15451	1776	29.9	11.5	157	1343	28.5	8.7	149								
MAGAZINE IMPERATIVE		25953	1826	30.7	7.0	96	1651	35.1	6.4	109								
OUTDOOR IMPERATIVE		24400	1696	28.5	7.0	95	1212	25.7	5.0	85								
MAGAZINES-RADIO: DUAL		18049	1417	23.8	7.9	107	1338	28.4	7.4	127								
MAGAZINE IMPERATIVE		23571	2320	39.0	9.8	134	1796	38.1	7.6	131								
RADIO IMPERATIVE		23278	1152	19.4	4.9	67	1138	24.2	4.9	84								
MAGAZINES-TELEVISION: DUAL		15459	1187	20.0	7.7	105	1176	25.0	7.6	131								
MAGAZINE IMPERATIVE		25829	2506	42.1	9.7	132	1965	41.7	7.6	131								
TELEVISION IMPERATIVE		24039	1239	20.8	4.8	65	854	18.1	3.3	56								
NEWSPAPERS-OUTDOOR: DUAL		16605	1302	21.9	7.8	107	1140	24.2	6.9	118								
NEWSPAPER IMPERATIVE		24834	1651	27.8	6.2	84	1349	28.6	5.0	86								
OUTDOOR IMPERATIVE		23346	2266	38.1	9.7	132	1521	32.3	6.5	112								
NEWSPAPERS-RADIO: DUAL		17133	997	16.8	5.8	79	923	19.6	5.4	93								
NEWSPAPER IMPERATIVE		25892	2094	35.2	8.1	110	1564	33.2	6.0	104								
RADIO IMPERATIVE		23167	1800	30.3	7.8	106	1517	32.2	6.5	113								
NEWSPAPERS-TELEVISION: DUAL		17159	873	14.7	5.1	69	858	18.2	5.0	86								
NEWSPAPER IMPERATIVE		26214	2360	39.7	9.0	123	1646	34.9	6.3	108								
TELEVISION IMPERATIVE		23412	1507	25.3	6.4	88	1231	26.1	5.3	90								
OUTDOOR-RADIO: DUAL		15303	1362	22.9	8.9	121	1101	23.4	7.2	124								
OUTDOOR IMPERATIVE		24901	2282	38.4	9.2	125	1496	31.8	6.0	103								
RADIO IMPERATIVE		24492	1469	24.7	5.5	76	1510	32.1	5.7	98								
OUTDOOR-TELEVISION: DUAL		14794	966	16.2	6.5	89	841	17.9	5.7	98								
OUTDOOR IMPERATIVE		25437	2472	41.6	9.7	132	1802	38.3	7.1	122								
TELEVISION IMPERATIVE		27877	1526	25.7	5.5	75	1312	27.9	4.7	81								
RADIO-TELEVISION: DUAL		15996	854	14.4	5.3	73	845	17.9	5.3	91								
RADIO IMPERATIVE		25478	1942	32.7	7.6	104	1761	37.4	6.9	119								
TELEVISION IMPERATIVE		26573	1829	30.8	6.9	94	1412	30.0	5.3	91								

MEXICAN FOOD & INGREDIENTS: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ROSARITA				TIO SANCHO											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	5946	100.0	7.3	100	4710	100.0	5.8	100								
ATLANTIC MONTHLY	415	**21	0.4	5.1	69	**9	0.2	2.2	37								
BARRON'S	453	**71	1.2	15.7	213	**38	0.8	8.4	144								
BETTER HOMES & GARDENS	16256	1235	20.8	7.6	103	1219	25.9	7.5	129								
BON APPETIT	2535	*280	4.7	11.0	150	*257	5.5	10.1	174								
BUSINESS WEEK	1278	**125	2.1	9.8	133	**63	1.3	4.9	85								
CAR AND DRIVER	378	**9	0.2	2.4	32	**38	0.8	10.1	173								
CBS MAGAZINE NETWORK (GROSS)	1498	**137	2.3	9.1	125	**148	3.1	9.9	170								
CHANGING TIMES	1505	**86	1.4	5.7	78	**114	2.4	7.6	130								
COLONIAL HOMES	1231	**50	0.8	4.1	55	**130	2.8	10.6	182								
CONDE NAST MAG. PKG. (GROSS)	14146	1125	18.9	8.0	108	899	19.1	6.4	109								
CONSUMERS DIGEST	1323	**86	1.4	6.5	89	**80	1.7	6.0	104								
COSMOPOLITAN	7102	686	11.5	9.7	132	410	8.7	5.8	99								
COUNTRY LIVING	2481	**135	2.3	5.4	74	*179	3.8	7.2	124								
CUISINE	1472	*209	3.5	14.2	193	**139	3.0	9.4	162								
CYCLE WORLD	425	**27	0.5	6.4	87	**36	0.8	8.5	146								
DCI:CREATIVE IDEAS FOR LIV	2510	*189	3.2	7.5	103	*193	4.1	7.7	132								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*259	4.4	3.9	53	479	10.2	7.2	123								
DISCOVER	894	**44	0.7	4.9	67	**44	0.9	4.9	85								
EBONY	3507	*131	2.2	3.7	51	**66	1.4	1.9	32								
ESQUIRE	1083	**78	1.3	7.2	98	**48	1.0	4.4	76								
ESSENCE	1830	**52	0.9	2.8	39	**30	0.6	1.6	28								
FAMILY CIRCLE	15930	1249	21.0	7.8	107	1195	25.4	7.5	129								
THE FAMILY HANDYMAN	1126	**61	1.0	5.4	74	**70	1.5	6.2	107								
FAMILY WEEKLY	11468	1142	19.2	10.0	136	788	16.7	6.9	118								
FIELD & STREAM	2234	*170	2.9	7.6	104	**129	2.7	5.8	99								
FOOD & WINE	579	**40	0.7	6.9	94	**23	0.5	4.0	68								
FORBES	728	**103	1.7	14.1	193	**52	1.1	7.1	123								
FORTUNE	906	**74	1.2	8.2	111	**47	1.0	5.2	89								
GENTLEMEN'S QUARTERLY	791	**71	1.2	9.0	122	**60	1.3	7.6	130								
GLAMOUR	5265	439	7.4	8.3	114	368	7.8	7.0	120								
GOLF DIGEST	636	**45	0.8	7.1	96	**32	0.7	5.0	87								
GOLF DIGEST/TENNIS (GROSS)	1186	**77	1.3	6.5	88	**89	1.9	7.5	129								
GOLF MAGAZINE	441	**22	0.4	5.0	68	**18	0.4	4.1	70								
GOLF MAGAZINE/SKI (GROSS)	922	**96	1.6	10.4	142	**23	0.5	2.5	43								
GOOD HOUSEKEEPING	16487	1288	21.7	7.8	106	1185	25.2	7.2	124								
HARPER'S BAZAAR	2423	*202	3.4	8.3	114	*149	3.2	6.1	106								
HEALTH	1994	**162	2.7	8.1	111	**91	1.9	4.6	78								
HEARST MAG CORP. BUY (GROSS)	44101	3423	57.6	7.8	106	2921	62.0	6.6	114								
HEARST MAN POWER (GROSS)	1993	**165	2.8	8.3	113	**111	2.4	5.6	96								
HEARST WOMAN POWER (GROSS)	31274	2529	42.5	8.1	110	2077	44.1	6.6	114								
HOUSE BEAUTIFUL	3623	*289	4.9	8.0	109	*196	4.2	5.4	93								
INC.	283	**47	0.8	16.6	226	**11	0.2	3.9	67								
JET	2928	**89	1.5	3.0	41	**75	1.6	2.6	44								
LADIES' HOME JOURNAL	11918	1052	17.7	8.8	120	859	18.2	7.2	124								
LHJ FAMILY GRP COMBO(GROSS)	16764	1529	25.7	9.1	124	1185	25.2	7.1	122								
LIFE	4254	392	6.6	9.2	126	300	6.4	7.1	121								
L.A. TIMES HOME MAGAZINE	1145	502	8.4	43.8	597	**126	2.7	11.0	189								
MADMOISELLE	2884	*174	2.9	6.0	82	*200	4.2	6.9	119								
MC CALL'S	13460	964	16.2	7.2	98	1084	23.0	8.1	138								
MC CALL'S/WRK MOTHER (GROSS)	14606	1067	17.9	7.3	99	1166	24.8	8.0	137								
MECHANIX ILLUSTRATED	772	**48	0.8	6.2	85	**62	1.3	8.0	138								
METROPOLITAN HOME	967	**62	1.0	6.4	87	**78	1.7	8.1	139								
MONEY	1588	**135	2.3	8.5	116	**87	1.8	5.5	94								
MOTHER EARTH NEWS	1002	*126	2.1	12.6	171	**85	1.8	8.5	146								
MS.	825	**85	1.4	10.3	140	**40	0.8	4.8	83								
NATIONAL ENQUIRER	10336	652	11.0	6.3	86	558	11.8	5.4	93								
NATIONAL GEOGRAPHIC	9597	1039	17.5	10.8	147	642	13.6	6.7	115								
NATIONAL SUNDAY MAGAZINE PKG	49558	3967	66.7	8.0	109	3137	66.6	6.3	109								
NATURAL HISTORY	573	**35	0.6	6.1	83	**12	0.3	2.1	36								
NEW WOMAN	1699	*216	3.6	12.7	173	**171	3.6	10.1	173								
NEW YORK INCLUDING CUE	443	**3	0.1	0.7	9	**21	0.4	4.7	82								
THE NEW YORKER	1270	**58	1.0	4.6	62	**59	1.3	4.6	80								
NEWSWEEK	6277	755	12.7	12.0	164	351	7.5	5.6	96								
THE N.Y. TIMES DAILY EDITION	1205	**34	0.6	2.8	38	**59	1.3	4.9	84								
THE N.Y. TIMES MAGAZINE	2081	**32	0.5	1.5	21	**100	2.1	4.8	83								
OMNI	788	*136	2.3	17.3	235	**45	1.0	5.7	98								
ON CABLE	1158	**92	1.5	7.9	108	**135	2.9	11.7	200								
1001 HOME IDEAS	2852	*315	5.3	11.0	150	*235	5.0	8.2	142								
ORGANIC GARDENING	1658	*189	3.2	11.4	155	**143	3.0	8.6	148								
OUTDOOR LIFE	896	**60	1.0	6.7	91	**44	0.9	4.9	84								
PARADE MAGAZINE	24275	1794	30.2	7.4	101	1454	30.9	6.0	103								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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MEXICAN FOOD & INGREDIENTS: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ROSARITA				TIO SANCHE											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDEX	'000	% DOWN	% ACROSS	INDEX	'000	% DOWN	% ACROSS	INDEX	'000	% DOWN	% ACROSS	INDEX
TOTAL FEMALE HOMEOWNERS	80986	5946	100.0	7.3	100	4710	100.0	5.8	100								
PARENTS	3845	350	5.9	9.1	124	395	8.4	10.3	177								
PENTHOUSE	831	**78	1.3	9.4	128	**107	2.3	12.9	221								
PEOPLE	11645	1301	21.9	11.2	152	894	19.0	7.7	132								
PLAYBOY	2006	*205	3.4	10.2	139	*141	3.0	7.0	121								
POPULAR HOT RODDING	297	**14	0.2	4.7	64	**27	0.6	9.1	156								
POPULAR MECHANICS	1018	**111	1.9	10.9	149	**77	1.6	7.6	130								
POPULAR SCIENCE	878	**80	1.3	9.1	124	**116	2.5	13.2	227								
PREVENTION	3913	*314	5.3	8.0	109	*213	4.5	5.4	94								
PSYCHOLOGY TODAY	1710	*177	3.0	10.4	141	**99	2.1	5.8	100								
READER'S DIGEST	22204	1966	33.1	8.9	121	1577	33.5	7.1	122								
REDBOOK	7684	555	9.3	7.2	98	482	10.2	6.3	108								
ROAD & TRACK	410	**45	0.8	11.0	149	**75	1.6	18.3	315								
ROLLING STONE	969	*149	2.5	15.4	209	**79	1.7	8.2	140								
RUNNER'S WORLD	298	**28	0.5	9.4	128	**6	0.1	2.0	35								
SATURDAY EVENING POST	1169	**47	0.8	4.0	55	**52	1.1	4.4	76								
SCIENCE 84	587	**109	1.8	18.6	253	**57	1.2	9.7	167								
SCIENCE DIGEST	482	**34	0.6	7.1	96	**23	0.5	4.8	82								
SCIENTIFIC AMERICAN	594	**41	0.7	6.9	94	**10	0.2	1.7	29								
SELF	2089	*204	3.4	9.8	133	**104	2.2	5.0	86								
SEVENTEEN	2411	*122	2.1	5.1	69	**106	2.3	4.4	76								
SKI	480	**73	1.2	15.2	207	**5	0.1	1.0	18								
SMITHSONIAN	2760	*220	3.7	8.0	109	*127	2.7	4.6	79								
SOAP OPERA DIGEST	3013	*126	2.1	4.2	57	*230	4.9	7.6	131								
SOUTHERN LIVING	4184	**71	1.2	1.7	23	*286	6.1	6.8	118								
SPORT	559	**55	0.9	9.8	134	**37	0.8	6.6	114								
THE SPORTING NEWS	436	**24	0.4	5.5	75	**54	1.1	12.4	213								
SPORTS AFIELD	493	**20	0.3	4.1	55	**10	0.2	2.0	35								
SPORTS ILLUSTRATED	2758	*242	4.1	8.8	120	*216	4.6	7.8	135								
STAR	7456	395	6.6	5.3	72	384	8.2	5.2	89								
SUNDAY	24936	1811	30.5	7.3	99	1508	32.0	6.0	104								
SUNSET	2124	758	12.7	35.7	486	*271	5.8	12.8	219								
TV GUIDE	21661	2008	33.8	9.3	126	1389	29.5	6.4	110								
TENNIS	550	**32	0.5	5.8	79	**57	1.2	10.4	178								
TIME	8880	796	13.4	9.0	122	588	12.5	6.6	114								
TOWN & COUNTRY	917	**52	0.9	5.7	77	**67	1.4	7.3	126								
TRAVEL & LEISURE	972	**76	1.3	7.8	106	**40	0.8	4.1	71								
TRUE STORY	3356	**136	2.3	4.1	55	*198	4.2	5.9	101								
U.S. NEWS & WORLD REPORT	3410	*310	5.2	9.1	124	*192	4.1	5.6	97								
USA TODAY	1759	**105	1.8	6.0	81	*144	3.1	8.2	141								
WIS	1873	*153	2.6	8.2	111	**154	3.3	8.2	141								
VOGUE	3909	308	5.2	7.9	107	*226	4.8	5.8	99								
WALL STREET JOURNAL	1886	*206	3.5	10.9	149	**108	2.3	5.7	98								
WEIGHT WATCHERS	2120	*245	4.1	11.6	157	*211	4.5	10.0	171								
WOMAN'S DAY	14172	1041	17.5	7.3	100	985	20.9	7.0	120								
WORKING MOTHER	1146	**104	1.7	9.1	124	**82	1.7	7.2	123								
WORKING WOMAN	1322	**149	2.5	11.3	154	**72	1.5	5.4	94								
WORLD TENNIS	*163	**24	0.4	14.7	201	**19	0.4	11.7	200								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*229	3.9	9.0	123	*174	3.7	6.9	118								
BLAIR INSERTS	43657	3217	54.1	7.4	100	2803	59.5	6.4	110								
DAILY NEWSPAPERS																	
READ ANY	51633	3628	61.0	7.0	96	2915	61.9	5.6	97								
READ ONE	43463	3135	52.7	7.2	98	2378	50.5	5.5	94								
READ TWO OR MORE	8170	493	8.3	6.0	82	537	11.4	6.6	113								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4035	67.9	7.7	104	3261	69.2	6.2	106								
READ ONE	46126	3539	59.5	7.7	105	2868	60.9	6.2	107								
READ TWO OR MORE	6552	496	8.3	7.6	103	393	8.3	6.0	103								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	32.10				29.53											
30 DAY REACH	71455	5599	94.2	7.8	107	4272	90.7	6.0	103								
50 SHWG - 30 DAY AV FREQ	14.56	16.82				15.21											
30 DAY REACH	67742	5375	90.4	7.9	108	4153	88.2	6.1	105								
25 SHWG - 30 DAY AV FREQ	7.94	9.01				8.19											
30 DAY REACH	62117	5045	84.8	8.1	111	3839	81.5	6.2	106								
CABLE TV: HOME WIRED	32077	2544	42.8	7.9	108	2016	42.8	6.3	108								
HOME NOT WIRED	48909	3402	57.2	7.0	95	2693	57.2	5.5	95								
HAVE PAY CABLE	15935	1376	23.1	8.6	118	1183	25.1	7.4	128								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ROSARITA				TIO SANCHO											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	5946	100.0	7.3	100	4710	100.0	5.8	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3169	53.3	7.2	98	2562	54.4	5.8	100								
10:00 AM - 3:00 PM	30659	2257	38.0	7.4	100	1928	40.9	6.3	108								
3:00 PM - 7:00 PM	31045	2188	36.8	7.0	96	1981	42.1	6.4	110								
7:00 PM - MIDNIGHT	15767	1212	20.4	7.7	105	889	18.9	5.6	97								
MIDNIGHT - 6:00 AM	9120	698	11.7	7.7	104	428	9.1	4.7	81								
6:00 AM - MIDNIGHT	58527	4323	72.7	7.4	101	3659	77.7	6.3	107								
ENTIRE DAY	59311	4354	73.2	7.3	100	3694	78.4	6.2	107								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1176	19.8	7.3	99	1111	23.6	6.9	118								
ALL NEWS	2256	**240	4.0	10.6	145	**122	2.6	5.4	93								
AOR/PROGRESSIVE	3874	516	8.7	13.3	181	406	8.6	10.5	180								
BEAUTIFUL MUSIC	5660	**316	5.3	5.6	76	310	6.6	5.5	94								
BLACK	2204	**80	1.3	3.6	49	**66	1.4	3.0	51								
CLASSICAL	1418	**162	2.7	11.4	156	**89	1.9	6.3	108								
CHR/ROCK	9538	937	15.8	9.8	134	668	14.2	7.0	120								
COUNTRY	12648	646	10.9	5.1	70	676	14.4	5.3	92								
GOLDEN OLDIES	1191	**118	2.0	9.9	135	**92	2.0	7.7	133								
MOR/NOSTALGIA	4757	405	6.8	8.5	116	*253	5.4	5.3	91								
NEWS/TALK	3863	489	8.2	12.7	172	*261	5.5	6.8	116								
RELIGIOUS	3084	*174	2.9	5.6	77	*191	4.1	6.2	106								
SOFT ROCK	521	**220	0.3	3.8	52	**19	0.4	3.6	63								
URBAN CONTEMPORARY	1585	**45	0.8	2.8	39	**25	0.5	1.6	27								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**94	1.6	2.9	39	*217	4.6	6.7	114								
ABC DIRECTION	2316	**135	2.3	5.8	79	*180	3.8	7.8	134								
ABC ENTERTAINMENT	4834	*261	4.4	5.4	74	*227	4.8	4.7	81								
ABC FM	2202	**56	0.9	2.5	35	**127	2.7	5.8	99								
ABC INFORMATION	5425	637	10.7	11.7	160	376	8.0	6.9	119								
ABC ROCK	1677	**90	1.5	5.4	73	*198	4.2	11.8	203								
CBS	4430	350	5.9	7.9	108	*226	4.8	5.1	88								
MUTUAL	4992	*280	4.7	5.6	76	*263	5.6	5.3	91								
NBC	4679	*300	5.0	6.4	87	*159	3.4	3.4	58								
RADIORADIO	1994	**137	2.3	6.9	94	**96	2.0	4.8	83								
RKO ONE	2298	*181	3.0	7.9	107	**102	2.2	4.4	76								
RKO TWO	3311	**110	1.8	3.3	45	*185	3.9	5.6	96								
THE SOURCE	2114	*143	2.4	6.8	92	*188	4.0	8.9	153								
NON-WIRED : BLAIR	8654	706	11.9	8.2	111	571	12.1	6.6	113								
INTERNET	12025	1377	23.2	11.5	156	913	19.4	7.6	131								
KATZ RADIO GROUP	15359	1346	22.6	8.8	119	986	20.9	6.4	110								
SUPERNET	10628	688	11.6	6.5	88	649	13.8	6.1	105								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	677	11.4	7.8	106	471	10.0	5.4	94								
WKDAY 9:00 AM - 1:00 PM	12163	790	13.3	6.5	88	658	14.0	5.4	93								
WKDAY 1:00 PM - 4:30 PM	16150	769	12.9	4.8	65	858	18.2	5.3	91								
WKDAY 4:30 PM - 7:30 PM	22463	1518	25.5	6.8	92	1107	23.5	4.9	85								
WKDAY 7:30 PM - 8:00 PM	31795	1929	32.4	6.1	83	1613	34.2	5.1	87								
WKDAY 11:00 PM - 11:30 PM	23977	1228	20.7	5.1	70	1275	27.1	5.3	91								
WKDAY 11:30 PM - 1:00 AM	7703	352	5.9	4.6	62	477	10.1	6.2	106								
M-SAT 8-11 PM+SUN 7-11 PM	33800	2198	37.0	6.5	89	1863	39.6	5.5	95								
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	588	9.9	9.0	122	323	6.9	4.9	85								
ANOTHER WORLD	N 4620	*108	1.8	2.3	32	*156	3.3	3.4	58								
AS THE WORLD TURNS	C 5614	204	3.4	3.6	49	314	6.7	5.6	96								
CAPITOL	C 3396	*100	1.7	2.9	40	233	4.9	6.9	118								
CBS MORN. NEWS 1	C 1446	*118	2.0	8.2	111	**49	1.0	3.4	58								
CBS MORN. NEWS 2	C 1207	*85	1.4	7.0	96	**37	0.8	3.1	53								
DAYS OF OUR LIVES	N 5877	299	5.0	5.1	69	257	5.5	4.4	75								
FACTS OF LIFE - DAYTIME	N 2290	*70	1.2	3.1	42	131	2.8	5.7	98								
FAMILY FEUD	A 3023	220	3.7	7.3	99	131	2.8	4.3	75								
GENERAL HOSPITAL	A 6097	310	5.2	5.1	69	382	8.1	6.3	108								
GOOD MORNING, AMERICA-730	A 3515	231	3.9	6.6	90	206	4.4	5.9	101								
GOOD MORNING, AMERICA-830	A 2818	234	3.9	8.3	113	126	2.7	4.5	77								
GUIDING LIGHT	C 5339	210	3.5	3.9	54	272	5.8	5.1	88								
ONE LIFE TO LIVE	A 4478	264	4.4	5.9	80	270	5.7	6.0	104								
PRESS YOUR LUCK	C 2244	*159	2.7	7.1	97	143	3.0	6.4	110								
PRICE IS RIGHT 1	C 4348	185	3.1	4.3	58	171	3.6	3.9	68								
PRICE IS RIGHT 2	C 5014	215	3.6	4.3	58	213	4.5	4.2	73								
RYAN'S HOPE	A 3150	*142	2.4	4.5	61	194	4.1	6.2	106								
SALE OF THE CENTURY	N 2695	117	2.0	4.3	59	*126	2.7	4.7	80								
SEARCH FOR TOMORROW	N 2319	**61	1.0	2.6	36	*124	2.6	5.3	92								
TODAY SHOW 1	N 2693	*167	2.8	6.2	84	*97	2.1	3.6	62								
TODAY SHOW 2	N 2498	*98	1.6	3.9	53	*110	2.3	4.4	76								
\$25,000 PYRAMID	C 2753	170	2.9	6.2	84	*106	2.3	3.9	66								
WHEEL OF FORTUNE	N 4388	287	4.8	6.5	89	205	4.4	4.7	80								
YOUNG AND THE RESTLESS	C 5695	217	3.6	3.8	52	264	5.6	4.6	80								
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	*134	2.3	7.6	104	*152	3.2	8.6	148								
NBA PLAYOFF GAME -1	C 1136	**54	0.9	4.8	65	**87	1.8	7.7	132								
NBC MAJOR LEAGUE PRE-GAME N	953	**30	0.5	3.1	43	**23	0.5	2.4	41								
SPORTSWORLD - SUN	N 1233	**144	2.4	11.7	159	**64	1.4	5.2	89								
SUNDAY MORNING	C 1611	**115	1.9	7.1	97	**81	1.7	5.0	86								

	TOTAL U.S. '000	ROSARITA				TIO SANCHO				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	5946	100.0	7.3	100	4710	100.0	5.8	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1406	23.6	5.4	73	1122	23.8	4.3	74								
NETWORK AFFILIATES - LATE	20261	1046	17.6	5.2	70	1006	21.4	5.0	85								
INDEPENDENTS - LATE	2076	242	4.1	11.7	159	124	2.6	6.0	103								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	513	8.6	4.9	67	617	13.1	5.9	101								
ABC MONDAY NIGHT MOVIE	A 6412	444	7.5	6.9	94	408	8.7	6.4	109								
ABC SUNDAY NIGHT MOVIE	A 12407	862	14.5	6.9	95	700	14.9	5.6	97								
ABC WORLD NEWS TONIGHT	A 6176	306	5.1	5.0	67	302	6.4	4.9	84								
AFTERMASH	C 5863	388	6.5	6.6	90	400	8.5	6.8	117								
ALICE	C 9594	561	9.4	5.8	80	539	11.4	5.6	97								
AMERICAN PARADE	C 6622	338	5.7	5.1	70	218	4.6	3.3	57								
BENSON	A 10886	747	12.6	6.9	93	663	14.1	6.1	105								
BLUE THUNDER	A 5036	390	6.6	7.7	105	326	6.9	6.5	111								
CAGNEY & LACEY	C 9965	526	8.8	5.3	72	728	15.5	7.3	126								
CBS EVENING NEWS-DEAN	C 3491	203	3.4	5.8	79	140	3.0	4.0	69								
CBS EVENING NEWS-RATHER	C 7123	484	8.1	6.8	93	353	7.5	5.0	85								
CBS SAT. NEWS-SCHIEFFER	C 3621	265	4.5	7.3	100	179	3.8	4.9	85								
CBS SATURDAY NIGHT MOVIE	C 5436	321	5.4	5.9	80	314	6.7	5.8	99								
CBS WEDNESDAY NIGHT MOVIE	C 6100	414	7.0	6.8	92	252	5.4	4.1	71								
CHEERS	N 8889	813	13.7	9.1	125	672	14.3	7.6	130								
DALLAS	C 22109	1221	20.5	5.5	75	1081	23.0	4.9	84								
DIFF'RENT STROKES	N 6940	338	5.7	4.9	66	442	9.4	6.4	110								
DOUBLE TROUBLE	N 7223	579	9.7	8.0	109	519	11.0	7.2	124								
DUCK FACTORY	N 5595	398	6.7	7.1	97	463	9.8	8.3	142								
DUKES OF HAZZARD	C 5768	250	4.2	4.3	59	203	4.3	3.5	61								
DYNASTY	A 20053	1201	20.2	6.0	82	1102	23.4	5.5	94								
FACTS OF LIFE	N 8087	651	10.9	8.0	110	530	11.3	6.6	113								
FALCON CREST	C 20046	860	14.5	4.3	58	971	20.6	4.8	83								
FALL GUY	A 9084	469	7.9	5.2	70	551	11.7	6.1	104								
FAMILY TIES	N 7964	500	8.4	6.3	86	501	10.6	6.3	108								
FANTASY ISLAND	A 7687	507	8.5	6.6	90	446	9.5	5.8	100								
FOULUPS, BLEEPES & BLUNDERS	A 8861	605	10.2	6.8	93	570	12.1	6.4	111								
FOUR SEASONS	C 5095	387	6.5	7.6	103	369	7.8	7.2	125								
GIMME A BREAK	N 8838	469	7.9	5.3	72	448	9.5	5.1	87								
HART TO HART	A 8978	512	8.6	5.7	78	523	11.1	5.8	100								
HILL STREET BLUES	N 8590	797	13.4	9.3	126	614	13.0	7.1	123								
HOTEL	A 14085	725	12.2	5.1	70	790	16.8	5.6	96								
JEFFERSONS	C 9360	631	10.6	6.7	92	455	9.7	4.9	84								
JENNIFER SLEPT HERE	N 5841	316	5.3	5.4	74	385	8.2	6.6	113								
KATE & ALLIE	C 9206	638	10.7	6.9	94	632	13.4	6.9	118								
KNIGHT RIDER	N 7076	587	9.9	8.3	113	299	6.3	4.2	73								
LOVE BOAT	A 12219	789	13.3	6.5	88	673	14.3	5.5	95								
MAGNUM PI	C 11199	760	12.8	6.8	92	567	12.0	5.1	87								
MAMA'S FAMILY	N 6057	291	4.9	4.8	65	294	6.2	4.9	83								
MASTER, THE	N 3598	291	4.9	8.1	110	258	5.5	7.2	123								
MATT HOUSTON	A 6344	436	7.3	6.9	94	377	8.0	5.9	102								
NBC MONDAY NIGHT MOVIE	N 11994	824	13.9	6.9	94	621	13.2	5.2	89								
NBC NIGHTLY NEWS	N 5132	269	4.5	5.2	71	179	3.8	3.5	60								
NBC NIGHTLY NEWS-SAT	N 3375	222	3.7	6.6	90	100	2.1	3.0	51								
NBC NIGHTLY NEWS-SUN	N 3130	164	2.8	5.2	71	93	2.0	3.0	51								
NBC SUNDAY NIGHT MOVIE	N 8284	608	10.2	7.3	100	471	10.0	5.7	98								
NEWMART	C 9240	649	10.9	7.0	96	697	14.8	7.5	130								
ONE DAY AT A TIME	C 7288	443	7.5	6.1	83	370	7.9	5.1	87								
PEOPLE ARE FUNNY	N 4855	283	4.8	5.8	79	286	6.1	5.9	101								
REAL PEOPLE	N 8869	480	8.1	5.4	74	355	7.5	4.0	69								
REMINGTON STEELE	N 7743	441	7.4	5.7	78	447	9.5	5.8	99								
RIPLEY'S BELIEVE IT - NOT	A 5345	480	8.1	9.0	122	356	7.6	6.7	115								
RIPTIDE	N 6988	478	8.0	6.8	93	359	7.6	5.1	88								
SCARECROW & MRS. KING	C 10002	752	12.6	7.5	102	612	13.0	6.1	105								
SIMON & SIMON	C 10638	679	11.4	6.4	87	478	10.1	4.5	77								
60 MINUTES	C 13293	926	15.6	7.0	95	630	13.4	4.7	81								
ST. ELSEWHERE	N 7017	440	7.4	6.3	85	565	12.0	8.1	138								
THREE'S COMPANY	A 10917	724	12.2	6.6	90	704	14.9	6.4	111								
T.J. HOOKER	A 9204	526	8.8	5.7	78	336	7.1	3.7	63								
TONIGHT SHOW	N 2372	101	1.7	4.3	58	191	4.1	8.1	138								
TRAPPER JOHN, M.D.	C 9846	353	5.9	3.6	49	429	9.1	4.4	75								
TV BLOOPERS & PRAC. JOKES	N 9105	684	11.5	7.5	102	415	8.8	4.6	78								
20/20	A 9387	545	9.2	5.8	79	496	10.5	5.3	91								
WEBSTER	A 11067	749	12.6	6.8	92	692	14.7	6.3	108								
WORLD NEWS - SUN	A 3062	222	3.7	7.3	99	187	4.0	6.1	105								
YELLOW ROSE	N 4978	277	4.7	5.6	76	324	6.9	6.5	112								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	928	15.6	10.5	142	659	14.0	7.4	128								
BASKETBALL - COLLEGE GAMES	4080	281	4.7	6.9	94	358	7.6	8.8	151								
BASKETBALL - PRO GAMES	3607	318	5.3	8.8	120	209	4.4	5.8	100								
BOWLING	3883	303	5.1	7.8	106	316	6.7	8.1	140								
BOXING	3928	287	4.8	7.3	100	149	3.2	3.8	65								
FOOTBALL - COLLEGE GAMES	6366	437	7.3	6.9	93	466	9.9	7.3	126								
FOOTBALL - PRO GAMES	11300	1205	20.3	10.7	145	973	20.7	8.6	148								
GOLF	3378	489	8.2	14.5	197	230	4.9	6.8	117								
POST-SEASON COLL. FOOTBALL	4906	393	6.6	8.0	109	355	7.5	7.2	124								
POST-SEASON PRO FOOTBALL	6120	648	10.9	10.6	144	756	16.1	12.4	212								
TENNIS	3033	353	5.9	11.6	159	159	3.4	5.2	90								
WRESTLING - PROFESSIONAL	3344	101	1.7	3.0	41	154	3.3	4.6	79								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COMPLETE PACKAGED PREPARED DISHES
& COMPLETE DINNER MIXES (WITH MACARONI,
NOODLES OR SPAGHETTI)

QUESTIONNAIRE PAGE H-5

BASE = FEMALE HOME MAKERS (80986)

		'000	%	UNWEIGHTED					
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?									
		YES	38772	47.9	4373				
		NO	42214	52.1	5062				
		ALL		SOLE		PRIMARY		SECONDARY	
		'000	%	'000	%	'000	%	'000	%
IF YES									
2B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
AMERICAN BEAUTY/ELBO RONI		2207	2.7	320	.4	1538	1.9	350	.4
BETTY CROCKER NOODLES		3206	4.0	302	.4	2144	2.6	759	.9
CHEF BOY-AR-DEE		4482	5.5	659	.8	3014	3.7	809	1.0
CHUN KING		2490	3.1	358	.4	1574	1.9	559	.7
GOLDEN GRAIN NOODLE RONI		3142	3.9	312	.4	1962	2.4	868	1.1
KRAFT MACARONI & CHEESE		32619	40.3	17538	21.7	13578	16.8	1503	1.9
OTHER KRAFT DINNERS		4816	5.9	518	.6	2802	3.5	1496	1.8
LA CHOY		1991	2.5	115	.1	1245	1.5	631	.8
LIPTON NOODLES & SAUCE		3543	4.4	285	.4	1995	2.5	1264	1.6
PRINCE TWIST & CHEESE DINNER		1392	1.7	72	.1	723	.9	597	.7
OTHER BRANDS		5267	6.5	982	1.2	2436	3.0	1850	2.3
DO NOT KNOW		262	.3						
									20
		'000	%	UNWEIGHTED					
2C. ABOUT HOW MANY COMPLETE PREPARED DISHES OR DINNER MIXES WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?									
10 OR MORE		H	902	1.1	90				
7 - 9		H	1364	1.7	146				
4 - 6		H	5640	7.0	616				
3		H	6447	8.2	734				
2		H	10826	13.4	1220				
1		L	8903	11.0	984				
NONE		L	4491	5.5	583				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	38772	100.0	47.9	100	7907	100.0	9.8	100	17473	100.0	21.6	100	13393	100.0	16.5	100
18 - 24	9282	4575	11.8	49.3	103	1162	14.7	12.5	128	2076	11.9	22.4	104	1337	10.0	14.4	87
25 - 34	19072	10746	27.7	56.3	118	2300	29.1	12.1	124	4506	25.8	23.6	110	3941	29.4	20.7	125
35 - 44	14591	7965	20.5	54.6	114	1961	24.8	13.4	138	3502	20.0	24.0	111	2503	18.7	17.2	104
45 - 54	11345	5803	15.0	51.2	107	851	10.8	7.5	77	2732	15.6	24.1	112	2220	16.6	19.6	118
55 - 64	11635	4861	12.5	41.8	87	897	11.3	7.7	79	2327	13.3	20.0	93	1638	12.2	14.1	85
65 OR OLDER	15061	4821	12.4	32.0	67	736	9.3	4.9	50	2331	13.3	15.5	72	1754	13.1	11.6	70
18 - 34	28354	15321	39.5	54.0	113	3462	43.8	12.2	125	6582	37.7	23.2	108	5278	39.4	18.6	113
18 - 49	48339	26168	67.5	54.1	113	5858	74.1	12.1	124	11409	65.3	23.6	109	8901	66.5	18.4	111
25 - 54	45068	24515	63.2	54.3	114	5112	64.7	11.4	116	10739	61.5	23.9	111	8664	64.7	19.2	116
35 - 49	19985	10847	28.0	54.3	113	2396	30.3	12.0	123	4827	27.6	24.2	112	3623	27.1	18.1	110
50 OR OLDER	32647	12604	32.5	38.6	81	2649	25.9	6.3	64	6064	34.7	18.6	86	4492	33.5	13.8	83
GRADUATED COLLEGE	11155	4865	12.5	43.6	91	879	11.1	7.9	81	2163	12.4	19.4	90	1822	13.6	16.3	99
ATTENDED COLLEGE	13682	6941	17.9	50.7	106	1303	16.5	9.5	98	2752	15.8	20.1	93	2886	21.5	21.1	128
GRADUATED HIGH SCHOOL	33880	17875	46.1	52.8	110	3618	45.8	10.7	109	7883	45.1	23.3	108	6375	47.6	18.8	114
DID NOT GRADUATE HIGH SCHOOL	22270	9091	23.4	40.8	85	2106	26.6	9.5	97	4674	26.7	21.0	97	2311	17.3	10.4	63
EMPLOYED	40306	20273	52.3	50.3	105	3819	48.3	9.5	97	8910	51.0	22.1	102	7544	56.3	18.7	113
EMPLOYED FULL-TIME	32850	16368	42.2	49.8	104	3125	39.5	9.5	97	7098	40.6	21.6	100	6146	45.9	18.7	113
EMPLOYED PART-TIME	7456	3905	10.1	52.4	109	694	8.8	9.3	95	1812	10.4	24.3	113	1398	10.4	18.8	113
NOT EMPLOYED	40680	18500	47.7	45.5	95	4088	51.7	10.0	103	8563	49.0	21.0	98	5849	43.7	14.4	87
PROFESSIONAL/MANAGER	10392	4651	12.0	44.8	93	837	10.6	8.1	82	1993	11.4	19.2	89	1820	13.6	17.5	106
TECH/CLERICAL/SALES	17574	9299	24.0	52.9	111	1572	19.9	8.9	92	4016	23.0	22.9	106	3711	27.7	21.1	128
PRECISION/CRAFT	985	*497	1.3	50.5	105	*461	0.8	6.2	63	*241	1.4	24.5	113	*195	1.5	19.8	120
OTHER EMPLOYED	11354	5826	15.0	51.3	107	1349	17.1	11.9	122	2660	15.2	23.4	109	1817	13.6	16.0	97
SINGLE	9863	4350	11.2	44.1	92	956	12.1	9.7	99	1886	10.8	19.1	89	1508	11.3	15.3	92
MARRIED	51375	25762	66.4	50.1	105	5276	66.7	10.3	105	11649	66.7	22.7	105	8838	66.0	17.2	104
DIVORCED/SEPARATED/WIDOWED	19748	8660	22.3	43.9	92	1675	21.2	8.5	87	3938	22.5	19.9	92	3047	22.8	15.4	93
PARENTS	32590	18733	48.3	57.5	120	4759	60.2	14.6	150	8213	47.0	25.2	117	5760	43.0	17.7	107
WHITE	70416	34050	87.8	48.4	101	6861	86.8	9.7	100	15218	87.1	21.6	100	11972	89.4	17.0	103
BLACK	8778	4097	10.6	46.7	97	981	12.4	11.2	114	2017	11.5	23.0	107	1099	8.2	12.5	76
OTHER	1791	*625	1.6	34.9	73	*65	0.8	3.6	37	*238	1.4	13.3	62	*322	2.4	18.0	109
NORTHEAST-CENSUS	17786	7331	18.9	41.2	86	1774	22.4	10.0	102	3125	17.9	17.6	81	2432	18.2	13.7	83
NORTH CENTRAL	20741	10911	28.1	52.6	110	2120	26.8	10.2	105	5135	29.4	24.8	115	3655	27.3	17.6	107
SOUTH	27775	13645	35.2	49.1	103	3008	38.0	10.8	111	6196	35.5	22.3	103	4442	33.2	16.0	97
WEST	14683	6886	17.8	46.9	98	1005	12.7	6.8	70	3017	17.3	20.5	95	2864	21.4	19.5	118
NORTHEAST-MKTG.	17961	7336	18.9	40.8	85	1717	21.7	9.6	98	3185	18.2	17.7	82	2434	18.2	13.6	82
EAST CENTRAL	11885	5922	15.3	49.8	104	1364	17.3	11.5	118	2830	16.2	23.8	110	1728	12.9	14.5	88
WEST CENTRAL	14090	7526	19.4	53.4	112	1367	17.3	9.7	99	3496	20.0	24.8	115	2662	19.9	18.9	114
SOUTH	24081	11868	30.6	49.3	103	2610	33.0	10.8	111	5288	30.3	22.0	102	3970	29.6	16.5	100
PACIFIC	12969	6120	15.8	47.2	99	849	10.7	6.5	67	2672	15.3	20.6	95	2600	19.4	20.0	121
COUNTY SIZE A	32439	14647	37.8	45.2	94	2859	36.2	8.8	90	6857	39.2	21.1	98	4931	36.8	15.2	92
COUNTY SIZE B	24915	12694	32.7	50.9	106	2653	33.6	10.6	109	5153	29.5	20.7	96	4888	36.5	19.6	119
COUNTY SIZE C	12930	6264	16.2	48.4	101	1465	18.5	11.3	116	2896	16.6	22.4	104	1903	14.2	14.7	89
COUNTY SIZE D	10703	5167	13.3	48.3	101	930	11.8	8.7	89	2566	14.7	24.0	111	1670	12.5	15.6	94
METRO CENTRAL CITY	24518	11531	29.7	47.0	98	2374	30.0	9.7	99	5117	29.3	20.9	97	4040	30.2	16.5	100
METRO SUBURBAN	35919	17333	44.7	48.3	101	3522	44.5	9.8	100	7529	43.1	21.0	97	6283	46.9	17.5	106
NON METRO	20549	9909	25.6	48.2	101	2011	25.4	9.8	100	4827	27.6	23.5	109	3071	22.9	14.9	90
TOP 5 ADI'S	18341	7928	20.4	43.2	90	1507	19.1	8.2	84	3579	20.3	19.3	89	2882	21.5	15.7	95
TOP 10 ADI'S	25378	11114	28.7	43.8	91	2107	26.6	8.3	85	5185	29.7	20.4	95	3822	28.5	15.1	91
TOP 20 ADI'S	36488	16554	42.7	45.4	95	3110	39.3	8.5	87	7670	43.9	21.0	97	5774	43.1	15.8	96
HSHLD INC. \$50,000 OR MORE	6612	3360	8.7	50.8	106	*651	8.2	9.8	101	1309	7.5	19.7	91	1404	10.5	21.2	128
\$40,000 OR MORE	12659	6177	15.9	48.8	102	1304	16.5	10.3	106	2309	13.2	18.2	85	2565	19.2	20.3	123
\$30,000 OR MORE	24698	12249	31.6	49.6	104	2483	31.4	10.1	103	4889	28.0	19.8	92	4877	36.4	19.7	119
\$25,000 OR MORE	32077	16171	41.7	50.4	105	3279	41.5	10.2	105	6628	37.9	20.7	96	6264	46.8	19.5	118
\$20,000 - \$24,999	9144	4468	11.5	48.9	102	569	11.0	9.5	97	2140	12.2	23.4	108	1460	10.9	16.0	97
\$15,000 - \$19,999	8728	4054	10.5	46.4	97	556	7.0	6.4	65	2085	11.9	23.9	111	1413	10.6	16.2	98
\$10,000 - \$14,999	12562	6169	15.9	49.1	103	1393	17.6	11.1	114	2872	16.4	22.9	106	1904	14.2	15.2	92
UNDER \$10,000	18475	7910	20.4	42.8	89	1811	22.9	9.8	100	3748	21.5	20.3	94	2352	17.6	12.7	77
HOUSEHOLD OF 1 PERSON	11987	4175	10.8	34.8	73	484	6.1	4.0	41	1728	9.9	14.4	67	1964	14.7	16.4	99
2 PEOPLE	26577	11390	29.4	42.9	90	1683	21.3	6.3	65	5512	31.5	20.7	96	4195	31.3	15.8	95
3 OR 4 PEOPLE	30617	16395	42.3	53.5	112	3583	45.3	11.7	120	7440	42.6	24.3	113	5373	40.1	17.5	106
5 OR MORE PEOPLE	11804	6811	17.6	57.7	121	2157	27.3	18.3	187	2792	16.0	23.7	110	1862	13.9	15.8	95
NO CHILD IN HSHLD	46165	18925	48.8	41.0	86	2913	36.8	6.3	65	8649	49.5	18.7	87	7364	55.0	16.0	96
CHILD(REN) UNDER 2 YRS	5325	3006	7.8	56.5	118	82	8.6	12.8	131	1165	6.7	21.9	101	1160	8.7	21.8	132
2 - 5 YEARS	14221	7723	19.9	54.3	113	2096	26.5	14.7	151	3307	18.9	23.3	108	2320	17.3	16.3	99
6 - 11 YEARS	15117	8690	22.4	57.5	120	2521	31.9	16.7	171	3653	20.9	24.2	112	2516	18.8	16.6	101
12 - 17 YEARS	16611	9647	24.9	58.1	121	2588	32.7	15.6	160	4328	24.8	26.1	121	2730	20.4	16.4	99
RESIDENCE OWNED	55884	26624	68.7	47.6	100	5019	63.5	9.0	92	12004	68.7	21.5	100	9601	71.7	17.2	104
VALUE: \$50,000 OR MORE	31744	15121	39.0	47.6	99	2517	31.8	7.9	81	5525	37.3	20.6	95	6079	45.4	19.2	116
VALUE: UNDER \$50,000	24140	11503	29.7	47.7	100	2502	31.6	10.4	106	5480	31.4	22.7	105	3522	26.3	14.6	88

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	38772	100.0	47.9	100	7907	100.0	9.8	100	17473	100.0	21.6	100	13393	100.0	16.5	100
MAGAZINES	QUINTILE 1	15799	8032	20.7	50.8	106	1849	23.4	11.7	120	3158	18.1	20.0	93	3024	22.6	19.1	116
	QUINTILE 2	17259	8672	22.4	50.2	105	1951	24.7	11.3	116	3806	21.8	22.1	102	2916	21.8	16.9	102
	QUINTILE 3	13545	6531	16.8	48.2	101	1162	14.7	8.6	88	3257	18.6	24.0	111	2112	15.8	15.6	94
	QUINTILE 4	15133	7318	18.9	48.4	101	1482	18.7	9.8	100	3247	18.6	21.5	99	2589	19.3	17.1	103
	QUINTILE 5	19250	8220	21.2	42.7	89	1463	18.5	7.6	78	4005	22.9	20.8	96	2752	20.5	14.3	86
NEWSPAPERS	QUINTILE 1	12413	5486	14.1	44.2	92	1069	13.5	8.6	88	2408	13.8	19.4	90	2009	15.0	16.2	98
	QUINTILE 2	24116	11486	29.6	47.6	99	2511	31.8	10.4	107	5207	29.8	21.6	100	3768	28.1	15.6	94
	QUINTILE 3	11261	6005	15.5	53.3	111	1281	16.2	11.4	117	2636	15.1	23.4	108	2087	15.6	18.5	112
	QUINTILE 4	20255	10110	26.1	49.9	104	1943	24.6	9.6	98	4521	25.9	22.3	103	3647	27.2	18.0	109
	QUINTILE 5	12940	5686	14.7	43.9	92	1103	13.9	8.5	87	2701	15.5	20.9	97	1882	14.1	14.5	88
OUTDOOR	QUINTILE 1	14852	7590	19.6	51.1	107	1517	19.2	10.2	105	3166	18.1	21.3	99	2908	21.7	19.6	118
	QUINTILE 2	15725	7774	20.1	49.4	103	1706	21.6	10.8	111	3235	18.5	20.6	95	2834	21.2	18.0	109
	QUINTILE 3	16330	7856	20.3	48.1	100	1568	19.8	9.6	98	3321	19.0	20.3	94	2967	22.2	18.2	110
	QUINTILE 4	16744	8041	20.7	48.0	100	1746	22.1	10.4	107	3790	21.7	22.6	105	2505	18.7	15.0	90
	QUINTILE 5	17334	7511	19.4	43.3	91	1370	17.3	7.9	81	3962	22.7	22.9	106	2179	16.3	12.6	76
RADIO-DRIVE TIME	QUINTILE 1	15911	8284	21.4	52.1	109	1510	19.1	9.5	97	3683	21.1	23.1	107	3092	23.1	19.4	118
	QUINTILE 2	14837	6739	17.4	45.4	95	1375	17.4	9.3	95	3031	17.3	20.4	95	2333	17.4	15.7	95
	QUINTILE 3	15339	7510	19.4	49.0	102	1686	21.3	11.0	113	3263	18.7	21.3	99	2561	19.1	16.7	101
	QUINTILE 4	16723	8199	21.1	49.0	102	1850	23.4	11.1	113	3717	21.3	22.2	103	2833	19.7	15.7	95
	QUINTILE 5	18176	8040	20.7	44.2	92	1485	18.8	8.2	84	3779	21.6	20.8	96	2776	20.7	15.3	92
RADIO-MID- DAY	TERCILE 1	21020	10419	26.9	49.6	104	1997	25.3	9.5	97	4486	25.7	21.3	99	3935	29.4	18.7	113
	TERCILE 2	21610	10855	28.0	50.2	105	2603	32.9	12.0	123	4778	27.3	22.1	102	3474	25.9	16.1	97
	TERCILE 3	38355	17499	45.1	45.6	95	3307	41.8	8.6	88	8209	47.0	21.4	99	5984	44.7	15.6	94
RADIO-TOTAL	QUINTILE 1	15988	8151	21.0	51.0	106	1664	21.0	10.4	107	3564	20.4	22.3	103	2822	21.8	18.3	111
	QUINTILE 2	15626	7704	19.9	49.3	103	1523	19.3	9.7	100	3479	19.9	22.3	103	2702	20.2	17.3	105
	QUINTILE 3	16723	8004	20.6	47.9	100	1533	19.4	9.2	94	3740	21.4	22.4	104	2731	20.4	16.3	99
	QUINTILE 4	16342	7901	20.4	48.3	101	1838	23.2	11.2	115	3437	19.7	21.0	97	2825	19.6	16.1	97
	QUINTILE 5	16306	7013	18.1	43.0	90	1349	17.1	8.3	85	3252	18.6	19.9	92	2412	18.0	14.8	89
TV-PRIME TIME	QUINTILE 1	15953	7793	20.1	48.8	102	1574	19.9	9.9	101	3559	20.4	22.3	103	2660	19.9	16.7	101
	QUINTILE 2	16137	8087	20.9	50.1	105	1779	22.5	11.0	113	3657	20.9	22.7	105	2651	19.8	16.4	99
	QUINTILE 3	16420	8274	21.3	50.4	105	1641	20.8	10.0	102	3636	20.8	22.1	103	2997	22.4	18.3	110
	QUINTILE 4	16687	7575	19.5	45.4	95	1554	19.7	9.3	95	3514	20.1	21.1	98	2507	18.7	15.0	91
	QUINTILE 5	15789	7043	18.2	44.6	93	1358	17.2	8.6	88	3107	17.8	19.7	91	2578	19.2	16.3	99
TV-DAYTIME	TERCILE 1	27736	13612	35.1	49.1	103	3049	38.6	11.0	113	6104	34.9	22.0	102	4460	33.3	16.1	97
	TERCILE 2	26489	12926	33.3	48.8	102	2632	33.3	9.9	102	6188	35.4	23.4	108	4106	30.7	15.5	94
	TERCILE 3	26761	12234	31.6	45.7	95	2226	28.2	8.3	85	5181	29.7	19.4	90	4827	36.0	18.0	109
TV-TOTAL	QUINTILE 1	16345	7922	20.4	48.5	101	1693	21.4	10.4	106	3549	20.3	21.7	101	2680	20.0	16.4	99
	QUINTILE 2	16447	8129	21.0	49.4	103	1755	22.2	10.7	109	3629	20.8	22.1	102	2746	20.5	16.7	101
	QUINTILE 3	15980	7740	20.0	48.4	101	1669	21.1	10.4	107	3461	19.8	21.7	100	2610	19.5	16.3	99
	QUINTILE 4	15887	7572	19.5	47.7	100	1335	16.9	8.4	86	3655	20.9	23.0	107	2522	19.3	16.3	98
	QUINTILE 5	16326	7410	19.1	45.4	95	1455	18.4	8.9	91	3179	18.2	19.5	90	2776	20.7	17.0	103
MAGAZINES-NEWSPAPERS: DUAL		20721	10049	25.9	48.5	101	2280	28.8	11.0	113	4338	24.8	20.9	97	3431	25.6	16.6	100
MAGAZINE IMPERATIVE		19186	10181	26.3	53.1	111	2133	27.0	11.1	114	4390	25.1	22.9	106	3458	27.3	19.1	115
NEWSPAPER IMPERATIVE		21899	10095	26.0	46.1	96	1907	24.1	8.7	89	4815	27.6	22.0	102	3373	25.2	15.4	93
MAGAZINES-OUTDOOR: DUAL		15451	8049	20.8	52.1	109	1667	21.1	10.8	111	3379	19.3	21.9	101	2808	22.4	19.4	118
MAGAZINE IMPERATIVE		25953	12492	32.2	48.1	101	2656	33.6	10.2	105	5674	32.5	21.9	101	4162	31.1	16.0	97
OUTDOOR IMPERATIVE		24400	11542	29.8	47.3	99	2283	28.9	9.4	96	5018	28.7	20.6	95	4241	31.7	17.4	105
MAGAZINES-RADIO: DUAL		18049	9524	24.6	52.8	110	2154	27.2	11.9	122	4076	23.3	22.6	105	3295	24.6	18.3	110
MAGAZINE IMPERATIVE		23571	11288	29.1	47.9	100	2405	30.4	10.2	105	4892	28.0	20.8	96	3991	29.8	16.9	102
RADIO IMPERATIVE		23278	10917	28.2	46.9	98	1835	23.2	7.9	81	5260	30.1	22.6	105	3823	28.5	16.4	99
MAGAZINES-TELEVISION: DUAL		15459	8088	20.9	52.3	109	1854	23.4	12.0	123	3278	18.8	21.2	98	2957	22.1	19.1	116
MAGAZINE IMPERATIVE		25829	12426	32.0	48.1	100	2532	32.0	9.8	100	5651	32.3	21.9	101	4243	31.7	16.4	99
TELEVISION IMPERATIVE		26039	12193	31.4	46.8	98	2358	29.8	9.1	93	5954	34.1	22.9	106	3851	29.0	14.9	90
NEWSPAPERS-OUTDOOR: DUAL		16605	8321	21.5	50.1	105	1975	25.0	11.9	122	3224	18.5	19.4	90	3123	23.3	18.8	114
NEWSPAPER IMPERATIVE		26834	12206	31.5	45.5	95	2356	29.8	8.8	90	5987	34.3	22.3	103	3863	28.8	14.4	87
OUTDOOR IMPERATIVE		23346	11694	30.2	50.1	105	2200	27.8	9.4	97	5065	29.0	21.7	101	4429	33.1	19.0	115
NEWSPAPERS-RADIO: DUAL		17133	8557	22.1	49.9	104	1707	21.6	10.0	102	3801	21.8	22.2	103	3045	22.8	17.8	108
NEWSPAPER IMPERATIVE		25892	11766	30.3	45.4	95	2612	33.0	10.1	103	5327	30.5	20.6	95	3827	28.6	14.8	89
RADIO IMPERATIVE		23167	11670	30.1	50.4	105	2239	28.3	9.7	99	5251	30.1	22.7	105	4180	31.2	18.0	109
NEWSPAPERS-TELEVISION: DUAL		17159	8173	21.1	47.6	99	1754	22.2	10.2	105	3555	20.3	20.7	96	2864	21.4	16.7	101
NEWSPAPER IMPERATIVE		26214	12269	31.6	46.8	98	2467	31.2	9.4	96	5665	32.4	21.6	100	4137	30.9	15.8	95
TELEVISION IMPERATIVE		23412	11719	30.2	50.1	105	2495	31.6	10.7	109	5328	30.5	22.8	105	3896	29.1	16.6	101
OUTDOOR-RADIO: DUAL		15303	8102	20.9	52.9	111	1548	19.6	10.1	104	3556	20.4	23.2	108	2998	22.4	19.6	118
OUTDOOR IMPERATIVE		24901	11685	30.1	46.9	98	2568	32.5	10.3	106	4867	27.9	19.5	91	4249	31.7	17.1	103
RADIO IMPERATIVE		26																

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	38772	100.0	47.9	100	7907	100.0	9.8	100	17473	100.0	21.6	100	13393	100.0	16.5	100
ATLANTIC MONTHLY	415	*181	0.5	43.6	91	**15	0.2	3.6	37	**108	0.6	26.0	121	**58	0.4	14.0	85
BARRON'S	453	*170	0.4	37.5	78	**41	0.5	9.1	93	**43	0.2	9.5	44	**87	0.6	19.2	116
BETTER HOMES & GARDENS	16256	8095	20.9	49.8	104	1773	22.4	10.9	112	3492	20.0	21.5	100	2829	21.1	17.4	105
BON APPETIT	2535	1062	2.7	41.9	88	*160	2.0	6.3	65	504	2.9	19.9	92	399	3.0	15.7	95
BUSINESS WEEK	1278	524	1.4	41.0	86	**70	0.9	5.5	56	*214	1.2	16.7	78	*240	1.8	18.8	114
CAR AND DRIVER	378	*140	0.4	37.0	77	**37	0.5	9.8	100	**67	0.4	17.7	82	**36	0.3	9.5	58
CBS MAGAZINE NETWORK (GROSS)	1498	792	2.0	52.9	110	*198	2.5	13.2	135	315	1.8	21.0	97	*279	2.1	18.6	119
CHANGING TIMES	1505	707	1.8	47.0	98	**150	1.9	10.0	102	362	2.1	24.1	111	*196	1.5	13.0	79
COLONIAL HOMES	1231	607	1.6	49.3	103	*133	1.7	10.8	111	277	1.6	22.5	104	*197	1.5	16.0	97
CONDE NAST MAG. PKG. (GROSS)	14146	7159	18.5	50.6	106	1503	19.0	10.6	109	3052	17.5	21.6	100	2604	19.4	18.4	111
CONSUMERS DIGEST	1323	646	1.7	48.8	102	**118	1.5	8.9	91	281	1.6	21.2	98	*246	1.8	18.6	112
COSMOPOLITAN	7102	3647	9.4	51.4	107	825	10.4	11.6	119	1430	8.2	20.1	93	1392	10.4	19.6	119
COUNTRY LIVING	2481	1318	3.4	53.1	111	*280	3.5	11.3	116	568	3.3	22.9	106	470	3.5	18.9	115
CUISINE	1472	616	1.6	41.8	87	*149	1.9	10.1	104	*248	1.4	16.8	78	*218	1.6	14.8	90
CYCLE WORLD	425	*263	0.7	61.9	129	**62	0.8	14.6	149	**152	0.9	35.8	166	**49	0.4	11.5	70
DCI:CREATIVE IDEAS FOR LIV	2510	1286	3.3	51.2	107	*252	3.2	10.0	103	577	3.3	23.0	107	457	3.4	18.2	110
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3305	8.5	49.4	103	617	7.8	9.2	94	1424	8.1	21.3	99	1264	9.4	18.9	114
DISCOVER	894	513	1.3	57.4	120	**112	1.4	12.5	128	*189	1.1	21.1	98	*212	1.6	23.7	143
EBONY	3507	1759	4.5	50.2	105	417	5.3	11.9	122	814	4.7	23.2	108	528	3.9	15.1	91
ESQUIRE	1083	499	1.3	46.1	96	*148	1.9	13.7	140	*156	0.9	14.4	67	*195	1.5	18.0	109
ESSENCE	1830	971	2.5	53.1	111	225	2.8	12.3	126	430	2.5	23.5	109	317	2.4	17.3	105
FAMILY CIRCLE	15930	7943	20.5	49.9	104	1802	22.8	11.3	116	3412	19.5	21.4	99	2729	20.4	17.1	104
THE FAMILY HANDYMAN	1126	524	1.4	46.5	97	*179	2.3	15.9	163	*203	1.2	18.0	84	*143	1.1	12.7	77
FAMILY WEEKLY	11468	5683	14.7	49.6	104	1233	15.6	10.8	110	2480	14.2	21.6	100	1970	14.7	17.2	104
FIELD & STREAM	2234	1091	2.8	48.8	102	*264	3.3	11.8	121	453	2.6	20.3	94	374	2.8	16.7	101
FOOD & WINE	579	301	0.8	52.0	109	**79	1.0	13.6	140	**130	0.7	22.5	104	*93	0.7	16.1	97
FORBES	728	261	0.7	35.9	75	**42	0.5	5.8	59	**78	0.4	10.7	50	*140	1.0	19.2	116
FORTUNE	906	419	1.1	46.2	97	**77	1.0	8.5	87	**103	0.6	11.4	53	*239	1.8	26.4	160
GENTLEMEN'S QUARTERLY	791	441	1.1	55.8	116	**107	1.4	13.5	139	*152	0.9	19.2	89	*181	1.4	22.9	138
GLAMOUR	5265	2658	6.9	50.5	105	517	6.5	9.8	101	1154	6.6	21.9	102	987	7.4	18.7	113
GOLF DIGEST	636	397	1.0	62.4	130	**93	1.2	14.6	150	*139	0.8	21.9	101	**165	1.2	25.9	157
GOLF DIGEST/TENNIS (GROSS)	1186	651	1.7	54.9	115	*153	1.9	12.9	132	*241	1.4	20.3	94	*258	1.9	21.8	132
GOLF MAGAZINE	441	*220	0.6	49.9	104	**46	0.6	10.4	107	**97	0.6	22.0	102	**78	0.6	17.7	107
GOLF MAGAZINE/SKI (GROSS)	922	488	1.3	52.9	111	**80	1.0	8.7	89	*192	1.1	20.8	97	*216	1.6	23.4	142
GOOD HOUSEKEEPING	16487	8280	21.4	50.2	105	1699	21.5	10.3	106	3541	20.3	21.5	100	3039	22.7	18.4	111
HARPER'S BAZAAR	2423	1116	2.9	46.1	96	*252	3.2	10.4	107	427	2.4	17.6	82	437	3.3	18.0	109
HEALTH	1994	1006	2.6	50.5	105	*280	3.5	14.0	144	381	2.2	19.1	89	345	2.6	17.3	105
HEARST MAG CORP. BUY (GROSS)	44101	22422	57.8	50.8	106	4929	62.3	11.2	114	9368	53.6	21.2	98	8126	60.7	18.4	111
HEARST MAN POWER (GROSS)	1993	1079	2.8	54.1	113	369	4.7	18.5	190	379	2.2	19.0	88	331	2.5	16.6	100
HEARST WOMAN POWER (GROSS)	31274	16120	41.6	51.5	108	3446	43.6	11.0	113	6864	39.3	21.9	102	5811	43.4	18.6	112
HOUSE BEAUTIFUL	3623	1735	4.5	47.9	100	347	4.4	9.6	98	726	4.2	20.0	93	663	5.0	18.3	111
INC.	283	*146	0.4	51.6	108	**20	0.3	7.1	72	**55	0.3	19.4	90	**71	0.5	25.1	152
JET	2928	1483	3.8	50.6	106	409	5.2	14.0	143	616	3.5	21.0	98	458	3.4	15.6	95
LADIES' HOME JOURNAL	11918	6234	16.1	52.3	109	1359	17.2	11.4	117	2672	15.3	22.4	104	2203	16.4	18.5	112
LHJ FAMILY GRP COMBO(GROSS)	16764	8829	22.8	52.7	110	2000	25.3	11.9	122	3712	21.2	22.1	103	3116	23.3	18.6	112
LIFE	4254	2015	5.2	47.4	99	459	5.8	10.8	111	868	5.0	20.4	95	689	5.1	16.2	98
L.A. TIMES HOME MAGAZINE	1145	453	1.2	39.6	83	**23	0.3	2.0	21	*283	1.6	24.7	115	*147	1.1	12.8	78
MADEMOISELLE	2884	1481	3.8	51.4	107	*292	3.7	10.1	104	667	3.8	23.1	107	522	3.9	18.1	109
MC CALL'S	13460	6961	18.0	51.7	108	1552	19.6	11.5	118	3093	17.7	23.0	107	2316	17.3	17.2	104
MC CALL'S/MRK MOTHER (GROSS)	14606	7600	19.6	52.0	109	1693	21.4	11.6	119	3333	19.1	22.8	106	2574	19.2	17.6	107
MECHANIX ILLUSTRATED	772	434	1.1	56.2	117	**103	1.3	13.3	137	*216	1.2	28.0	130	**115	0.9	14.9	90
METROPOLITAN HOME	967	436	1.1	45.1	94	**95	1.2	9.8	101	*148	0.8	15.3	71	*193	1.4	20.0	121
MONEY	1588	727	1.9	45.8	96	*159	2.0	10.0	103	305	1.7	19.2	89	263	2.0	16.6	100
MOTHER EARTH NEWS	1002	508	1.3	50.7	106	**106	1.3	10.6	108	*179	1.0	17.9	83	*223	1.7	22.3	135
MS.	825	383	1.0	46.4	97	**90	1.1	10.9	112	*125	0.7	15.2	70	*168	1.3	20.4	123
NATIONAL ENQUIRER	10336	5570	14.4	53.9	113	1477	18.7	14.3	146	2507	14.3	24.3	112	1586	11.8	15.3	93
NATIONAL GEOGRAPHIC	9597	4680	12.1	48.8	102	849	10.7	8.8	91	2023	11.6	21.1	98	1808	13.5	18.8	114
NATIONAL SUNDAY MAGAZINE PKG	49558	23989	61.9	48.4	101	5037	63.7	10.2	104	10625	60.8	21.4	99	8327	62.2	16.8	102
NATURAL HISTORY	573	265	0.7	46.2	97	*67	0.8	11.7	120	**111	0.6	19.4	90	**87	0.6	15.2	92
NEW WOMAN	1699	886	2.3	52.1	109	*186	2.4	10.9	112	325	1.9	19.1	89	376	2.8	22.1	134
NEW YORK INCLUDING CUE	443	*184	0.5	41.5	87	**39	0.5	8.8	90	**33	0.2	7.4	35	**112	0.8	25.3	153
THE NEW YORKER	1270	489	1.3	38.5	80	*149	1.9	11.7	120	*123	0.7	9.7	45	*218	1.6	17.2	104
NEWSWEEK	6277	2960	7.6	47.2	98	685	8.7	10.9	112	1171	6.7	18.7	86	1103	8.2	17.6	106
THE N.Y. TIMES DAILY EDITION	1205	429	1.1	35.6	74	**85	1.1	7.1	72	**115	0.7	9.5	44	*229	1.7	19.0	115
THE N.Y. TIMES MAGAZINE	2081	638	1.6	30.7	64	**150	1.9	7.2	74	*168	1.0	8.1	37	321	2.4	15.4	93
OMNI	788	376	1.0	47.7	100	**86	1.1	10.9	112	*125	0.7	15.9	74	*165	1.2	20.9	127
ON CABLE	1158	727	1.9	62.8	131	**137	1.7	11.8	121	369	2.1	31.9	148	*220	1.6	19.0	115
1001 HOME IDEAS	2852	1588	4.1	55.7	116	361	4.6	12.7	130	659	3.8	23.1	107	569	4.2	20.0	121
ORGANIC GARDENING	1658	804	2.1	48.5	101	*116	1.5	7.0	72	395	2.3	23.8	110	292	2.2	17.6	106
OUTDOOR LIFE	896	405	1.0	45.2	94	**86	1.1	9.6	98	*205	1.2	22.9	106	*114	0.9	12.7	77
PARADE MAGAZINE	24275	11871	30.6	48.9	102	2484	31.4	10.2	105	5249	30.0	21.6	100	4139	30.9	17.1	103

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	38772	100.0	47.9	100	7907	100.0	9.8	100	17473	100.0	21.6	100	13393	100.0	16.5	100
PARENTS	3845	2256	5.8	58.7	123	490	6.2	12.7	131	904	5.2	23.5	109	863	6.4	22.4	136
PENTHOUSE	831	463	1.2	55.7	116	**111	1.4	13.4	137	**167	1.0	20.1	93	**185	1.4	22.3	135
PEOPLE	11645	6285	16.2	54.0	113	1277	16.2	11.0	112	2650	15.2	22.8	105	2358	17.6	20.2	122
PLAYBOY	2006	1079	2.8	53.8	112	*169	2.1	8.4	86	458	2.6	22.8	106	452	3.4	22.5	136
POPULAR HOT RODDING	297	*180	0.5	60.6	127	**49	0.6	16.5	169	**79	0.5	26.6	123	**52	0.4	17.5	106
POPULAR MECHANICS	1018	572	1.5	56.2	117	**166	2.1	16.3	167	*245	1.4	24.1	112	**161	1.2	15.8	96
POPULAR SCIENCE	878	479	1.2	54.6	114	**111	1.4	12.6	129	*181	1.0	20.6	96	*186	1.4	21.2	128
PREVENTION	3913	1909	4.9	48.8	102	493	6.2	12.6	129	697	4.0	17.8	83	719	5.4	18.4	111
PSYCHOLOGY TODAY	1710	915	2.4	53.5	112	*216	2.7	12.6	129	295	1.7	17.3	80	403	3.0	23.6	143
READER'S DIGEST	22204	11160	28.8	50.3	105	2229	28.2	10.0	103	5023	28.7	22.6	105	3908	29.2	17.6	106
REDBOOK	7684	4193	10.8	54.6	114	921	11.6	12.0	123	1893	10.8	24.6	114	1380	10.3	18.0	109
ROAD & TRACK	410	*235	0.6	57.3	120	**78	1.0	19.0	195	**91	0.5	22.2	103	**67	0.5	16.3	99
ROLLING STONE	969	552	1.4	57.0	119	**114	1.4	11.8	120	*211	1.2	21.8	101	*227	1.7	23.4	142
RUNNER'S WORLD	298	**151	0.4	50.7	106	**49	0.6	16.4	168	**63	0.4	21.1	98	**38	0.3	12.8	77
SATURDAY EVENING POST	1169	595	1.5	50.9	106	**94	1.2	8.0	82	242	1.4	20.7	96	*259	1.9	22.2	134
SCIENCE 84	587	351	0.9	59.8	125	**69	0.9	11.8	120	**161	0.9	27.4	127	*121	0.9	20.6	125
SCIENCE DIGEST	482	281	0.7	58.3	122	**129	1.6	26.8	279	**77	0.4	16.0	74	**76	0.6	15.8	95
SCIENTIFIC AMERICAN	594	242	0.6	40.7	85	**54	0.7	9.1	93	**51	0.3	8.6	40	**136	1.0	22.9	138
SELF	2089	1151	3.0	55.1	115	*293	3.7	14.0	144	450	2.6	21.5	100	409	3.1	19.6	118
SEVENTEEN	2411	1212	3.1	50.3	105	273	3.5	11.3	116	541	3.1	22.4	104	398	3.0	16.5	100
SKI	480	*268	0.7	55.8	117	**34	0.4	7.1	73	**96	0.5	20.0	93	**138	1.0	28.8	174
SMITHSONIAN	2760	1252	3.2	45.4	95	*292	3.7	10.6	108	426	2.4	15.4	72	534	4.0	19.3	117
SOAP OPERA DIGEST	3013	1593	4.1	52.9	110	429	5.4	14.2	146	690	3.9	22.9	106	474	3.5	15.7	95
SOUTHERN LIVING	4184	2019	5.2	48.3	101	365	4.6	8.7	89	847	4.8	20.2	94	807	6.0	19.3	117
SPORT	559	287	0.7	51.3	107	**57	0.7	10.2	104	**113	0.6	20.2	94	**117	0.9	20.9	127
THE SPORTING NEWS	436	*224	0.6	51.4	107	**62	0.8	14.2	146	**115	0.7	26.4	122	**47	0.4	10.8	65
SPORTS AFIELD	493	*227	0.6	46.0	96	**74	0.9	15.0	154	**58	0.3	11.8	55	**95	0.7	19.3	117
SPORTS ILLUSTRATED	2758	1510	3.9	54.7	114	356	4.5	12.9	132	576	3.3	20.9	97	579	4.3	21.0	127
STAR	7456	3838	9.9	51.5	108	984	12.4	13.2	135	1667	9.5	22.4	104	1187	8.9	15.9	96
SUNDAY	24936	11586	29.9	46.5	97	2449	31.0	9.8	101	4948	28.3	19.8	92	4189	31.3	16.8	102
SUNSET	2124	1012	2.6	47.6	100	**167	2.1	7.9	81	423	2.4	19.9	92	422	3.2	19.9	120
TV GUIDE	21661	11223	28.9	51.8	108	2410	30.5	11.1	114	5016	28.7	23.2	107	3797	28.4	17.5	106
TENNIS	550	*255	0.7	46.4	97	**60	0.8	10.9	112	**102	0.6	18.5	86	**93	0.7	16.9	102
TIME	8880	4358	11.2	49.1	103	931	11.8	10.5	107	1806	10.3	20.3	94	1621	12.1	18.3	110
TOWN & COUNTRY	917	369	1.0	40.2	84	**79	1.0	8.6	88	**118	0.7	12.9	60	*172	1.3	18.8	113
TRAVEL & LEISURE	972	511	1.3	52.6	110	**69	0.9	7.1	73	*219	1.3	22.5	104	*223	1.7	22.9	139
TRUE STORY	3356	1873	4.8	55.8	117	451	5.7	13.4	138	925	5.3	27.6	128	497	3.7	14.8	90
U.S. NEWS & WORLD REPORT	3410	1678	4.3	49.2	103	361	4.6	10.6	108	695	4.0	20.4	94	622	4.6	18.2	110
USA TODAY	1759	752	1.9	42.8	89	*134	1.7	7.6	78	245	1.4	13.9	65	373	2.8	21.2	128
US	1873	1018	2.6	54.4	114	*160	2.0	8.5	87	450	2.6	24.0	111	408	3.0	21.8	132
VOGUE	3909	1869	4.8	47.8	100	401	5.1	10.3	105	781	4.5	20.0	93	686	5.1	17.5	106
WALL STREET JOURNAL	1886	744	1.9	39.4	82	**130	1.6	6.9	71	307	1.8	16.3	75	307	2.3	16.3	98
WEIGHT WATCHERS	2120	1021	2.6	48.2	101	316	4.0	14.9	153	454	2.6	21.4	99	252	1.9	11.9	72
WOMAN'S DAY	14172	7077	18.3	49.9	104	1644	20.8	11.6	119	3010	17.2	21.2	98	2423	18.1	17.1	103
WORKING MOTHER	1146	639	1.6	55.8	116	*141	1.8	12.3	126	*240	1.4	20.9	97	*258	1.9	22.5	136
WORKING WOMAN	1322	720	1.9	54.5	114	*109	1.4	8.2	84	268	1.5	20.3	94	343	2.6	25.9	157
WORLD TENNIS	*163	**45	0.1	27.6	58	**9	0.1	5.5	57	**26	0.1	16.0	74	**11	0.1	6.7	41
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1227	3.2	48.5	101	291	3.7	11.5	118	507	2.9	20.0	93	429	3.2	16.9	102
BLAIR INSERTS	43657	20672	53.3	47.4	99	4275	54.1	9.8	100	9060	51.9	20.8	96	7336	54.8	16.8	102
DAILY NEWSPAPERS																	
READ ANY	51633	24807	64.0	48.0	100	5076	64.2	9.8	101	11228	64.3	21.7	101	8503	63.5	16.5	100
READ ONE	43463	21353	55.1	49.1	103	4439	56.1	10.2	105	9757	55.8	22.4	104	7157	53.4	16.5	100
READ TWO OR MORE	8170	3454	8.9	42.3	88	637	8.1	7.8	80	1471	8.4	18.0	83	1346	10.1	16.5	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	25297	65.2	48.0	100	5332	67.4	10.1	104	11200	64.1	21.3	99	8764	65.4	16.6	101
READ ONE	46126	22179	57.2	48.1	100	4747	60.0	10.3	105	9781	56.0	21.2	98	7651	57.1	16.6	100
READ TWO OR MORE	6552	3118	8.0	47.6	99	585	7.4	8.9	91	1419	8.1	21.7	100	1113	8.3	17.0	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.83				28.96				27.19				30.81			
30 DAY REACH	71455	34500	89.0	48.3	101	7173	90.7	10.0	103	15184	86.9	21.2	98	12143	90.7	17.0	103
50 SHWG - 30 DAY AV FREQ	14.56	15.12				15.15				14.41				15.97			
30 DAY REACH	67742	32942	85.0	48.6	102	6856	86.7	10.1	104	14354	82.1	21.2	98	11732	87.6	17.3	105
25 SHWG - 30 DAY AV FREQ	7.94	8.15				8.13				7.85				8.53			
30 DAY REACH	62117	30587	78.9	49.2	103	6381	80.7	10.3	105	13161	75.3	21.2	98	11045	82.5	17.8	108
CABLE TV: HOME WIRED	32077	16708	43.1	52.1	109	3313	41.9	10.3	106	7141	40.9	22.3	103	6254	46.7	19.5	118
HOME NOT WIRED	48909	22065	56.9	45.1	94	4594	58.1	9.4	96	10332	59.1	21.1	98	7139	53.3	14.6	88
HAVE PAY CABLE	15935	8979	23.2	56.3	118	1922	24.3	12.1	124	3700	21.2	23.2	108	3357	25.1	21.1	127

COMPLETE PACKAGED PREPARED DISHES & DINNER MIXES (WITH MACARONI, NOODLES, OR SPAGHETTI): USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS	80986	38772	100.0	47.9	100	7907	100.0	9.8	100	17473	100.0	21.6	100	13393	100.0	16.5	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	21652	55.8	49.3	103	4323	54.7	9.8	101	9549	54.7	21.7	101	7781	58.1	17.7	107	
10:00 AM - 3:00 PM	30659	15409	39.7	50.3	105	3221	40.7	10.5	108	6676	38.2	21.8	101	5511	41.1	18.0	109	
3:00 PM - 7:00 PM	31045	15609	40.3	50.3	105	3233	40.9	10.4	107	6815	39.0	22.0	102	5561	41.5	17.9	108	
7:00 PM - MIDNIGHT	15767	7887	20.3	50.0	104	1471	18.6	9.3	96	3573	20.4	22.7	105	2844	21.2	18.0	109	
MIDNIGHT - 6:00 AM	9120	4665	12.0	51.2	107	871	11.0	9.6	98	2085	11.9	22.9	106	1709	12.8	18.7	113	
6:00 AM - MIDNIGHT	58527	29018	74.8	49.6	104	5918	74.8	10.1	104	12990	74.3	22.2	103	10111	75.5	17.3	104	
ENTIRE DAY	59311	29393	75.8	49.6	104	5991	75.8	10.1	103	13151	75.3	22.2	103	10251	76.5	17.3	105	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	8229	21.2	50.9	106	1661	21.0	10.3	105	3620	20.7	22.4	104	2948	22.0	18.2	110	
ALL NEWS	2256	882	2.3	39.1	82	*194	2.5	8.6	88	381	2.2	16.9	78	307	2.3	13.6	82	
AOR/PROGRESSIVE	3874	1904	4.9	49.1	103	325	4.1	8.4	86	910	5.2	23.5	109	669	5.0	17.3	104	
BEAUTIFUL MUSIC	5660	2713	7.0	47.9	100	533	6.7	9.4	96	1235	7.1	21.8	101	945	7.1	16.7	101	
BLACK	2204	1180	3.0	53.5	112	328	4.1	14.9	152	553	3.2	25.1	116	299	2.2	13.6	82	
CLASSICAL	1418	589	1.5	41.5	87	**104	1.3	7.3	75	*237	1.4	16.7	77	*247	1.8	17.4	105	
CHR/ROCK	9538	4900	12.6	51.4	107	1052	13.3	11.0	113	2124	12.2	22.3	103	1724	12.9	18.1	109	
COUNTRY	12648	6693	17.3	52.9	111	1492	18.9	11.8	121	3026	17.3	23.9	111	2176	16.2	17.2	104	
GOLDEN OLDIES	1191	491	1.3	41.2	86	**106	1.3	8.9	91	*169	1.0	14.2	66	*215	1.6	18.1	109	
MOR/NOSTALGIA	4757	2305	5.9	48.5	101	370	4.7	7.8	80	1065	6.1	22.4	104	871	6.5	18.3	111	
NEWS/TALK	3863	1835	4.7	47.5	99	287	3.6	7.4	76	711	4.1	18.4	85	837	6.2	21.7	131	
RELIGIOUS	3084	1405	3.6	45.6	95	*328	4.1	10.6	109	549	3.1	17.8	83	529	3.9	17.2	104	
SOFT ROCK	521	*234	0.6	44.9	94	*227	0.3	5.2	53	**117	0.7	22.5	104	**91	0.7	17.5	106	
URBAN CONTEMPORARY	1585	820	2.1	51.7	108	253	3.2	16.0	163	351	2.0	22.1	103	*215	1.6	13.6	82	
HIRED NETWORKS:																		
ABC CONTEMPORARY	3261	1628	4.2	49.9	104	428	5.4	13.1	134	650	3.7	19.9	92	550	4.1	16.9	102	
ABC DIRECTION	2316	1173	3.0	50.6	106	295	3.7	12.7	130	527	3.0	22.8	105	351	2.6	15.2	92	
ABC ENTERTAINMENT	4834	2334	6.0	48.3	101	374	4.7	7.7	79	1118	6.4	23.1	107	842	6.3	17.4	105	
ABC FM	2202	1186	3.1	53.9	113	*251	3.2	11.4	117	504	2.9	22.9	106	430	3.2	19.5	118	
ABC INFORMATION	5425	2763	7.1	50.9	106	514	6.5	9.5	97	1080	6.2	19.9	92	1169	8.7	21.5	130	
ABC ROCK	1677	853	2.2	50.9	106	*165	2.1	9.8	101	424	2.4	25.3	117	*264	2.0	15.7	95	
CBS	4430	2168	5.6	48.9	102	418	5.3	9.4	97	934	5.3	21.1	98	816	6.1	18.4	111	
MUTUAL	4992	2559	6.6	51.3	107	569	7.2	11.4	117	1117	6.4	22.4	104	873	6.5	17.5	106	
NBC	4679	2229	5.7	47.6	100	429	5.4	9.2	94	1003	5.7	21.4	99	797	6.0	17.0	103	
RADIO RADIO	1994	1018	2.6	51.1	107	*172	2.2	8.6	88	491	2.8	24.6	114	355	2.7	17.8	108	
RKO ONE	2298	1037	2.7	45.1	94	297	3.8	12.9	132	394	2.3	17.1	79	345	2.6	15.0	91	
RKO TWO	3311	1602	4.1	48.4	101	353	4.5	10.7	109	713	4.1	21.5	100	537	4.0	16.2	98	
THE SOURCE	2114	1080	2.8	51.1	107	*220	2.8	10.4	107	538	3.1	25.4	118	322	2.4	15.2	92	
NON-WIRED: BLAIR	8654	4475	11.5	51.7	108	887	11.2	10.2	105	1759	10.1	20.3	94	1828	13.6	21.1	128	
INTERNET	12025	5807	15.0	48.3	101	1230	15.6	10.2	105	2491	14.3	20.7	96	2086	15.6	17.3	105	
KATZ RADIO GROUP	15359	7520	19.4	49.0	102	1366	17.3	8.9	91	3288	18.8	21.4	99	2865	21.4	18.7	113	
SUPERNET	10628	5479	14.1	51.6	108	1202	15.2	11.3	116	2377	13.6	22.4	104	1900	14.2	17.9	108	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	4052	10.5	46.8	98	873	11.0	10.1	103	1810	10.4	20.9	97	1369	10.2	15.8	96	
WKDAY 9:00 AM - 1:00 PM	12163	5866	15.1	48.2	101	1313	16.6	10.8	111	2679	15.3	22.0	102	1874	14.0	15.4	93	
WKDAY 1:00 PM - 4:30 PM	16150	7821	20.2	48.4	101	1745	22.1	10.8	111	3517	20.1	21.8	101	2559	19.1	15.8	96	
WKDAY 4:30 PM - 7:30 PM	22463	10353	26.7	46.1	96	2168	27.4	9.7	99	4624	26.5	20.6	95	3562	26.6	15.9	96	
WKDAY 7:30 PM - 8:00 PM	31795	15031	38.8	47.3	99	3012	38.1	9.5	97	6875	39.3	21.6	100	5144	38.4	16.2	98	
WKDAY 11:00 PM - 11:30 PM	23977	11909	30.7	49.7	104	2536	32.1	10.6	108	5409	31.0	22.6	105	3964	29.6	16.5	100	
WKDAY 11:30 PM - 1:00 AM	7703	4021	10.4	52.2	109	936	11.8	12.2	124	1773	10.1	23.0	107	1312	9.8	17.0	103	
M-SAT 8-11 PM+SUN 7-11 PM	33800	16561	42.7	49.0	102	3615	43.2	10.1	103	7472	42.8	22.1	102	5673	42.4	16.8	101	
WKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	3333	8.6	51.0	106	772	9.8	11.8	121	1473	8.4	22.5	104	1088	8.1	16.6	101
ANOTHER WORLD	N	4620	2203	5.7	47.7	100	477	6.0	10.3	106	984	5.6	21.3	99	742	5.5	16.1	97
AS THE WORLD TURNS	C	5614	2642	6.8	47.1	98	581	7.3	10.3	106	1232	7.1	21.9	102	830	6.2	14.8	89
CAPITOL	C	3396	1620	4.2	47.7	100	323	4.1	9.5	97	733	4.2	21.6	100	563	4.2	16.6	100
CBS MORN. NEWS 1	C	1446	645	1.7	44.6	93	124	1.6	8.6	88	271	1.6	18.7	87	250	1.9	17.3	105
CBS MORN. NEWS 2	C	1207	466	1.2	38.6	81	*101	1.3	8.4	86	200	1.1	16.6	77	166	1.2	13.8	83
DAYS OF OUR LIVES	N	5877	2767	7.1	47.1	98	568	7.2	9.7	99	1279	7.3	21.8	101	921	6.9	15.7	95
FACTS OF LIFE - DAYTIME	N	2290	1145	3.0	50.0	104	287	3.6	12.5	128	471	2.7	20.6	95	387	2.9	16.9	102
FAMILY FEUD	A	3023	1452	3.7	48.0	100	264	3.3	8.7	89	742	4.2	24.5	114	445	3.3	14.7	89
GENERAL HOSPITAL	A	6097	2930	7.6	48.1	100	749	9.5	12.3	126	1297	7.4	21.3	99	884	6.6	14.5	88
GOOD MORNING, AMERICA-730A	A	3515	1665	4.3	47.4	99	406	5.1	11.6	113	685	3.9	19.5	90	574	4.3	16.3	99
GOOD MORNING, AMERICA-830A	A	2818	1337	3.4	47.4	99	306	3.9	10.9	111	626	3.6	22.2	103	404	3.0	14.3	87
GUIDING LIGHT	C	5339	2530	6.5	47.4	99	498	6.3	9.3	96	1129	6.5	21.1	98	903	6.7	16.9	102
ONE LIFE TO LIVE	A	4478	2257	5.8	50.4	105	535	6.8	11.9	122	998	5.7	22.3	103	724	5.4	16.2	98
PRESS YOUR LUCK	C	2244	1157	3.0	51.6	108	319	4.0	14.2	140	487	2.8	21.7	101	351</			

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	38772	100.0	47.9	100	7907	100.0	9.8	100	17473	100.0	21.6	100	13393	100.0	16.5	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	11565	29.8	44.4	93	2285	28.9	8.8	90	5307	30.4	20.4	94	3973	29.7	15.2	92
NETWORK AFFILIATES - LATE	20261	9932	25.6	49.0	102	2053	26.0	10.1	104	4613	26.4	22.8	106	3267	24.4	16.1	98
INDEPENDENTS - LATE	2076	896	2.3	43.2	90	140	1.8	6.7	69	427	2.4	20.6	95	328	2.4	15.8	96
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 10453	5392	13.9	51.6	108	1206	15.3	11.5	118	2430	13.9	23.2	108	1756	13.1	16.8	102
ABC MONDAY NIGHT MOVIE	A 6412	3019	7.8	47.1	98	555	7.0	8.7	89	1417	8.1	22.1	102	1047	7.8	16.3	99
ABC SUNDAY NIGHT MOVIE	A 12407	6023	15.5	48.5	101	1013	12.8	8.2	84	2838	16.2	22.9	106	2172	16.2	17.5	106
ABC WORLD NEWS TONIGHT	A 6176	2782	7.2	45.0	94	524	6.6	8.5	87	1236	7.1	20.0	93	1023	7.6	16.6	100
AFTERMASH	C 5863	2806	7.2	47.9	100	566	7.2	9.7	99	1158	6.6	19.8	92	1082	8.1	18.5	112
ALICE	C 9594	4787	12.3	49.9	104	986	12.5	10.3	105	2089	12.0	21.8	101	1712	12.8	17.8	108
AMERICAN PARADE	C 6622	2820	7.3	42.6	89	426	5.4	6.4	66	1333	7.6	20.1	93	1061	7.9	16.0	97
BENSON	A 10886	5203	13.4	47.8	100	1097	13.9	10.1	103	2394	13.7	22.0	102	1712	12.8	15.7	95
BLUE THUNDER	A 5036	2664	6.9	52.9	110	500	6.3	9.9	102	1336	7.6	26.5	123	828	6.2	16.4	99
CAGNEY & LACEY	C 9965	5243	13.5	52.6	110	1061	13.4	10.6	109	2204	12.6	22.1	103	1979	14.8	19.9	120
CBS EVENING NEWS-DEAN	C 3491	1420	3.7	40.7	85	*220	2.8	6.3	65	606	3.5	17.4	80	593	4.4	17.0	103
CBS EVENING NEWS-RATHER	C 7123	3068	7.9	43.1	90	571	7.2	8.0	82	1464	8.4	20.6	95	1033	7.7	14.5	88
CBS SAT. NEWS-SCHIEFFER	C 3621	1561	4.0	43.1	90	263	3.3	7.3	74	791	4.5	21.8	101	507	3.8	14.0	85
CBS SATURDAY NIGHT MOVIE	C 5436	2763	7.1	50.8	106	541	6.8	10.0	102	1156	6.6	21.3	99	1066	8.0	19.6	119
CBS WEDNESDAY NIGHT MOVIE	C 6100	2949	7.6	48.3	101	679	8.6	11.1	114	1348	7.7	22.1	102	922	6.9	15.1	91
CHEERS	N 8889	4538	11.7	51.1	107	1125	14.2	12.7	130	1891	10.8	21.3	99	1522	11.4	17.1	104
DALLAS	C 22109	10862	28.0	49.1	103	2241	28.3	10.1	104	4813	27.5	21.8	101	3808	28.4	17.2	104
DIFF'RENT STROKES	N 6940	3446	8.9	49.7	104	798	10.1	11.5	118	1531	8.8	22.1	102	1117	8.3	16.1	97
DOUBLE TROUBLE	N 7223	3795	9.8	52.5	110	864	10.9	12.0	123	1744	10.0	24.1	112	1187	8.9	16.4	99
DUCK FACTORY	N 5595	2896	7.5	51.8	108	752	9.5	13.4	138	1140	6.5	20.4	94	1005	7.5	18.0	109
DUKES OF HAZZARD	C 5768	2782	7.2	48.2	101	563	7.1	9.8	100	1268	7.3	22.0	102	951	7.1	16.5	100
DYNASTY	A 20053	10016	25.8	49.9	104	2362	29.9	11.8	121	4291	24.6	21.4	99	3362	25.1	16.8	101
FACTS OF LIFE	N 8087	4146	10.7	51.3	107	886	11.2	11.0	112	1913	10.9	23.7	110	1347	10.1	16.7	101
FALCON CREST	C 20046	9506	24.5	47.4	99	1957	24.8	9.8	100	4175	23.9	20.8	97	3374	25.2	16.8	102
FALL GUY	A 9084	4643	12.0	51.1	107	960	12.1	10.6	108	1941	11.1	21.4	99	1741	13.0	19.2	116
FAMILY TIES	N 7964	3944	10.2	49.5	103	839	10.6	10.5	108	1811	10.4	22.7	105	1293	9.7	16.2	98
FANTASY ISLAND	A 7687	3726	9.6	48.5	101	872	11.0	11.3	116	1685	9.6	21.9	102	1169	8.7	15.2	92
FOULUPS, BLEEPs & BLUNDERS	A 8861	4410	11.4	49.8	104	877	11.1	9.9	101	2075	11.9	23.4	109	1457	10.9	16.4	99
FOUR SEASONS	C 5095	2528	6.5	49.6	104	563	7.1	11.1	113	1039	5.9	20.4	95	925	6.9	18.2	110
GIMME A BREAK	N 8838	4136	10.7	46.8	98	888	11.2	10.0	103	1995	11.4	22.6	105	1253	9.4	14.2	86
HART TO HART	A 8978	4401	11.4	49.0	102	988	12.5	11.0	113	1870	10.7	20.8	97	1544	11.5	17.2	104
HILL STREET BLUES	N 8590	4522	11.7	52.6	110	1020	12.9	11.9	122	1829	10.5	21.3	99	1673	12.5	19.5	118
HOTEL	A 14085	6799	17.5	48.3	101	1509	19.1	10.7	110	3044	17.4	21.6	100	2246	16.8	15.9	96
JEFFERSONS	C 9360	4628	11.9	49.4	103	988	12.5	10.6	108	2032	11.6	21.7	101	1607	12.0	17.2	104
JENNIFER SLEPT HERE	N 5841	3130	8.1	53.6	112	767	9.7	13.1	134	1431	8.2	24.5	114	932	7.0	16.0	96
KATE & ALLIE	C 9206	4703	12.1	51.1	107	1051	13.3	11.4	117	2032	11.6	22.1	102	1620	12.1	17.6	106
KNIGHT RIDER	N 7076	3493	9.0	49.4	103	590	7.5	8.3	85	1586	9.1	22.4	104	1317	9.8	18.6	113
LOVE BOAT	A 12219	5876	15.2	48.1	100	1308	16.5	10.7	110	2583	14.8	21.1	98	1986	14.8	16.3	98
MAGNUM PI	C 11199	5661	14.6	50.5	106	1189	15.0	10.6	109	2436	13.9	21.8	101	2036	15.2	18.2	110
MAMA'S FAMILY	N 6057	2898	7.5	47.8	100	667	8.4	11.0	113	1099	6.3	18.1	84	1132	8.5	18.7	113
MASTER, THE	N 3598	1862	4.8	51.8	108	429	5.4	11.9	122	901	5.2	20.0	116	532	4.0	14.8	89
MATT HOUSTON	A 6344	3281	8.5	51.7	108	576	7.3	9.1	93	1566	9.0	24.7	114	1138	8.5	17.9	108
NBC MONDAY NIGHT MOVIE	N 11994	5986	15.4	49.9	104	1244	15.7	10.4	106	2775	15.9	23.1	107	1966	14.7	16.4	99
NBC NIGHTLY NEWS	N 5132	2345	6.0	45.7	95	402	5.1	7.8	80	1109	6.3	21.6	100	834	6.2	16.3	98
NBC NIGHTLY NEWS-SAT	N 3375	1399	3.6	41.5	87	306	3.9	9.1	93	679	3.9	20.1	93	414	3.1	12.3	74
NBC NIGHTLY NEWS-SUN	N 3130	1280	3.3	40.9	85	*145	1.8	4.6	47	626	3.6	20.0	93	509	3.8	16.3	98
NBC SUNDAY NIGHT MOVIE	N 8284	4307	11.1	52.0	109	961	12.2	11.6	119	1999	11.4	24.1	112	1347	10.1	16.3	98
NEWMART	C 9240	4654	12.0	50.4	105	1097	13.9	11.9	122	1931	11.1	20.9	97	1626	12.1	17.6	106
ONE DAY AT A TIME	C 7288	3785	9.8	51.9	108	666	8.4	9.1	94	1766	10.1	24.2	112	1353	10.1	18.6	112
PEOPLE ARE FUNNY	N 4855	2440	6.3	50.3	105	553	7.0	11.4	117	961	5.5	19.8	92	925	6.9	19.1	115
REAL PEOPLE	N 8869	4167	10.7	47.0	98	908	11.5	10.2	105	2018	11.5	22.8	105	1242	9.3	14.0	85
REMINGTON STEELE	N 7743	3893	10.0	50.3	105	823	10.4	10.6	109	1624	9.3	21.0	97	1446	10.8	18.7	113
RIPLEY'S BELIEVE IT - NOT	A 5345	2898	7.5	54.2	113	593	7.5	11.1	114	1195	6.8	22.4	104	1110	8.3	20.8	126
RIPTIDE	N 6988	3665	9.5	52.4	110	783	9.9	11.2	115	1573	9.0	22.5	104	1309	9.8	18.7	113
SCARECROW & MRS. KING	C 10002	4647	12.0	46.5	97	902	11.4	9.0	92	1995	11.4	19.9	92	1750	13.1	17.5	106
SIMON & SIMON	C 10638	5408	13.9	50.8	106	1136	14.4	10.7	109	2351	13.5	22.1	102	1921	14.3	18.1	109
60 MINUTES	C 13293	6033	15.6	45.4	95	1164	14.7	8.8	90	2758	15.8	20.7	96	2111	15.8	15.9	96
ST. ELSEWHERE	N 7017	3787	9.8	50.4	113	740	9.4	10.5	108	1721	9.8	24.5	114	1326	9.9	18.9	114
THREE'S COMPANY	A 10917	5293	13.7	48.5	101												

COMPLETE PACKAGED PREPARED DISHES & DINNER MIXES (WITH MACARONI, NOODLES, OR SPAGHETTI): BRANDS
(FEMALE HOMEMAkers)

	TOTAL U.S. '000	BETTY CROCKER NOODLES				CHEF BOY-AR-DEE				GOLDEN GRAIN NOODLE RONI				KRAFT MACARONI & CHEESE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAkers	80986	3206	100.0	4.0	100	4482	100.0	5.5	100	3142	100.0	3.9	100	32619	100.0	40.3	100
18 - 24	9282	*311	9.7	3.4	85	*521	11.6	5.6	101	*271	8.6	2.9	75	3834	11.8	41.3	103
25 - 34	19072	876	27.3	4.6	116	1068	23.8	5.6	101	997	31.7	5.2	135	9227	28.3	48.4	120
35 - 44	14591	669	20.9	4.6	116	771	17.2	5.3	95	672	21.4	4.6	119	6687	20.5	45.8	114
45 - 54	11345	*478	14.9	4.2	106	746	16.6	6.6	119	*352	11.2	3.1	80	4940	15.1	43.5	108
55 - 64	11635	*471	14.7	4.0	102	582	13.0	5.0	90	*386	12.3	3.3	86	4165	12.8	35.8	89
65 OR OLDER	15061	*401	12.5	2.7	67	794	17.7	5.3	95	*463	14.7	3.1	79	3767	11.5	25.0	62
18 - 34	28354	1187	37.0	4.2	106	1589	35.5	5.6	101	1268	40.4	4.5	115	13061	40.0	46.1	114
18 - 49	48339	2130	66.4	4.4	111	2772	61.8	5.7	104	2147	68.3	4.4	114	22256	68.2	46.0	114
25 - 54	45008	2023	63.1	4.5	114	2585	57.7	5.7	104	2022	64.4	4.5	116	20854	63.9	46.3	115
35 - 49	19985	943	29.4	4.7	119	1183	26.4	5.9	107	878	27.9	4.4	113	9195	28.2	46.0	114
50 OR OLDER	32647	1076	33.6	3.3	83	1710	38.2	5.2	95	995	31.7	3.0	79	10364	31.8	31.7	79
GRADUATED COLLEGE	11155	*382	11.9	3.4	87	*477	10.6	4.3	77	*454	14.4	4.1	105	4251	13.0	38.1	95
ATTENDED COLLEGE	13682	*562	17.5	4.1	104	667	14.9	4.9	88	599	19.1	4.4	113	6023	18.5	44.0	109
GRADUATED HIGH SCHOOL	33880	1403	43.8	4.1	105	1934	43.2	5.7	103	1251	39.8	3.7	95	15135	46.4	44.7	110
DID NOT GRADUATE HIGH SCHOOL	22270	860	26.8	3.9	98	1406	31.4	6.3	114	838	26.7	3.8	97	7210	22.1	32.4	81
EMPLOYED	40306	1515	47.3	3.8	95	2276	50.8	5.6	102	1640	52.2	4.1	105	17221	52.8	42.7	106
EMPLOYED FULL-TIME	32850	1303	40.6	4.0	100	1956	43.6	6.0	108	1348	42.9	4.1	106	13795	42.3	42.0	104
EMPLOYED PART-TIME	7456	*212	6.6	2.8	72	*320	7.1	4.3	78	*292	9.3	3.9	101	3426	10.5	45.9	114
NOT EMPLOYED	40680	1691	52.7	4.2	105	2207	49.2	5.4	98	1501	47.8	3.7	95	15398	47.2	37.9	94
PROFESSIONAL/MANAGER	10392	*281	8.8	2.7	68	*444	9.9	4.3	77	*316	10.1	3.0	78	4058	12.4	39.0	97
TECH/CLERICAL/SALES	17574	745	23.2	4.2	107	789	17.6	4.5	81	898	28.6	5.1	132	7970	24.4	45.4	113
PRECISION/CRAFT	985	*77	2.4	7.8	197	*40	0.9	4.1	73	*42	1.3	4.3	110	*425	1.3	43.1	107
OTHER EMPLOYED	11354	*411	12.8	3.6	91	1004	22.4	8.8	160	*385	12.3	3.4	87	4769	14.6	42.0	104
SINGLE	9863	*433	13.5	4.4	111	505	11.3	5.1	93	*318	10.1	3.2	83	3686	11.3	37.4	93
MARRIED	51375	1916	59.8	3.7	94	2620	58.5	5.1	92	2117	67.4	4.1	106	22145	67.9	43.1	107
DIVORCED/SEPARATED/WIDOWED	19748	857	26.7	4.3	110	1357	30.3	6.9	124	706	22.5	3.6	92	6789	20.8	34.4	85
PARENTS	32590	1676	52.3	5.1	130	2005	44.7	6.2	111	1558	49.6	4.8	123	15984	49.0	49.0	122
WHITE	70416	2745	85.6	3.9	98	3825	85.3	5.4	98	2764	88.0	3.9	101	28912	88.6	41.1	102
BLACK	8778	*379	11.8	4.3	109	576	12.9	6.6	119	*307	9.8	3.5	90	3109	9.5	35.4	88
OTHER	1791	*82	2.6	4.6	116	*82	1.8	4.6	83	*70	2.2	3.9	101	*599	1.8	33.4	83
NORTHEAST-CENSUS	17786	563	17.6	3.2	80	758	16.9	4.3	77	843	26.8	4.7	122	6190	19.0	34.8	86
NORTH CENTRAL	20741	802	25.0	3.9	98	1161	25.9	5.6	101	576	18.3	2.8	72	9538	29.2	46.0	114
SOUTH	27775	1068	33.3	3.8	97	2089	46.6	7.5	136	827	26.3	3.0	77	11034	33.8	39.7	99
WEST	14683	*773	24.1	5.3	133	*474	10.6	3.2	58	895	28.5	6.1	157	5858	18.0	39.9	99
NORTHEAST-MKTG.	17961	605	18.9	3.4	85	849	18.9	4.7	85	876	27.9	4.9	126	5917	18.1	32.9	82
EAST CENTRAL	11885	474	14.8	4.0	101	886	19.8	7.5	135	448	14.3	3.8	97	5055	15.5	42.5	106
WEST CENTRAL	14090	*561	17.5	4.0	101	653	14.6	4.6	84	*418	13.3	3.0	76	6665	20.4	47.3	117
SOUTH	24081	809	25.2	3.4	85	1679	37.5	7.0	126	*583	18.6	2.4	62	9784	30.0	40.6	101
PACIFIC	12969	*756	23.6	5.8	147	*415	9.3	3.2	58	817	26.0	6.3	162	5198	15.9	40.1	100
COUNTY SIZE A	32439	1425	44.4	4.4	111	1544	34.4	4.8	86	1545	49.2	4.8	123	12238	37.5	37.7	94
COUNTY SIZE B	24915	1083	33.8	4.3	110	1258	28.1	5.0	91	856	27.2	3.4	89	10825	33.2	43.4	108
COUNTY SIZE C	12930	*446	13.9	3.4	87	863	19.3	6.7	121	*534	17.0	4.1	106	5364	16.4	41.5	103
COUNTY SIZE D	10703	*252	7.9	2.4	59	816	18.2	7.6	138	*206	6.6	1.9	50	4192	12.9	39.2	97
METRO CENTRAL CITY	24518	862	26.9	3.5	89	1177	26.3	4.8	87	995	31.7	4.1	105	9665	29.6	39.4	98
METRO SUBURBAN	35919	1663	51.9	4.6	117	1771	39.5	4.9	89	1454	46.3	4.0	104	14822	45.4	41.3	102
NON METRO	20549	681	21.2	3.3	84	1534	34.2	7.5	135	692	22.0	3.4	87	8133	24.9	39.6	98
TOP 5 ADI'S	18341	738	23.0	4.0	102	698	15.6	3.8	69	986	31.4	5.4	139	6726	20.6	36.7	91
TOP 10 ADI'S	25378	970	30.3	3.8	97	920	20.5	3.6	66	1213	38.6	4.8	123	9274	28.4	36.5	91
TOP 20 ADI'S	36488	1515	47.3	4.2	105	1678	37.4	4.6	83	1619	51.5	4.4	114	13800	42.3	37.8	94
HSHLD INC. \$50,000 OR MORE	6612	*222	6.9	3.4	85	*349	7.8	5.3	95	*292	9.3	4.4	114	2918	8.9	44.1	110
\$40,000 OR MORE	12659	*533	16.6	4.2	106	*546	12.2	4.3	78	*554	17.6	4.4	113	5375	16.5	42.5	105
\$30,000 OR MORE	24698	1228	38.3	5.0	126	1059	23.6	4.3	77	1161	37.0	4.7	121	10663	32.7	43.2	107
\$25,000 OR MORE	32077	1531	47.8	4.8	121	1495	33.4	4.7	84	1494	47.5	4.7	120	13964	42.8	43.5	108
\$20,000 - \$24,999	9144	*355	11.1	3.9	98	*490	10.9	5.4	97	*266	8.5	2.9	75	3742	11.5	40.9	102
\$15,000 - \$19,999	8728	*247	7.7	2.8	71	*432	9.6	4.9	89	*271	8.6	3.1	80	3482	10.7	39.9	99
\$10,000 - \$14,999	12562	*348	10.9	2.8	70	779	17.4	6.2	112	557	17.7	4.4	114	5311	16.3	42.3	105
UNDER \$10,000	18475	725	22.6	3.9	99	1287	28.7	7.0	126	553	17.6	3.0	77	6120	18.8	33.1	82
HOUSEHOLD OF 1 PERSON	11987	322	10.0	2.7	68	724	16.2	6.0	109	309	9.8	2.6	66	3194	9.8	26.6	66
2 PEOPLE	26577	912	28.4	3.4	87	1355	30.2	5.1	92	961	30.6	3.6	93	9453	29.0	35.6	88
3 OR 4 PEOPLE	30617	1488	46.4	4.9	123	1584	35.3	5.2	93	1424	45.3	4.7	120	14308	43.9	46.7	116
5 OR MORE PEOPLE	11804	*483	15.1	4.1	103	*819	18.3	6.9	125	*448	14.3	3.8	98	5664	17.4	48.0	119
NO CHILD IN HSHLD	46165	1457	45.4	3.2	80	2330	52.0	5.0	91	1526	48.6	3.3	85	15721	48.2	34.1	85
CHILD(REN) UNDER 2 YRS	5325	*232	7.2	4.4	110	*355	7.9	6.7	120	*206	6.6	3.9	100	2487	7.6	46.7	116
2 - 5 YEARS	14221	*482	15.0	3.4	86	779	17.4	5.5	99	*652	20.8	4.6	118	6620	20.3	46.6	116
6 - 11 YEARS	15117	771	24.0	5.1	129	930	20.7	6.2	111	841	26.8	5.6	143	7365	22.6	48.7	121
12 - 17 YEARS	16611	1059	33.0	6.4	161	1086	24.2	6.5	118	644	20.5	3.9	100	8307	25.5	50.0	124
RESIDENCE OWNED	55884	2220	69.2	4.0	100	3041	67.8	5.4	98	2098	66.8	3.8	97	22770	69.8	40.7	101
VALUE: \$50,000 OR MORE	31744	1355	42.3	3.3	108	1312	29.3	4.1	75	1261	40.1	4.0	102	13125	40.2	41.3	103
VALUE: UNDER \$50,000	24140	865	27.0	3.6	91	1729	38.6	7.2	129	837	26.6	3.5	89	9645	29.6	40.0	99

			TOTAL U.S. '000	BETTY CROCKER NOODLES				CHEF BOY-AR-DEE				GOLDEN GRAIN NOODLE RONI				KRAFT MACARONI & CHEESE			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL FEMALE HOMEOWNERS			80986	3206	100.0	4.0	100	4482	100.0	5.5	100	3142	100.0	3.9	100	32619	100.0	40.3	100
MAGAZINES	QUINTILE 1	15799	955	29.8	6.0	153	834	18.6	5.3	95	857	27.3	5.4	140	7018	21.5	44.4	110	
	QUINTILE 2	17259	695	21.7	4.0	102	1024	22.8	5.9	107	726	23.1	4.2	108	7508	23.0	43.5	108	
	QUINTILE 3	13545	*344	10.7	2.5	64	789	17.6	5.8	105	*445	14.2	3.3	85	5559	17.0	41.0	102	
	QUINTILE 4	15133	540	16.8	3.6	90	912	20.3	6.0	109	572	18.2	3.8	97	6078	18.6	40.2	100	
	QUINTILE 5	19250	672	21.0	3.5	88	923	20.6	4.8	87	542	17.3	2.8	73	6456	19.8	33.5	83	
NEWSPAPERS	QUINTILE 1	12413	*443	13.8	3.6	90	557	12.4	4.5	81	*430	13.7	3.5	89	4718	14.5	38.0	94	
	QUINTILE 2	24116	991	30.9	4.1	104	1406	31.4	5.8	105	923	29.4	3.8	99	9756	29.9	40.5	100	
	QUINTILE 3	11261	*447	13.9	4.0	100	674	15.0	6.0	108	530	16.9	4.7	121	5096	15.6	45.3	112	
	QUINTILE 4	20255	788	24.6	3.9	98	1191	26.6	5.9	106	726	23.1	3.6	92	8440	25.9	41.7	103	
	QUINTILE 5	12940	*537	16.7	4.1	105	655	14.6	5.1	91	*533	17.0	4.1	106	4610	14.1	35.6	88	
OUTDOOR	QUINTILE 1	14852	702	21.9	4.7	119	730	16.3	4.9	89	631	20.1	4.2	110	6386	19.6	43.0	107	
	QUINTILE 2	15725	674	21.0	4.3	108	827	18.5	5.3	95	588	18.7	3.7	96	6549	20.1	41.6	103	
	QUINTILE 3	16330	634	19.8	3.9	98	1055	23.5	6.5	117	722	23.0	4.4	114	6559	20.1	40.2	100	
	QUINTILE 4	16744	649	20.2	3.9	98	878	19.6	5.2	95	633	20.1	3.8	97	6866	21.0	41.0	102	
	QUINTILE 5	17334	*547	17.1	3.2	80	992	22.1	5.7	103	567	18.0	3.3	84	6259	19.2	36.1	90	
RADIO-DRIVE TIME	QUINTILE 1	15911	797	24.9	5.0	127	954	21.3	6.0	108	677	21.5	4.3	110	6850	21.0	43.1	107	
	QUINTILE 2	14837	*493	15.4	3.3	84	754	16.8	5.1	92	581	18.5	3.9	101	5881	18.0	39.6	98	
	QUINTILE 3	15339	670	20.9	4.4	110	828	18.5	5.4	98	576	18.3	3.8	97	6300	19.3	41.1	102	
	QUINTILE 4	16723	674	21.0	4.0	102	1070	23.9	6.4	116	574	18.3	3.4	88	6955	21.3	41.6	103	
	QUINTILE 5	18176	570	17.8	3.1	79	876	19.5	4.8	87	733	23.3	4.0	104	6633	20.3	36.5	91	
RADIO-MID- DAY	TERCILE 1	21020	958	29.9	4.6	115	1136	25.3	5.4	98	794	25.3	3.8	97	8661	26.6	41.2	102	
	TERCILE 2	21610	778	24.3	3.6	91	1353	30.2	6.3	113	864	27.5	4.0	103	9144	28.0	42.3	105	
	TERCILE 3	38355	1470	45.9	3.8	97	1993	44.5	5.2	94	1483	47.2	3.9	100	14814	45.4	38.6	96	
	QUINTILE 1	15988	810	25.3	5.1	128	884	19.7	5.5	100	601	19.1	3.8	97	6774	20.8	42.4	105	
	QUINTILE 2	15626	*523	16.3	3.3	85	813	18.1	5.2	94	616	19.6	3.9	102	6552	20.1	41.9	104	
RADIO-TOTAL	QUINTILE 3	16723	792	24.7	4.7	120	957	21.4	5.7	103	702	22.3	4.2	108	6736	20.7	40.3	100	
	QUINTILE 4	16342	589	18.4	3.6	91	983	21.9	6.0	109	636	20.2	3.9	100	6687	20.5	40.9	102	
	QUINTILE 5	16306	*491	15.3	3.0	76	846	18.9	5.2	94	586	18.7	3.6	93	5871	18.0	36.0	89	
	QUINTILE 1	15953	*552	17.2	3.5	87	874	19.5	5.5	99	647	20.6	4.1	105	6434	19.7	40.3	100	
	QUINTILE 2	16137	696	21.7	4.3	109	907	20.2	5.6	102	697	22.2	4.3	111	6816	20.9	42.2	105	
TV-PRIME TIME	QUINTILE 3	16420	625	19.5	3.8	96	973	21.7	5.9	107	627	20.0	3.8	98	6942	21.3	42.3	105	
	QUINTILE 4	16687	704	22.0	4.2	107	871	19.4	5.2	94	621	19.8	3.7	96	6476	19.9	38.8	96	
	QUINTILE 5	15789	630	19.7	4.0	101	857	19.1	5.4	98	551	17.5	3.5	90	5951	18.2	37.7	94	
	TERCILE 1	27736	1129	35.2	4.1	103	1737	38.8	6.3	113	1008	32.1	3.6	94	11120	34.1	40.1	100	
	TERCILE 2	26489	1055	32.9	4.0	101	1419	31.7	5.4	97	850	27.1	3.2	83	11023	33.8	41.6	103	
TV-DAYTIME	TERCILE 3	26761	1022	31.9	3.8	96	1326	29.6	5.0	90	1284	40.9	4.8	124	10477	32.1	39.2	97	
	QUINTILE 1	16345	642	20.0	3.9	99	1019	22.7	6.2	113	620	19.7	3.8	98	6406	19.6	39.2	97	
	QUINTILE 2	16447	624	19.5	3.8	96	984	22.0	6.0	108	607	19.3	3.7	95	6735	20.6	40.9	102	
	QUINTILE 3	15980	686	21.4	4.3	108	865	19.3	5.4	98	591	18.8	3.7	95	6656	20.4	41.7	103	
	QUINTILE 4	15887	570	17.8	3.6	91	762	17.0	4.8	87	720	22.9	4.5	117	6422	19.7	40.4	100	
TV-TOTAL	QUINTILE 5	16326	683	21.3	4.2	106	852	19.0	5.2	94	603	19.2	3.7	95	6400	19.6	39.2	97	
	MAGAZINES-NEWSPAPERS: DUAL	20721	996	31.1	4.8	121	1151	25.7	5.6	100	906	28.8	4.4	113	8739	26.8	42.2	105	
	MAGAZINE IMPERATIVE	19186	838	26.1	4.4	110	1110	24.8	5.8	105	949	30.2	4.9	127	8804	27.0	45.9	114	
	NEWSPAPER IMPERATIVE	21899	673	21.0	3.1	78	1164	26.0	5.3	96	707	22.5	3.2	83	8369	25.7	38.2	95	
	MAGAZINES-OUTDOOR: DUAL	15451	733	22.9	4.7	120	737	16.4	4.8	86	709	22.6	4.6	118	6984	21.4	45.2	112	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	25953	1063	33.2	4.1	103	1587	35.4	6.1	110	1071	34.1	4.1	106	10744	32.9	41.4	103	
	OUTDOOR IMPERATIVE	24400	906	28.3	3.7	94	1407	31.4	5.8	104	898	28.6	3.7	95	9457	29.0	38.8	96	
	MAGAZINES-RADIO: DUAL	18049	946	29.5	5.2	132	904	20.2	5.0	91	943	30.0	5.2	135	8212	25.2	45.5	113	
	MAGAZINE IMPERATIVE	23571	972	30.3	4.1	104	1449	32.3	6.1	111	953	30.3	4.0	104	9770	30.0	41.4	103	
	RADIO IMPERATIVE	23278	820	25.6	3.5	89	1346	30.0	5.8	104	675	21.5	2.9	75	8936	27.4	38.4	95	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	787	24.5	5.1	129	853	19.0	5.5	100	670	21.3	4.3	112	6875	21.1	44.5	110	
	TELEVISION IMPERATIVE	25829	1094	34.1	4.2	107	1401	31.3	5.4	98	1176	37.4	4.6	117	10973	33.6	42.5	105	
	MAGAZINES-TELEVISION: DUAL	26039	780	24.3	3.0	76	1564	34.9	6.0	109	838	26.7	3.2	83	9912	30.4	38.1	95	
	NEWSPAPERS-OUTDOOR: DUAL	16605	761	23.7	4.6	116	877	19.6	5.3	95	704	22.4	4.2	109	7048	21.6	42.4	105	
	NEWSPAPER IMPERATIVE	26834	918	28.6	3.4	86	1478	33.0	5.5	100	951	30.3	3.5	91	10388	31.8	38.7	96	
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	23346	1041	32.5	4.5	113	1344	30.0	5.8	104	957	30.5	4.1	106	9696	29.7	41.5	103	
	NEWSPAPERS-RADIO: DUAL	17133	684	21.3	4.0	101	878	19.6	5.1	93	568	18.1	3.3	85	7270	22.3	42.4	105	
	NEWSPAPER IMPERATIVE	25892	981	30.6	3.8	96	1449	32.3	5.6	101	1109	35.3	4.3	110	10034	30.8	38.8	96	
	RADIO IMPERATIVE	23167	1050	32.8	4.5	114	1379	30.8	6.0	108	996	31.7	4.3	111	9743	29.9	42.1	104	
	NEWSPAPERS-TELEVISION: DUAL	17159	626	19.5	3.6	92	1037	23.1	6.0	109	676	21.5	3.9	102	6753	20.7	39.4	98	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	26214	1078	33.6	4.1	104	1284	28.6	4.9	89	1012	32.2	3.9	100	10732	32.9	40.9	102	
	TELEVISION IMPERATIVE	23412	952	29.7	4.1	103	1435	32.0	6.1	111	838	26.7	3.6	92	9592	29.4	41.0	102	
	OUTDOOR-RADIO: DUAL	15303	645	20.1	4.2	106	856	19.1	5.6	101	652	20.8	4.3	110	6695	20.5	43.7	109	
	OUTDOOR IMPERATIVE	24901	1105	34.5	4.4	112	1317	29.4	5.3	96	1028	32.7	4.1	106	9971	30.6	40.0	99	
	RADIO IMPERATIVE	26492	1104	34.4	4.2	105	1451	32.4	5.5										

	TOTAL U.S. '000	BETTY CROCKER NOODLES				CHEF BOY-AR-DEE				GOLDEN GRAIN NOODLE RONI				KRAFT MACARONI & CHEESE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	3206	100.0	4.0	100	4482	100.0	5.5	100	3142	100.0	3.9	100	32619	100.0	40.3	100
ATLANTIC MONTHLY	415	**13	0.4	3.1	79	**23	0.5	5.5	100	**20	0.6	4.8	124	**163	0.5	39.3	98
BARRON'S	453	**4	0.1	0.9	22	**4	0.1	0.9	16	**21	0.7	4.6	119	**162	0.5	35.8	89
BETTER HOMES & GARDENS	16256	830	25.9	5.1	129	961	21.4	5.9	107	771	24.5	4.7	122	6864	21.0	42.2	105
BON APPETIT	2535	**140	4.4	5.5	140	**95	2.1	3.7	68	**156	5.0	6.2	159	915	2.8	36.1	90
BUSINESS WEEK	1278	**74	2.3	5.8	146	**62	1.4	4.9	88	**29	0.9	2.3	58	484	1.5	37.9	94
CAR AND DRIVER	378	**31	1.0	8.2	207	**27	0.6	7.1	129	**5	0.2	1.3	34	**130	0.4	34.4	85
CBS MAGAZINE NETWORK (GROSS)	1498	**99	3.1	6.6	167	**68	1.5	4.5	82	**104	3.3	6.9	179	722	2.2	48.2	120
CHANGING TIMES	1505	**74	2.3	4.9	124	**107	2.4	7.1	128	**148	4.7	9.8	253	606	1.9	40.3	100
COLONIAL HOMES	1231	**64	2.0	5.2	131	**52	1.2	4.2	76	**102	3.2	8.3	214	546	1.7	44.4	110
CONDE NAST MAG. PKG. (GROSS)	14146	686	21.4	4.8	123	581	13.0	4.1	74	650	20.7	4.6	118	6340	19.4	44.8	111
CONSUMERS DIGEST	1323	**30	0.9	2.3	57	**85	1.9	6.4	116	**54	1.7	4.1	105	572	1.8	43.2	107
COSMOPOLITAN	7102	280	8.7	3.9	100	369	8.2	5.2	94	375	11.9	5.3	136	3070	9.4	43.2	107
COUNTRY LIVING	2481	**159	5.0	6.4	162	**117	2.6	4.7	85	**137	4.4	5.5	142	1104	3.4	44.5	110
CUISINE	1472	**76	2.4	5.2	130	**68	1.5	4.6	83	**78	2.5	5.3	137	548	1.7	37.2	92
CYCLE WORLD	425	**27	0.8	6.4	160	**26	0.6	6.1	111	**45	1.4	10.6	273	*242	0.7	56.9	141
DCI:CREATIVE IDEAS FOR LIV	2510	**173	5.4	6.9	174	**103	2.3	4.1	74	**99	3.2	3.9	102	1097	3.4	43.7	109
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	300	9.4	4.5	113	388	8.7	5.8	105	267	8.5	4.0	103	2852	8.7	42.6	106
DISCOVER	894	**26	0.8	2.9	73	**32	0.7	3.6	65	**19	0.6	2.1	55	436	1.3	48.8	121
EBONY	3507	**148	4.6	4.2	107	308	6.9	8.8	159	**116	3.7	3.3	85	1359	4.2	38.8	96
ESQUIRE	1083	**40	1.2	3.7	93	**92	2.1	8.5	153	**34	1.1	3.1	81	427	1.3	39.4	98
ESSENCE	1830	**67	2.1	3.7	92	*208	4.6	11.4	205	**33	1.1	1.8	46	730	2.2	39.9	99
FAMILY CIRCLE	15930	847	26.4	5.3	134	856	19.1	5.4	97	**91	28.4	5.6	144	6886	21.1	43.2	107
THE FAMILY HANDYMAN	1126	**100	3.1	8.9	224	**58	1.3	5.2	93	**69	2.2	6.1	158	476	1.5	42.3	105
FAMILY WEEKLY	11468	414	12.9	3.6	91	766	17.1	6.7	121	558	17.8	4.9	125	4846	14.9	42.3	105
FIELD & STREAM	2234	**120	3.7	5.4	136	*160	3.6	7.2	129	**45	1.4	2.0	52	973	3.0	43.6	108
FOOD & WINE	579	**20	0.6	3.5	87	**16	0.4	2.8	50	**19	0.6	3.3	85	*262	0.8	45.3	112
FORBES	728	**23	0.7	3.2	80	**30	0.7	4.1	74	**30	1.0	4.1	106	*217	0.7	29.8	74
FORTUNE	906	**14	0.4	1.5	39	**45	1.0	5.0	90	**18	0.6	2.0	51	360	1.1	39.7	99
GLENNEN'S QUARTERLY	791	**18	0.6	2.3	57	**54	1.2	6.8	123	**23	0.7	2.9	75	411	1.3	52.0	129
GLAMOUR	5265	*215	6.7	4.1	103	276	6.2	5.2	95	*234	7.4	4.4	115	2382	7.3	45.2	112
GOLF DIGEST	636	**47	1.5	7.4	187	**83	1.9	13.1	236	**27	0.9	4.2	109	340	1.0	53.5	133
GOLF DIGEST/TENNIS (GROSS)	1186	**56	1.7	4.7	119	**102	2.3	8.6	155	**63	2.0	5.3	137	532	1.6	44.9	111
GOLF MAGAZINE	441	**59	1.8	13.4	338	**44	1.0	10.0	180	**19	0.6	4.3	111	*160	0.5	36.3	90
GOLF MAGAZINE/SKI (GROSS)	922	**75	2.3	8.1	205	**70	1.6	7.6	137	**48	1.5	5.2	134	393	1.2	42.6	106
GOOD HOUSEKEEPING	16487	751	23.4	4.6	115	893	19.9	5.4	98	786	25.0	4.8	123	7196	22.1	43.6	108
HARPER'S BAZAAR	2423	**104	3.2	4.3	108	**37	0.8	1.5	28	**120	3.8	5.0	128	1023	3.1	42.2	105
HEALTH	1994	**114	3.6	5.7	144	**118	2.6	5.9	107	**85	2.7	4.3	110	908	2.8	45.5	113
HEARST MAG CORP. BUY (GROSS)	44101	2161	67.4	4.9	124	2203	49.2	5.0	90	2224	70.8	5.0	130	19548	59.9	44.3	110
HEARST MAN POWER (GROSS)	1993	*196	6.1	9.8	248	*118	2.6	5.9	107	*153	4.9	7.7	198	992	3.0	49.8	124
HEARST WOMAN POWER (GROSS)	31274	1446	45.1	4.6	117	1681	37.5	5.4	97	1521	48.4	4.9	125	14001	42.9	44.8	111
HOUSE BEAUTIFUL	3623	*180	5.6	5.0	126	*167	3.7	4.6	83	*160	5.1	4.4	114	1475	4.5	40.7	101
INC.	283	*00	0.0	0.0	0	*5	0.1	1.8	32	*21	0.7	7.4	191	*144	0.4	50.9	126
JET	2928	*127	4.0	4.3	110	296	6.6	10.1	183	*81	2.6	2.8	71	1136	3.5	38.8	96
LADIES' HOME JOURNAL	11918	575	17.9	4.8	122	684	15.3	5.7	104	572	18.2	4.8	124	5441	16.7	45.7	113
LHJ FAMILY GRP COMBO(GROSS)	16764	857	26.7	5.1	129	970	21.6	5.8	105	827	26.3	4.9	127	7718	23.7	46.0	114
LIFE	4254	*194	6.1	4.6	115	232	5.2	5.5	99	*201	6.4	4.7	122	1764	5.4	41.5	103
L.A. TIMES HOME MAGAZINE	1145	**25	0.8	2.2	55	**28	0.6	2.4	44	**68	2.2	5.9	153	431	1.3	37.6	93
MADENOISELLE	2884	**147	4.6	5.1	129	**103	2.3	3.6	65	*103	3.3	3.6	92	1310	4.0	45.4	113
MC CALL'S	13460	714	22.3	5.3	134	777	17.3	5.8	104	599	19.1	4.5	115	6075	18.6	45.1	112
MC CALL'S/WRK MOTHER (GROSS)	14606	802	25.0	5.5	139	855	19.1	5.9	106	657	20.9	4.5	116	6637	20.3	45.4	113
MECHANIX ILLUSTRATED	772	**83	2.6	10.8	272	**38	0.8	4.9	89	**51	1.6	6.6	170	410	1.3	53.1	132
METROPOLITAN HOME	967	**32	1.0	3.3	84	**22	0.5	2.3	41	**47	1.5	4.9	125	388	1.2	40.1	100
MONEY	1588	*41	1.3	2.6	65	*70	1.6	4.4	80	*93	3.0	5.9	151	642	2.0	40.4	100
MOTHER EARTH NEWS	1002	**55	1.7	5.5	139	*61	1.4	6.1	110	*44	1.4	4.4	113	460	1.4	45.9	114
MS.	825	**29	0.9	3.5	89	*43	1.0	5.2	94	**19	0.6	2.3	59	341	1.0	41.3	103
NATIONAL ENQUIRER	10336	507	15.8	4.9	124	687	15.3	6.6	120	384	12.2	3.7	96	4759	14.6	46.0	114
NATIONAL GEOGRAPHIC	9597	431	13.4	4.5	113	377	8.4	3.9	71	449	14.3	4.7	121	4088	12.5	42.6	106
NATIONAL SUNDAY MAGAZINE PKG	49558	1960	61.1	4.0	100	2601	58.0	5.2	95	2052	65.3	4.1	107	20471	62.8	41.3	103
NATURAL HISTORY	573	*21	0.7	3.7	93	*13	0.3	2.3	41	*9	0.3	1.6	40	*240	0.7	41.9	104
NEW WOMAN	1699	*184	5.7	10.8	274	*67	1.5	3.9	71	*93	3.0	5.5	141	797	2.4	46.9	116
NEW YORK INCLUDING CUE	443	*11	0.3	2.5	63	*11	0.2	2.5	45	*19	0.6	4.3	111	*145	0.4	32.7	81
THE NEW YORKER	1270	**61	1.9	4.8	121	*62	1.4	4.9	88	*56	1.8	4.4	114	412	1.3	32.4	81
NEWSWEEK	6277	*280	8.7	4.5	113	301	6.7	4.8	87	299	9.5	4.8	123	2550	7.8	40.6	101
THE N.Y. TIMES DAILY EDITION	1205	**22	0.7	1.8	46	*47	1.0	3.9	70	*57	1.8	4.7	122	365	1.1	30.3	75
THE N.Y. TIMES MAGAZINE	2081	*50	1.6	2.4	61	*80	1.8	3.8	69	*100	3.2	4.8	124	549	1.7	26.4	65
OMNI	788	*8	0.2	1.0	26	*51	1.1	6.5	117	*35	1.1	4.4	114	337	1.0	42.8	106
ON CABLE	1158	*43	1.3	3.7	94	*88	2.0	7.6	137	*53	1.7	4.6	118	614	1.9	53.0	132
1001 HOME IDEAS	2852	*168	5.2	5.9	149	*169	3.8	5.9	107	*170	5.4	6.0	154	1369	4.2	48.0	119
ORGANIC GARDENING	1658	*55	1.7	3.3	84	*93	2.1	5.6	101	*87	2.8	5.2	135	673	2.1	40.6	101
OUTDOOR LIFE	896	*39	1.2	4.4	110	*36	0.8	4.0	73	*21	0.7	2.3	60	346	1.1	38.6	96
PARADE MAGAZINE	24275	1009	31.5	4.2	105	1231	27.5	5.1	92	916	29.2	3.8	97	9982	30.6	41.1	102

	TOTAL U.S. '000	BETTY CROCKER NOODLES				CHEF BOY-AR-DEE				GOLDEN GRAIN NOODLE RONI				KRAFT MACARONI & CHEESE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	3206	100.0	4.0	100	4482	100.0	5.5	100	3142	100.0	3.9	100	32619	100.0	40.3	100
PARENTS	3845	*190	5.9	4.9	125	*203	4.5	5.3	95	*167	5.3	4.3	112	2044	6.3	53.2	132
PENTHOUSE	831	*51	1.6	6.1	155	*19	0.4	2.3	41	*66	2.1	7.9	205	405	1.2	48.7	121
PEOPLE	11645	654	20.4	5.6	142	565	12.6	4.9	88	493	15.7	4.2	109	5302	16.3	45.5	113
PLAYBOY	2006	*119	3.7	5.9	150	*117	2.6	5.8	105	*105	3.3	5.2	135	908	2.8	45.3	112
POPULAR HOT RODDING	297	*18	0.6	6.1	153	*16	0.4	5.4	97	*20	0.6	6.7	174	*161	0.5	54.2	135
POPULAR MECHANICS	1018	*135	4.2	13.3	335	*46	1.0	4.5	82	*95	3.0	9.3	241	540	1.7	53.0	132
POPULAR SCIENCE	878	*107	3.3	12.2	308	*38	0.8	4.3	78	*64	2.0	7.3	188	432	1.3	49.2	122
PREVENTION	3913	*223	7.0	5.7	144	316	7.1	8.1	146	*172	5.5	4.4	113	1678	5.1	42.9	106
PSYCHOLOGY TODAY	1710	*62	1.9	3.6	92	*100	2.2	5.8	106	*85	2.7	5.0	128	784	2.4	45.8	114
READER'S DIGEST	22204	909	28.4	4.1	103	1253	28.0	5.6	102	978	31.1	4.4	114	9694	29.7	43.7	108
REDFERRE	7684	415	12.9	5.4	136	419	9.3	5.5	99	360	11.5	4.7	121	3735	11.5	48.6	121
ROAD & TRACK	410	*62	1.9	15.1	382	*9	0.2	2.2	40	*30	1.0	7.3	189	*216	0.7	52.7	131
ROLLING STONE	969	*64	2.0	6.6	167	*42	0.9	4.3	78	*62	2.0	6.4	165	492	1.5	50.8	126
RUNNER'S WORLD	298	*12	0.4	4.0	102	*6	0.1	2.0	36	*22	0.7	7.4	190	*141	0.4	47.3	117
SATURDAY EVENING POST	1169	*35	1.1	3.0	76	*57	1.3	4.9	88	*51	1.6	4.4	112	499	1.5	42.7	106
SCIENCE 84	587	*34	1.1	5.8	146	*38	0.8	6.5	117	*78	2.5	13.3	342	302	0.9	51.4	128
SCIENCE DIGEST	482	*38	1.2	7.9	199	*13	0.3	2.7	49	*47	1.5	9.8	251	*238	0.7	49.4	123
SCIENTIFIC AMERICAN	594	*40	1.2	6.7	170	*30	0.7	5.1	91	*13	0.4	2.2	56	*191	0.6	32.2	80
SELF	2089	*132	4.1	6.3	160	*79	1.8	3.8	68	*100	3.2	4.8	123	1014	3.1	48.5	121
SEVENTEEN	2411	*139	4.3	5.8	146	*119	2.7	4.9	89	*96	3.1	4.0	103	1051	3.2	43.6	108
SKI	480	*16	0.5	3.3	84	*26	0.6	5.4	98	*29	0.9	6.0	156	*233	0.7	48.5	121
SMITHSONIAN	2760	*87	2.7	3.2	80	*172	3.8	6.2	113	*118	3.8	4.3	110	1092	3.3	39.6	98
SOAP OPERA DIGEST	3013	*155	4.8	5.1	130	268	6.0	8.9	161	*104	3.3	3.5	89	1366	4.2	45.3	113
SOUTHERN LIVING	4184	*127	4.0	3.0	77	286	6.4	6.8	124	*168	5.3	4.0	103	1754	5.4	41.9	104
SPOUT	559	*35	1.1	6.3	158	*32	0.7	5.7	103	*45	1.4	8.1	207	*238	0.7	42.6	106
THE SPORTING NEWS	436	*5	0.2	1.1	29	*13	0.3	3.0	54	*18	0.6	4.1	106	*222	0.7	50.9	126
SPORTS AFIELD	493	*23	0.7	4.7	118	*59	1.3	12.0	216	*11	0.4	2.2	58	*214	0.7	43.4	108
SPORTS ILLUSTRATED	2758	*84	2.6	3.0	77	*144	3.2	5.2	94	*138	4.4	5.0	129	1299	4.0	47.1	117
STAR	7456	308	9.6	4.1	104	519	11.6	7.0	126	331	10.5	4.4	114	3187	9.8	42.7	106
SUNDAY	24936	1041	32.5	4.2	105	1212	27.0	4.9	88	1045	33.3	4.2	108	9922	30.4	39.8	99
SUNSET	2124	*191	6.0	9.0	227	*70	1.6	3.3	60	*195	6.2	9.2	237	851	2.6	40.1	99
TV GUIDE	21661	1028	32.1	4.7	120	1394	31.1	6.4	116	1008	32.1	4.7	120	9686	29.7	44.7	111
TENNIS	550	*10	0.3	1.8	46	*18	0.4	3.3	59	*36	1.1	6.5	169	*193	0.6	35.1	87
TIME	8880	*90	12.2	4.4	111	504	11.2	5.7	103	404	12.9	4.5	117	3536	11.8	43.2	107
TOWN & COUNTRY	917	*9	0.3	1.0	25	*30	0.7	3.3	59	*29	0.9	3.2	82	337	1.0	36.8	91
TRAVEL & LEISURE	972	*36	1.1	3.7	94	*41	0.9	4.2	76	*57	1.8	5.9	151	438	1.3	45.1	112
TRUE STORY	3356	*178	5.6	5.3	134	305	6.8	9.1	164	*192	6.1	5.7	147	1625	5.0	48.4	120
U.S. NEWS & WORLD REPORT	3410	*120	3.7	3.5	89	*175	3.9	5.1	93	*186	5.9	5.5	141	1505	4.6	44.1	110
USA TODAY	1759	*72	2.2	4.1	103	*66	1.5	3.8	68	*63	2.0	3.6	92	643	2.0	36.6	91
US	1873	*82	2.6	4.4	111	*70	1.6	3.7	68	*73	2.3	3.9	100	880	2.7	47.0	117
VOGUE	3909	*193	6.0	4.9	125	*123	2.7	3.1	57	*213	6.8	5.4	140	1695	5.0	41.8	104
WALL STREET JOURNAL	1886	*123	3.8	6.5	165	*110	2.5	5.8	105	*65	2.1	3.4	89	643	2.0	34.1	85
WEIGHT WATCHERS	2120	*158	4.9	7.5	188	*194	4.3	9.2	165	*132	4.2	6.2	160	917	2.8	43.3	107
WOMAN'S DAY	14172	645	20.1	4.6	115	732	16.3	5.2	93	735	23.4	5.2	134	6259	19.2	44.2	110
WORKING MOTHER	1146	*85	2.8	7.8	196	*77	1.7	6.7	121	*58	1.8	5.1	130	562	1.7	49.0	122
WORKING WOMAN	1322	*45	1.4	3.4	86	*87	1.9	6.6	119	*62	2.0	4.7	121	621	1.9	47.0	117
WORLD TENNIS	*163	*5	0.2	3.1	77	*13	0.3	8.0	144	*17	0.5	10.4	269	*27	0.1	16.6	41
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*130	4.1	5.1	130	*139	3.1	5.5	99	*134	4.3	5.3	136	1137	3.5	44.9	111
BLAIR INSERTS	43657	1704	53.3	3.9	99	2229	49.7	5.1	92	1672	53.2	3.8	99	17645	54.1	40.4	100
DAILY NEWSPAPERS																	
READ ANY	51633	2016	62.9	3.9	99	2933	65.4	5.7	103	1887	60.1	3.7	94	21128	64.8	40.9	102
READ ONE	43463	1707	53.2	3.9	99	2579	57.5	5.9	107	1673	53.2	3.8	99	18198	55.8	41.9	104
READ TWO OR MORE	8170	*308	9.6	3.8	95	355	7.9	4.3	79	*214	6.8	2.6	68	2930	9.0	35.9	89
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2044	63.8	3.9	98	2853	63.7	5.4	98	2106	67.0	4.0	103	21484	65.9	40.8	101
READ ONE	46126	1852	57.8	4.0	101	2564	57.2	5.6	100	1838	58.5	4.0	103	18810	57.7	40.8	101
READ TWO OR MORE	6552	*192	6.0	2.9	74	288	6.4	4.4	79	269	8.6	4.1	106	2674	8.2	40.8	101
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	31.36				25.35				27.04				28.97			
30 DAY REACH	71455	2880	89.8	4.0	102	3954	88.2	5.5	100	2886	91.9	4.0	104	29117	89.3	40.7	101
50 SHWG - 30 DAY AV FREQ	14.56	16.19				13.44				14.47				15.18			
30 DAY REACH	67742	2796	87.2	4.1	104	3753	83.7	5.5	100	2705	86.1	4.0	103	27809	85.3	41.1	102
25 SHWG - 30 DAY AV FREQ	7.94	8.59				7.36				7.71				8.20			
30 DAY REACH	62117	2605	81.3	4.2	106	3413	76.1	5.5	99	2515	80.0	4.0	104	25785	79.0	41.5	103
CABLE TV: HOME WIRED	32077	1511	47.1	4.7	119	1834	40.9	5.7	103	1429	45.5	4.5	115	14472	44.4	45.1	112
HOME NOT WIRED	48909	1695	52.9	3.5	88	2649	59.1	5.4	98	1713	54.5	3.5	90	18147	55.6	37.1	92
HAVE PAY CABLE	15935	846	26.4	5.3	134	1019	22.7	6.4	116	879	28.0	5.5	142	7832	24.0	49.1	122

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	BETTY CROCKER NOODLES				CHEF BOY-AR-DEE				GOLDEN GRAIN NOODLE RONI				KRAFT MACARONI & CHEESE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	3206	100.0	4.0	100	4482	100.0	5.5	100	3142	100.0	3.9	100	32619	100.0	40.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1849	57.7	4.2	106	2449	54.6	5.6	101	1717	54.6	3.9	101	18450	56.6	42.0	104
10:00 AM - 3:00 PM	30659	1301	40.6	4.2	107	1767	39.4	5.8	104	1150	36.6	3.8	97	12895	39.5	42.1	104
3:00 PM - 7:00 PM	31045	1352	42.2	4.4	110	1688	37.7	5.4	98	1256	40.0	4.0	104	13203	40.5	42.5	106
7:00 PM - MIDNIGHT	15767	769	24.0	4.9	123	1004	22.4	6.4	115	607	19.3	3.8	99	6586	20.2	41.8	104
MIDNIGHT - 6:00 AM	9120	423	13.2	4.6	117	576	12.9	6.3	114	317	10.1	3.5	90	4047	12.4	44.4	110
6:00 AM - MIDNIGHT	58527	2489	77.6	4.3	107	3414	76.2	5.8	105	2267	72.2	3.9	100	24531	75.2	41.9	104
ENTIRE DAY	59311	2504	78.1	4.2	107	3449	77.0	5.8	105	2288	72.8	3.9	99	24845	76.2	41.9	104
AVG DAILY M-F.CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	712	22.2	4.4	111	974	21.7	6.0	109	599	19.1	3.7	95	7049	21.6	43.6	108
ALL NEWS	2256	**101	3.2	4.5	113	**87	1.9	3.9	70	**134	4.3	5.9	153	748	2.3	33.2	82
AOR/PROGRESSIVE	3874	*142	4.4	3.7	93	*207	4.6	5.3	97	*236	7.5	6.1	157	1605	4.9	41.4	103
BEAUTIFUL MUSIC	5660	*252	7.9	4.5	112	300	6.7	5.3	96	*192	6.1	3.4	87	2263	6.9	40.0	99
BLACK	2204	**95	3.0	4.3	109	*181	4.0	8.2	148	**54	1.7	2.5	63	920	2.8	41.7	104
CLASSICAL	1418	**36	1.1	2.5	64	**36	0.8	2.5	46	**40	1.3	2.8	73	518	1.6	36.5	91
CHR/ROCK	9538	387	12.1	4.1	102	471	10.5	4.9	89	463	14.7	4.9	125	4211	12.9	44.1	110
COUNTRY	12648	553	17.2	4.4	110	783	17.5	6.2	112	477	15.2	3.8	97	5785	17.7	45.7	114
GOLDEN OLDIES	1191	**54	1.7	4.5	115	**88	2.0	7.4	134	**52	1.7	4.4	113	402	1.2	33.8	84
MOR/NOSTALGIA	4757	*148	4.6	3.1	79	*270	6.0	5.7	103	*177	5.6	3.7	96	1959	6.0	41.2	102
NEWS/TALK	3863	**165	5.1	4.3	108	*195	4.4	5.0	91	*141	4.5	3.7	94	1648	5.1	42.7	106
RELIGIOUS	3084	**114	3.6	3.7	93	*309	6.9	10.0	181	**78	2.5	2.5	65	1142	3.5	37.0	92
SOFT ROCK	521	**46	1.4	8.8	223	**25	0.6	4.8	87	**28	0.9	5.4	139	*199	0.6	38.2	95
URBAN CONTEMPORARY	1585	**68	2.1	4.3	108	**100	2.2	6.3	114	**79	2.5	5.0	128	601	1.8	37.9	94
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*145	4.5	4.4	112	*181	4.0	5.6	100	**97	3.1	3.0	77	1359	4.2	41.7	103
ABC DIRECTION	2316	**95	3.0	4.1	104	**148	3.3	6.4	115	**162	5.2	7.0	180	973	3.0	42.0	104
ABC ENTERTAINMENT	4834	*165	5.1	3.4	86	324	7.2	6.7	121	*163	5.2	3.4	87	2018	6.2	41.7	104
ABC FM	2202	**77	2.4	3.5	88	*142	3.2	6.4	117	**73	2.3	3.3	85	1039	3.2	47.2	117
ABC INFORMATION	5425	*257	8.0	4.7	120	354	7.9	6.5	118	*231	7.4	4.3	110	2402	7.4	44.3	110
ABC ROCK	1677	**117	3.6	7.0	176	**106	2.4	6.3	114	**67	2.1	4.0	103	775	2.4	46.2	115
CBS	4430	*216	6.7	4.9	123	260	5.8	5.9	106	*187	6.0	4.2	109	1962	6.0	44.3	110
MUTUAL	4992	*222	6.9	4.4	112	416	9.3	8.3	151	*191	6.1	3.8	99	2109	6.5	42.2	105
NBC	4679	*165	5.1	3.5	89	*239	5.3	5.1	92	*174	5.5	3.7	96	1919	5.9	41.0	102
RADIORADIO	1994	**30	0.9	1.5	38	**90	2.0	4.5	82	**46	1.5	2.3	59	849	2.6	42.6	106
RKO ONE	2298	**113	3.5	4.9	124	**120	2.7	5.2	94	**81	2.6	3.5	91	815	2.5	35.5	88
RKO TWO	3311	**130	4.1	3.9	99	*134	3.0	4.0	73	*141	4.5	4.3	110	1377	4.2	41.6	103
THE SOURCE	2114	**59	1.8	2.8	71	**102	2.3	4.8	87	**94	3.0	4.4	115	857	2.6	40.5	101
NON-WIRED : BLAIR	8654	416	13.0	4.8	121	379	8.5	4.4	79	379	12.1	4.4	113	3800	11.6	43.9	109
INTERNET	12025	479	14.9	4.0	101	686	15.3	5.7	103	617	19.6	5.1	132	4900	15.0	40.7	101
KATZ RADIO GROUP	15359	698	21.8	4.5	115	814	18.2	5.3	96	689	21.9	4.5	116	6372	19.5	41.5	103
SUPERNET	10628	476	14.8	4.5	113	676	15.1	6.4	115	282	9.0	2.7	68	4704	14.4	44.3	110
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	434	13.5	5.0	127	579	12.9	6.7	121	300	9.5	3.5	89	3336	10.2	38.5	96
WKDAY 9:00 AM - 1:00 PM	12163	501	15.6	4.1	104	740	16.5	6.1	110	451	14.4	3.7	96	4848	14.9	39.9	99
WKDAY 1:00 PM - 4:30 PM	16150	633	19.7	3.9	99	1031	23.0	6.4	115	568	18.1	3.5	91	6440	19.7	39.9	99
WKDAY 4:30 PM - 7:30 PM	22463	854	26.6	3.8	96	1309	29.2	5.8	105	812	25.8	3.6	93	8468	26.0	37.7	94
WKDAY 7:30 PM - 8:00 PM	31795	1178	36.7	3.7	94	1795	40.0	5.6	102	1175	37.4	3.7	95	12484	38.3	39.3	97
WKDAY 11:00 PM - 11:30 PM	23977	960	29.9	4.0	101	1432	32.0	6.0	108	942	30.0	3.9	101	9995	30.6	41.7	103
WKDAY 11:30 PM - 1:00 AM	7703	325	10.1	4.2	107	493	11.0	6.4	116	329	10.5	4.3	110	3358	10.3	43.6	108
M-SAT 8-11 PM+SUN 7-11 PM	33800	1316	41.0	3.9	98	1885	42.1	5.6	101	1375	43.8	4.1	105	13858	42.5	41.0	102
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	266	8.3	4.1	103	362	8.1	5.5	100	261	8.3	4.0	103	2778	8.5	42.5	105
ANOTHER WORLD	N 4620	148	4.6	3.2	81	322	7.2	7.0	126	*144	4.6	3.1	80	1746	5.4	37.8	94
AS THE WORLD TURNS	C 5614	246	7.7	4.4	111	391	8.7	7.0	126	157	5.0	2.8	72	2222	6.8	39.6	98
CAPITOL	C 3396	*126	3.9	3.7	94	240	5.4	7.1	128	*118	3.8	3.5	90	1346	4.1	39.6	98
CBS MORN. NEWS 1	C 1446	**43	1.3	3.0	75	*82	1.8	5.7	102	**23	0.7	1.6	41	525	1.6	36.3	90
CBS MORN. NEWS 2	C 1207	**38	1.2	3.1	80	*65	1.5	5.4	97	*117	0.5	1.4	36	387	1.2	32.1	80
DAYS OF OUR LIVES	N 5877	184	5.7	3.1	79	355	7.9	6.0	109	177	5.6	3.0	78	2275	7.0	38.7	96
FACTS OF LIFE - DAYTIME	N 2290	*91	2.8	4.0	100	167	3.7	7.3	132	*86	2.7	3.8	97	936	2.9	40.9	101
FAMILY FEUD	A 3023	*147	4.6	4.9	123	190	4.2	6.3	114	125	4.0	4.1	107	1246	3.8	41.2	102
GENERAL HOSPITAL	A 6097	240	7.5	3.9	99	349	7.8	5.7	103	219	7.0	3.6	93	2491	7.6	40.9	101
GOOD MORNING, AMERICA-730	A 3515	159	5.0	4.5	114	223	5.0	6.3	115	96	3.1	2.7	70	1443	4.4	41.1	102
GOOD MORNING, AMERICA-830	A 2818	*92	2.9	3.3	82	209	4.7	7.4	134	*71	2.3	2.5	65	1161	3.6	41.2	102
GUIDING LIGHT	C 5339	211	6.6	4.0	100	382	8.5	7.2	129	206	6.6	3.9	99	2159	6.6	40.4	100
ONE LIFE TO LIVE	A 4478	158	4.9	3.5	89	251	5.6	5.6	101	162	5.2	3.6	93	1938	5.9	43.3	107
PRESS YOUR LUCK	C 2244	*72	2.2	3.2	81	187	4.2	8.3	151	*73	2.3	3.3	84	965	3.0	43.0	107
PRICE IS RIGHT 1	C 4348	150	4.7	3.4	87	342	7.6	7.9	142	145	4.6	3.3	86	1796	5.5	41.3	103
PRICE IS RIGHT 2	C 5014	170	5.3	3.4	86	353	7.9	7.0	127	182	5.8	3.6	9				

		TOTAL U.S. '000	BETTY CROCKER NOODLES				CHEF BOY-AR-DEE				GOLDEN GRAIN NOODLE RONI				KRAFT MACARONI & CHEESE				
			A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	
TOTAL FEMALE HOMEMAKERS			80986	3206	100.0	4.0	100	4482	100.0	5.5	100	3142	100.0	3.9	100	32619	100.0	40.3	100
WKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY			26063	891	27.8	3.4	86	1533	34.2	5.9	106	753	24.0	2.9	74	9627	29.5	36.9	92
NETWORK AFFILIATES - LATE			20261	786	24.5	3.9	98	1208	27.0	6.0	108	753	24.0	3.7	96	8415	25.8	41.5	103
INDEPENDENTS - LATE			2076	*122	3.8	5.9	148	*79	1.8	3.8	69	102	3.2	4.9	127	737	2.3	35.5	88
TV EVENING NTWK 6 PM - 2 AM																			
A TEAM			N 10453	325	10.1	3.1	79	776	17.3	7.4	134	456	14.5	4.4	112	4531	13.9	43.3	108
ABC MONDAY NIGHT MOVIE			A 6412	*208	6.5	3.2	82	340	7.6	5.3	96	243	7.7	3.8	98	2503	7.7	39.0	97
ABC SUNDAY NIGHT MOVIE			A 12407	441	13.8	3.6	90	579	12.9	4.7	84	481	15.3	3.9	100	5074	15.6	40.9	100
ABC WORLD NEWS TONIGHT			A 6176	169	5.3	2.7	69	319	7.1	5.2	93	149	4.7	2.4	62	2348	7.2	38.0	90
AFTERMASH			C 5863	*259	8.1	4.4	112	381	8.5	6.5	117	*214	6.8	3.7	94	2357	7.2	40.2	100
ALICE			C 9594	413	12.9	4.3	109	649	14.5	6.8	122	373	11.9	3.9	100	3909	12.0	40.7	101
AMERICAN PARADE			C 6622	*208	6.5	3.1	79	357	8.0	5.4	97	253	8.1	3.8	98	2346	7.2	35.4	88
BENSON			A 10886	373	11.6	3.4	87	629	14.0	5.8	104	441	14.0	4.1	104	4324	13.3	39.7	99
BLUE THUNDER			A 5036	*184	5.7	3.7	92	331	7.4	6.6	119	*174	5.5	3.5	89	2245	6.9	44.6	111
CAGNEY & LACEY			C 9965	377	11.8	3.8	96	644	14.4	6.5	117	419	13.3	4.2	108	4407	13.5	44.2	110
CBS EVENING NEWS-DEAN			C 3491	**89	2.8	2.5	64	*167	3.7	4.8	86	*74	2.4	2.1	55	1103	3.4	31.6	78
CBS EVENING NEWS-RATHER			C 7123	233	7.3	3.3	83	514	11.5	7.2	130	167	5.3	2.3	60	2560	7.8	35.9	89
CBS SAT. NEWS-SCHIEFFER			C 3621	*132	4.1	3.6	92	206	4.6	5.7	103	86	2.7	2.4	61	1326	4.1	36.6	91
CBS SATURDAY NIGHT MOVIE			C 5436	173	5.4	3.2	80	276	6.2	5.1	92	207	6.6	3.8	98	2332	7.1	42.9	107
CBS WEDNESDAY NIGHT MOVIE			C 6100	207	6.5	3.4	86	371	8.3	6.1	110	198	6.3	3.2	84	2491	7.6	40.0	101
CHEERS			N 8889	349	10.9	3.9	99	487	10.9	5.5	99	444	14.1	5.0	129	3817	11.7	42.9	107
DALLAS			C 22109	873	27.2	3.9	100	1275	28.4	5.8	104	948	30.2	4.3	111	9375	28.7	42.4	105
DIFF'RENT STROKES			N 6940	*276	8.6	4.0	100	485	10.8	7.0	126	*251	8.0	3.6	93	2834	8.7	40.8	101
DOUBLE TROUBLE			N 7223	329	10.3	4.6	115	407	9.1	5.6	102	356	11.3	4.9	127	3156	9.7	43.7	108
DUCK FACTORY			N 5595	*167	5.2	3.0	75	304	6.8	5.4	98	282	9.0	5.0	130	2435	7.5	43.5	108
DUKES OF HAZZARD			C 5768	*195	6.1	3.4	85	384	8.6	6.7	120	*176	5.6	3.1	79	2328	7.1	40.4	100
DYNASTY			A 20053	788	24.6	3.9	99	1127	25.1	5.6	102	827	26.3	4.1	106	8345	25.6	41.6	103
FACTS OF LIFE			N 8087	366	11.4	4.5	114	474	10.6	5.9	106	376	12.0	4.6	120	3416	10.5	42.2	105
FALCON CREST			C 20046	781	24.4	3.9	98	1043	23.3	5.2	94	834	26.5	4.2	107	8142	25.0	40.6	101
FALL GUY			A 9084	329	10.3	3.6	91	640	14.3	7.0	127	326	10.4	3.6	93	3829	11.7	42.2	105
FAMILY TIES			N 7964	*272	8.5	3.4	86	474	10.6	6.0	108	368	11.7	4.6	119	3288	10.0	41.0	102
FANTASY ISLAND			A 7687	335	10.4	4.4	110	467	10.4	6.1	110	398	12.7	5.2	133	3104	9.5	40.4	100
FOULUPS, BLEEPs & BLUNDERS			A 8861	319	10.0	3.6	91	428	9.5	4.8	87	368	11.7	4.2	107	3704	11.4	41.8	104
FOUR SEASONS			C 5095	*285	8.9	5.6	141	*329	7.3	6.5	117	*209	6.7	4.1	106	2097	6.4	41.2	102
GIMME A BREAK			N 8838	326	10.2	3.7	93	544	12.1	6.2	111	428	13.6	4.8	125	3332	10.2	37.7	94
HART TO HART			A 8978	368	11.5	4.1	104	413	9.2	4.6	83	345	11.0	3.8	99	3819	11.7	42.5	106
HILL STREET BLUES			N 8590	460	14.3	5.4	135	482	10.8	5.6	101	414	13.2	4.8	124	3718	11.4	43.3	107
HOTEL			A 14085	492	15.3	3.5	88	735	16.4	5.2	94	671	21.4	4.8	123	5777	17.7	41.0	102
JEFFERSONS			C 9360	463	14.4	4.9	125	532	11.9	5.7	103	335	10.7	3.6	92	3815	11.7	40.8	101
JENNIFER SLEPT HERE			N 5841	332	10.4	5.7	144	397	8.9	6.8	123	319	10.2	5.5	141	2624	8.0	44.9	112
KATE & ALLIE			C 9206	379	11.8	4.1	104	587	13.1	6.4	115	353	11.2	3.8	99	4052	12.4	44.0	109
KNIGHT RIDER			N 7076	291	9.1	4.1	104	430	9.6	6.1	110	313	10.0	4.4	114	2964	9.1	41.9	104
LOVE BOAT			A 12219	557	17.4	4.6	115	677	15.1	5.5	100	556	17.7	4.6	117	4949	15.2	40.5	101
MAGNUM PI			C 11199	388	12.1	3.5	88	796	17.8	7.1	128	488	15.5	4.4	112	4650	14.3	41.5	103
MAMA'S FAMILY			N 6057	*275	8.6	4.5	115	355	7.9	5.9	106	*200	6.4	3.3	85	2448	7.5	40.4	100
MASTER, THE			N 3598	*135	4.2	3.8	95	*185	4.1	5.1	93	*178	5.7	4.9	128	1539	4.7	42.8	106
MATT HOUSTON			A 6344	*219	6.8	3.5	87	437	9.8	6.9	124	254	8.1	4.0	103	2779	8.5	43.8	109
NBC MONDAY NIGHT MOVIE			N 11994	415	12.9	3.5	87	736	16.4	6.1	111	501	15.9	4.2	108	5123	15.7	42.7	106
NBC NIGHTLY NEWS			N 5132	189	5.9	3.7	93	304	6.8	5.9	107	165	5.3	3.2	83	1882	5.8	36.7	91
NBC NIGHTLY NEWS-SAT			N 3375	**134	4.2	4.0	100	*217	4.8	6.4	116	*867	2.1	2.0	51	1123	3.4	33.3	83
NBC NIGHTLY NEWS-SUN			N 3130	**104	3.2	3.3	84	*171	3.8	5.5	99	*870	2.2	2.2	58	1036	3.2	33.1	82
NBC SUNDAY NIGHT MOVIE			N 8284	305	9.5	3.7	93	633	14.1	7.6	138	*352	11.2	4.2	110	3407	10.4	41.1	102
NEMHART			C 9240	418	13.0	4.5	114	494	11.0	5.3	97	412	13.1	4.5	115	3976	12.2	43.0	107
ONE DAY AT A TIME			C 7288	316	9.9	4.3	110	377	8.4	5.2	93	341	10.9	4.7	121	3179	9.7	43.6	108
PEOPLE ARE FUNNY			N 4855	*252	7.9	5.2	131	310	6.9	6.4	115	*174	5.5	3.6	92	2093	6.4	43.1	107
REAL PEOPLE			N 8869	337	10.5	3.8	96	531	11.8	6.0	108	347	11.0	3.9	101	3440	10.5	38.8	96
REMINGTON STEELE			N 7743	239	7.5	3.1	78	485	10.8	6.3	113	312	9.9	4.0	104	2466	10.0	42.2	105
RIPLEY'S BELIEVE IT - NOT			A 5345	*187	5.8	3.5	88	271	6.0	5.1	92	241	7.7	4.5	116	2466	7.6	46.1	115
RIPTIDE			N 6988	*208	6.5	3.0	75	406	9.1	5.8	105	323	10.3	4.6	119	3152	9.7	45.1	112
SCARECROW & MRS. KING			C 10002	338	10.5	3.4	85	610	13.6	6.1	110	369	11.7	3.7	95	3899	12.0	39.0	97
SIMON & SIMON			C 10638	439	13.7	4.1	104	795	17.7	7.5	135	395	12.6	3.7	96	4434	13.6	41.7	103
60 MINUTES			C 13293	828	13.3	3.2	81	726	16.2	5.5	99	454	14.4	3.4	88	5011	15.4	37.7	94
ST. ELSEWHERE			N 7017	288	9.0	4.1	104	451	10.1	6.4	116	284	9.0	4.0	104	3187	9.8	45.4	113
THREE'S COMPANY			A 10917	406	12.7	3.7	94	496	11.1	4.5	82	389	12.4	3.6	92	4529	13.9	41.5	103
T.J. HOOKER			A 9204	367	11.4	4.0	101	545	12.2	5.9	107	3							

	TOTAL U.S. '000	OTHER KRAFT DINNERS				LIPTON NOODLES & SAUCES				A	B	C	D	A	B	C	D
		A	B	C	D	A	B	C	D								
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4816	100.0	5.9	100	3543	100.0	4.4	100								
18 - 24	9282	782	16.2	8.4	142	*417	11.8	4.5	103								
25 - 34	19072	1250	26.0	6.6	110	1119	31.6	5.9	134								
35 - 44	14591	908	18.9	6.2	105	640	18.1	4.4	100								
45 - 54	11345	586	12.2	5.2	87	*414	11.7	3.6	83								
55 - 64	11635	*506	10.5	4.3	73	*528	14.9	4.5	104								
65 OR OLDER	15061	785	16.3	5.2	88	426	12.0	2.8	65								
18 - 34	28354	2031	42.2	7.2	120	1536	43.4	5.4	124								
18 - 49	48339	3290	68.3	6.8	114	2371	66.9	4.9	112								
25 - 54	45008	2744	57.0	6.1	103	2172	61.3	4.8	110								
35 - 49	19985	1259	26.1	6.3	106	835	23.6	4.2	96								
50 OR OLDER	32647	1526	31.7	4.7	79	1173	33.1	3.6	82								
GRADUATED COLLEGE	11155	525	10.9	4.7	79	*491	13.9	4.4	101								
ATTENDED COLLEGE	13682	830	17.2	6.1	102	659	18.6	4.8	110								
GRADUATED HIGH SCHOOL	33880	2116	43.9	6.2	105	1559	44.0	4.6	105								
DID NOT GRADUATE HIGH SCHOOL	22270	1345	27.9	6.0	102	835	23.6	3.7	86								
EMPLOYED	40306	2261	46.9	5.6	94	1861	52.5	4.6	106								
EMPLOYED FULL-TIME	32850	1900	39.5	5.8	97	1595	45.0	4.9	111								
EMPLOYED PART-TIME	7456	*361	7.5	4.8	81	*265	7.5	3.6	81								
NOT EMPLOYED	40680	2556	53.1	6.3	106	1683	47.5	4.1	95								
PROFESSIONAL/MANAGER	10392	*544	11.3	5.2	88	*414	11.7	4.0	91								
TECH/CLERICAL/SALES	17574	904	18.8	5.1	87	858	24.2	4.9	112								
PRECISION/CRAFT	985	**73	1.5	7.4	125	*27	0.8	2.7	63								
OTHER EMPLOYED	11354	739	15.3	6.5	109	562	15.9	4.9	113								
SINGLE	9863	721	15.0	7.3	123	466	13.2	4.7	108								
MARRIED	51375	2718	56.4	5.3	89	2317	65.4	4.5	103								
DIVORCED/SEPARATED/WIDOWED	19748	1377	28.6	7.0	117	761	21.5	3.9	88								
PARENTS	32590	2105	43.7	6.5	109	1494	42.2	4.6	105								
WHITE	70416	4027	83.6	5.7	96	3124	88.2	4.4	101								
BLACK	8778	689	14.3	7.8	132	*334	9.4	3.8	87								
OTHER	1791	**100	2.1	5.6	94	**86	2.4	4.8	110								
NORTHEAST-CENSUS	17786	520	10.8	2.9	49	986	27.8	5.5	127								
NORTH CENTRAL	20741	1584	32.9	7.6	128	724	20.4	3.5	80								
SOUTH	27775	2093	43.5	7.5	127	1200	33.9	4.3	99								
WEST	14683	619	12.9	4.2	71	*633	17.9	4.3	99								
NORTHEAST-MKTG.	17961	566	11.8	3.2	53	1060	29.9	5.9	135								
EAST CENTRAL	11885	792	16.4	6.7	112	423	11.9	3.6	81								
WEST CENTRAL	14090	1072	22.3	7.6	128	483	13.6	3.4	78								
SOUTH	24081	1857	38.6	7.7	130	990	27.9	4.1	94								
PACIFIC	12969	*530	11.0	4.1	69	*589	16.6	4.5	104								
COUNTY SIZE A	32439	1894	39.3	5.8	98	1583	44.7	4.9	112								
COUNTY SIZE B	24915	1299	27.0	5.2	88	1118	31.6	4.5	103								
COUNTY SIZE C	12930	768	15.9	5.9	100	*538	15.2	4.2	95								
COUNTY SIZE D	10703	856	17.8	8.0	134	*304	8.6	2.8	65								
METRO CENTRAL CITY	24518	1568	32.6	6.4	108	971	27.4	4.0	91								
METRO SUBURBAN	35919	1889	39.2	5.3	88	1848	52.2	5.1	118								
NON METRO	20549	1360	28.2	6.6	111	725	20.5	3.5	81								
TOP 5 ADI'S	18341	873	18.1	4.8	80	993	28.0	5.4	124								
TOP 10 ADI'S	25378	1383	28.7	5.4	92	1208	34.1	4.8	109								
TOP 20 ADI'S	36488	2063	42.8	5.7	95	1729	48.8	4.7	108								
MSHLD INC. \$50,000 OR MORE	6612	**304	6.3	4.6	77	**307	8.7	4.6	106								
\$40,000 OR MORE	12659	*568	11.8	4.5	75	*564	15.9	4.5	102								
\$30,000 OR MORE	24698	1340	27.8	5.4	91	1324	37.4	5.4	123								
\$25,000 OR MORE	32077	1745	36.2	5.4	91	1672	47.2	5.2	119								
\$20,000 - \$24,999	9144	*498	10.3	5.4	92	*300	8.5	3.3	75								
\$15,000 - \$19,999	8728	577	12.0	6.6	111	*295	8.3	3.4	77								
\$10,000 - \$14,999	12562	631	13.1	5.0	84	*454	12.8	3.6	83								
UNDER \$10,000	18475	1365	28.3	7.4	124	823	23.2	4.5	102								
HOUSEHOLD OF 1 PERSON	11987	606	12.6	5.1	85	390	11.0	3.3	74								
2 PEOPLE	26577	1599	33.2	6.0	101	1241	35.0	4.7	107								
3 OR 4 PEOPLE	30617	1747	36.3	5.7	96	1414	39.9	4.6	106								
5 OR MORE PEOPLE	11804	864	17.9	7.3	123	*498	14.1	4.2	96								
NO CHILD IN MSHLD	46165	2538	52.7	5.5	92	1933	54.6	4.2	96								
CHILD(REN) UNDER 2 YRS	5325	*427	8.9	8.0	135	**172	4.9	3.2	74								
2 - 5 YEARS	14221	1016	21.1	7.1	120	652	18.4	4.6	105								
6 - 11 YEARS	15117	1006	20.9	6.7	112	735	20.7	4.9	111								
12 - 17 YEARS	16611	1028	21.3	6.2	104	730	20.6	4.4	100								
RESIDENCE OWNED	55884	3119	64.8	5.6	94	2330	65.8	4.2	95								
VALUE: \$50,000 OR MORE	31744	1488	30.9	4.7	79	1345	38.0	4.2	97								
VALUE: UNDER \$50,000	24140	1631	33.9	6.8	114	984	27.8	4.1	93								

			TOTAL U.S. '000	OTHER KRAFT DINNERS				LIPTON NOODLES & SAUCES											
				A	B	C	D	A	B	C	D								
				'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX				
TOTAL FEMALE HOMEMAKERS			80986	4816	100.0	5.9	100	3543	100.0	4.4	100								
MAGAZINES	QUINTILE 1	15799	1105	22.9	7.0	118	898	25.3	5.7	130									
	QUINTILE 2	17259	1037	21.5	6.0	101	909	25.7	5.3	120									
	QUINTILE 3	13545	834	17.3	6.2	104	612	17.3	4.5	103									
	QUINTILE 4	15133	804	16.7	5.3	89	561	15.8	3.7	85									
	QUINTILE 5	19250	1036	21.5	5.4	91	564	15.9	2.9	67									
NEWSPAPERS	QUINTILE 1	12413	549	11.4	4.4	74	484	13.7	3.9	89									
	QUINTILE 2	24116	1381	28.7	5.7	96	1166	32.9	4.8	111									
	QUINTILE 3	11261	868	18.0	7.7	130	*575	16.2	5.1	117									
	QUINTILE 4	20255	1208	25.1	6.0	100	852	24.0	4.2	96									
	QUINTILE 5	12940	811	16.8	6.3	105	*467	13.2	3.6	82									
OUTDOOR	QUINTILE 1	14852	914	19.0	6.2	103	905	25.5	6.1	139									
	QUINTILE 2	15725	963	20.0	6.1	103	582	16.4	3.7	85									
	QUINTILE 3	16330	925	19.2	5.7	95	866	24.4	5.3	121									
	QUINTILE 4	16744	1090	22.6	6.5	109	638	18.0	3.8	87									
	QUINTILE 5	17334	924	19.2	5.3	90	553	15.6	3.2	73									
RADIO-DRIVE TIME	QUINTILE 1	15911	1010	21.0	6.3	107	782	22.1	4.9	112									
	QUINTILE 2	14837	814	16.9	5.5	92	485	13.7	3.3	75									
	QUINTILE 3	15339	972	20.2	6.3	107	711	20.1	4.6	106									
	QUINTILE 4	16723	1074	22.3	6.4	108	814	23.0	4.9	111									
	QUINTILE 5	18176	947	19.7	5.2	88	752	21.2	4.1	95									
RADIO-MID- DAY	TERCILE 1	21020	1326	27.5	6.3	106	1003	28.3	4.8	109									
	TERCILE 2	21610	1373	28.5	6.4	107	1068	30.1	4.9	113									
	TERCILE 3	38355	2118	44.0	5.5	93	1473	41.6	3.8	88									
RADIO-TOTAL	QUINTILE 1	15988	1004	20.8	6.3	106	767	21.6	4.8	110									
	QUINTILE 2	15626	952	19.8	6.1	102	589	16.6	3.8	86									
	QUINTILE 3	16723	1039	21.6	6.2	104	761	21.5	4.6	104									
	QUINTILE 4	16342	1035	21.5	6.3	107	828	23.4	5.1	116									
	QUINTILE 5	16306	786	16.3	4.8	81	598	16.9	3.7	84									
TV-PRIME TIME	QUINTILE 1	15953	1049	21.8	6.6	111	705	19.9	4.4	101									
	QUINTILE 2	16137	809	16.8	5.0	84	796	22.5	4.9	113									
	QUINTILE 3	16420	1058	22.0	6.4	108	743	21.0	4.5	103									
	QUINTILE 4	16687	1117	23.2	6.7	113	649	18.3	3.9	89									
	QUINTILE 5	15789	783	16.3	5.0	83	650	18.3	4.1	94									
TV-DAYTIME	TERCILE 1	27736	1620	33.6	5.8	98	1248	35.2	4.5	103									
	TERCILE 2	26489	1752	36.4	6.6	111	1187	33.5	4.5	102									
	TERCILE 3	26761	1444	30.0	5.4	91	1109	31.3	4.1	95									
TV-TOTAL	QUINTILE 1	16345	937	19.5	5.7	96	823	23.2	5.0	115									
	QUINTILE 2	16447	975	20.2	5.9	100	706	19.9	4.3	98									
	QUINTILE 3	15980	1020	21.2	6.4	107	590	16.7	3.7	84									
	QUINTILE 4	15887	999	20.7	6.3	106	764	21.6	4.8	110									
	QUINTILE 5	16326	885	18.4	5.4	91	661	18.7	4.0	93									
MAGAZINES-NEWSPAPERS: DUAL			20721	1266	26.3	6.1	103	1046	29.5	5.0	115								
MAGAZINE IMPERATIVE			19186	1313	27.3	6.8	115	1046	29.5	5.5	125								
NEWSPAPER IMPERATIVE			21899	1201	24.9	5.5	92	835	23.6	3.8	87								
MAGAZINES-OUTDOOR: DUAL			15451	1035	21.5	6.7	113	867	24.5	5.6	128								
MAGAZINE IMPERATIVE			25953	1675	34.8	6.5	109	1281	36.2	4.9	113								
OUTDOOR IMPERATIVE			24400	1363	28.3	5.6	94	1008	28.5	4.1	94								
MAGAZINES-RADIO: DUAL			18049	1340	27.8	7.4	125	920	26.0	5.1	117								
MAGAZINE IMPERATIVE			23571	1275	26.5	5.4	91	1289	36.4	5.5	125								
RADIO IMPERATIVE			23278	1263	26.2	5.4	91	825	23.3	3.5	81								
MAGAZINES-TELEVISION: DUAL			15459	1014	21.1	6.6	110	917	25.9	5.9	136								
MAGAZINE IMPERATIVE			25829	1665	34.6	6.4	108	1195	33.7	4.6	106								
TELEVISION IMPERATIVE			26039	1461	30.3	5.6	94	957	27.0	3.7	84								
NEWSPAPERS-OUTDOOR: DUAL			16605	1038	21.6	6.3	105	824	23.3	5.0	113								
NEWSPAPER IMPERATIVE			26834	1413	29.3	5.3	89	1149	32.4	4.3	98								
OUTDOOR IMPERATIVE			23346	1470	30.5	6.3	106	1161	32.8	5.0	114								
NEWSPAPERS-RADIO: DUAL			17133	861	17.9	5.0	85	737	20.8	4.3	98								
NEWSPAPER IMPERATIVE			25892	1477	30.7	5.7	96	1273	35.9	4.9	112								
RADIO IMPERATIVE			23167	1609	33.4	6.9	117	1036	29.2	4.5	102								
NEWSPAPERS-TELEVISION: DUAL			17159	894	18.6	5.2	88	770	21.7	4.5	103								
NEWSPAPER IMPERATIVE			26214	1578	32.8	6.0	101	1183	33.4	4.5	103								
TELEVISION IMPERATIVE			23412	1581	32.8	6.8	114	1008	28.5	4.3	98								
OUTDOOR-RADIO: DUAL			15303	986	20.5	6.4	108	710	20.0	4.6	106								
OUTDOOR IMPERATIVE			24901	1419	29.5	5.7	96	1289	36.4	5.2	118								
RADIO IMPERATIVE			26492	1566	32.5	5.9	99	1070	30.2	4.0	92								
OUTDOOR-TELEVISION: DUAL			14794	874	18.1	5.9	99	703	19.8	4.8	109								
OUTDOOR IMPERATIVE			25437	1498	31.1	5.9	99	1230	34.7	4.8	111								
TELEVISION IMPERATIVE			27877	1653	34.3	5.9	100	1166	32.9	4.2	96								
RADIO-TELEVISION: DUAL			15996	967	20.1	6.0	102	713	20.1	4.5	102								
RADIO IMPERATIVE			25478	1598	33.2	6.3	105	1085	30.6	4.3	97								
TELEVISION IMPERATIVE			26573	1528	31.7	5.8	97	1198	33.8	4.5	103								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	OTHER KRAFT DINNERS				LIPTON NOODLES & SAUCES				A	B	C	D	A	B	C	D
		A	B	C	D	A	B	C	D								
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4816	100.0	5.9	100	3543	100.0	4.4	100								
ATLANTIC MONTHLY	415	**42	0.9	10.1	170	**8	0.2	1.9	44								
BARRON'S	453	**11	0.2	2.4	41	**2	0.1	0.4	10								
BETTER HOMES & GARDENS	16256	1200	24.9	7.4	124	831	23.5	5.1	117								
BON APPETIT	2535	**87	1.8	3.4	58	**114	3.2	4.5	103								
BUSINESS WEEK	1278	**88	1.8	6.9	116	**40	1.1	3.1	72								
CAR AND DRIVER	378	**15	0.3	4.0	67	**39	1.1	10.3	236								
CBS MAGAZINE NETWORK (GROSS)	1498	**97	2.0	6.5	109	**138	3.9	9.2	211								
CHANGING TIMES	1505	**131	2.7	8.7	146	**83	2.3	5.5	126								
COLONIAL HOMES	1231	**87	1.8	7.1	119	**49	1.4	4.0	91								
CONDE NAST MAG. PKG. (GROSS)	14146	1259	26.1	8.9	150	545	15.4	3.9	88								
CONSUMERS DIGEST	1323	**62	1.3	4.7	79	**61	1.7	4.6	105								
COSMOPOLITAN	7102	506	10.5	7.1	120	394	11.1	5.5	127								
COUNTRY LIVING	2481	*177	3.7	7.1	120	**139	3.9	5.6	128								
CUISINE	1472	**82	1.7	5.6	94	**102	2.9	6.9	158								
CYCLE WORLD	425	**28	0.6	6.6	111	**39	1.1	9.2	210								
DCI:CREATIVE IDEAS FOR LIV	2510	*146	3.0	5.8	98	**135	3.8	5.4	123								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	483	10.0	7.2	121	339	9.6	5.1	116								
DISCOVER	894	**65	1.3	7.3	122	**63	1.8	7.0	161								
EQ&W	3507	326	6.8	9.3	156	*152	4.3	4.3	99								
ESQUIRE	1083	**102	2.1	9.4	158	**33	0.9	3.0	70								
ESSENCE	1830	*149	3.1	8.1	137	**60	1.7	3.3	75								
FAMILY CIRCLE	15930	908	18.9	5.7	96	882	24.9	5.5	127								
THE FAMILY HANDYMAN	1126	**81	1.7	7.2	121	**90	2.5	8.0	183								
FAMILY WEEKLY	11468	688	14.3	6.0	101	562	15.9	4.9	112								
FIELD & STREAM	2234	*144	3.0	6.4	108	**95	2.7	4.3	97								
FOOD & WINE	579	**14	0.3	2.4	41	**44	1.2	7.6	174								
FOUNDS	728	**12	0.2	1.6	28	**27	0.8	3.7	85								
FORTUNE	906	**35	0.7	3.9	65	**55	1.6	6.1	139								
GLENNEN'S QUARTERLY	791	**68	1.4	8.6	145	**8	0.2	1.0	23								
GLAMOUR	5265	480	10.0	9.1	153	*171	4.8	3.2	74								
GOLF DIGEST	636	**34	0.7	5.3	90	**31	0.9	4.9	111								
GOLF DIGEST/TENNIS (GROSS)	1186	**87	1.8	7.3	123	**38	1.1	3.2	73								
GOLF MAGAZINE	441	**24	0.5	5.4	92	**24	0.7	5.4	124								
GOLF MAGAZINE/SKI (GROSS)	922	**46	1.0	5.0	84	**24	0.7	2.6	60								
GOOD HOUSEKEEPING	16487	971	20.2	5.9	99	792	22.4	4.8	110								
HARPER'S BAZAAR	2423	*166	3.4	6.9	115	**52	1.5	2.1	49								
HEALTH	1994	**106	2.2	5.3	89	**131	3.7	6.6	150								
HEARST MAG CORP. BUY (GROSS)	44101	3026	62.8	6.9	115	2112	59.6	4.8	109								
HEARST MAN POWER (GROSS)	1993	*151	3.1	7.6	127	**98	2.8	4.9	112								
HEARST WOMAN POWER (GROSS)	31274	2169	45.0	6.9	117	1559	44.0	5.0	114								
HOUSE BEAUTIFUL	3623	*205	4.3	5.7	95	*179	5.1	4.9	113								
INC.	283	**19	0.4	6.7	113	**13	0.4	4.6	105								
JET	2928	298	6.2	10.2	171	*118	3.3	4.0	92								
LADIES' HOME JOURNAL	11918	881	18.3	7.4	124	645	18.2	5.4	124								
LHJ FAMILY GRP COMBO(GROSS)	16764	1177	24.4	7.0	118	958	27.0	5.7	131								
LIFE	4254	326	6.8	7.7	129	*196	5.5	4.6	105								
L.A. TIMES HOME MAGAZINE	1145	**58	1.2	5.1	85	**20	0.6	1.7	40								
MADMOISELLE	2884	*308	6.4	10.7	180	**115	3.2	4.0	91								
MC CALL'S	13460	918	19.1	6.8	115	730	20.6	5.4	124								
MC CALL'S/MRK MOTHER (GROSS)	14606	1011	21.0	6.9	116	817	23.1	5.6	128								
MECHANIX ILLUSTRATED	772	**32	0.7	4.1	70	**62	1.7	8.0	184								
METROPOLITAN HOME	967	**40	0.8	4.1	70	**45	1.3	4.7	106								
MONEY	1588	**148	3.1	9.3	157	**45	1.3	2.8	65								
MOTHER EARTH NEWS	1002	**22	0.5	2.2	37	**40	1.1	4.0	91								
MS.	825	**80	1.7	9.7	163	**31	0.9	3.8	86								
NATIONAL ENQUIRER	10336	823	17.1	8.0	134	492	13.9	4.8	109								
NATIONAL GEOGRAPHIC	9597	607	12.6	6.3	106	384	10.8	4.0	91								
NATIONAL SUNDAY MAGAZINE PKG	49558	2832	58.8	5.7	96	2358	66.6	4.8	109								
NATURAL HISTORY	573	**56	1.2	9.8	164	**18	0.5	3.1	72								
NEW WOMAN	1699	*127	2.6	7.5	126	**83	2.3	4.9	112								
NEW YORK INCLUDING CUE	443	**26	0.5	5.9	99	**18	0.5	4.1	93								
THE NEW YORKER	1270	**54	1.1	4.3	72	**68	1.9	5.4	122								
NEWSWEEK	6277	413	8.6	6.6	111	284	8.0	4.5	103								
THE N.Y. TIMES DAILY EDITION	1205	**17	0.4	1.4	24	**17	0.5	1.4	32								
THE N.Y. TIMES MAGAZINE	2081	**15	0.3	0.7	12	**66	1.9	3.2	72								
OWN	788	**70	1.5	8.9	149	**42	1.2	5.3	122								
ON CABLE	1158	**69	1.4	6.0	100	**36	1.0	3.1	71								
1001 HOME IDEAS	2852	*191	4.0	6.7	113	**182	5.1	6.4	146								
ORGANIC GARDENING	1658	**65	1.3	3.9	66	**71	2.0	4.3	98								
OUTDOOR LIFE	896	**48	1.0	5.4	90	**16	0.5	1.8	41								
PARADE MAGAZINE	24275	1329	27.6	5.5	92	1242	35.1	5.1	117								

	TOTAL U.S. '000	OTHER KRAFT DINNERS				LIPTON NOODLES & SAUCES				A B C D				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	4816	100.0	5.9	100	3543	100.0	4.4	100								
PARENTS	3845	253	5.3	6.6	111	*267	7.5	6.9	159								
PENTHOUSE	831	**83	1.7	10.0	168	**40	1.1	4.8	110								
PEOPLE	11645	864	17.9	7.4	125	503	14.2	4.3	99								
PLAYBOY	2006	**129	2.7	6.4	108	**71	2.0	3.5	81								
POPULAR HOT RODDING	297	**22	0.5	7.4	125	**34	1.0	11.4	262								
POPULAR MECHANICS	1018	**77	1.6	7.6	127	**53	1.5	5.2	119								
POPULAR SCIENCE	878	**63	1.3	7.2	121	**100	2.8	11.4	260								
PREVENTION	3913	*207	4.3	5.3	89	*189	5.3	4.8	110								
PSYCHOLOGY TODAY	1710	*130	2.7	7.6	128	**84	2.4	4.9	112								
READER'S DIGEST	22204	1502	31.2	6.8	114	1119	31.6	5.0	115								
REDBOOK	7684	692	14.4	9.0	151	373	10.5	4.9	111								
ROAD & TRACK	410	**25	0.5	6.1	103	**90	2.5	22.0	502								
ROLLING STONE	969	**49	1.0	5.1	85	**38	1.1	3.9	90								
RUNNER'S WORLD	298	**40	0.8	13.4	226	**9	0.3	3.0	69								
SATURDAY EVENING POST	1169	**83	1.7	7.1	119	**56	1.6	4.8	109								
SCIENCE 84	587	**33	0.7	5.6	95	**44	1.2	7.5	171								
SCIENCE DIGEST	482	**37	0.8	7.7	129	**33	0.9	6.8	156								
SCIENTIFIC AMERICAN	594	**88	1.8	14.8	249	**19	0.5	3.2	73								
SELF	2089	*201	4.2	9.6	162	**99	2.8	4.7	108								
SEVENTEEN	2411	*167	3.5	6.9	116	**58	1.6	2.4	55								
SKI	480	**22	0.5	4.6	77	**0	0.0	0.0	0								
SMITHSONIAN	2760	*136	2.8	4.9	83	**105	3.0	3.8	87								
SOAP OPERA DIGEST	3013	*236	4.9	7.8	132	*145	4.1	4.8	110								
SOUTHERN LIVING	4184	337	7.0	8.1	135	*204	5.8	4.9	111								
SPORT	559	**26	0.5	4.7	78	**48	1.4	8.6	196								
THE SPORTING NEWS	436	**30	0.6	6.9	116	**1	0.0	0.2	5								
SPORTS AFIELD	493	**37	0.8	7.5	126	**12	0.3	2.4	56								
SPORTS ILLUSTRATED	2758	*252	5.2	9.1	154	*201	5.7	7.3	167								
STAR	7456	546	11.3	7.3	123	357	10.1	4.8	109								
SUNDAY	24936	1457	30.3	5.8	98	1072	30.3	4.3	98								
SUNSET	2124	**92	1.9	4.3	73	**107	3.0	5.0	115								
TV GUIDE	21661	1281	26.6	5.9	99	1007	28.4	4.6	106								
TENNIS	550	**53	1.1	9.6	162	**7	0.2	1.3	29								
TIME	8880	546	11.3	6.1	103	433	12.2	4.9	111								
TOWN & COUNTRY	917	**68	1.4	7.4	125	**25	0.7	2.7	62								
TRAVEL & LEISURE	972	**57	1.2	5.9	99	**48	1.4	4.9	113								
TRUE STORY	3356	318	6.6	9.5	159	*164	4.6	4.9	112								
U.S. NEWS & WORLD REPORT	3410	*199	4.1	5.8	98	*151	4.3	4.4	101								
USA TODAY	1759	*105	2.2	6.0	100	**48	1.4	2.7	62								
US	1873	*170	3.5	9.1	153	**96	2.7	5.1	117								
VOGUE	3909	*270	5.6	6.9	116	*160	4.5	4.1	94								
WALL STREET JOURNAL	1886	**94	2.0	5.0	84	**107	3.0	5.7	130								
WEIGHT WATCHERS	2120	*202	4.2	9.5	160	**97	2.7	4.6	105								
WOMAN'S DAY	14172	879	18.3	6.2	104	725	20.5	5.1	117								
WORKING MOTHER	1146	**93	1.9	8.1	136	**87	2.5	7.6	174								
WORKING WOMAN	1322	*136	2.8	10.3	173	**40	1.1	3.0	69								
WORLD TENNIS	*163	**13	0.3	8.0	134	**3	0.1	1.8	42								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*200	4.2	7.9	133	**123	3.5	4.9	111								
BLAIR INSERTS	43657	2398	49.8	5.5	92	1973	55.7	4.5	103								
DAILY NEWSPAPERS																	
READ ANY	51633	3027	62.9	5.9	99	2309	65.2	4.5	102								
READ ONE	43463	2672	55.5	6.1	103	2006	56.6	4.6	105								
READ TWO OR MORE	8170	355	7.4	4.3	73	303	8.6	3.7	85								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2990	62.1	5.7	95	2468	69.7	4.7	107								
READ ONE	46126	2665	55.3	5.8	97	2255	63.6	4.9	112								
READ TWO OR MORE	6552	325	6.7	5.0	83	213	6.0	3.3	74								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.00				32.61											
30 DAY REACH	71455	4384	91.0	6.1	103	3252	91.8	4.6	104								
50 SHWG - 30 DAY AV FREQ	14.56	13.76				16.93											
30 DAY REACH	67742	4143	86.0	6.1	103	3134	88.5	4.6	106								
25 SHWG - 30 DAY AV FREQ	7.94	7.52				9.07											
30 DAY REACH	62117	3802	78.9	6.1	103	2926	82.6	4.7	108								
CABLE TV: HOME WIRED	32077	2005	41.6	6.3	105	1461	41.2	4.6	104								
HOME NOT WIRED	48909	2812	58.4	5.7	97	2082	58.8	4.3	97								
HAVE PAY CABLE	15935	1155	24.0	7.2	122	807	22.8	5.1	116								

COMPLETE PACKAGED PREPARED DISHES & DINNER MIXES (WITH MACARONI, NOODLES, OR SPAGHETTI): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	OTHER KRAFT DINNERS				LIPTON NOODLES & SAUCES				A	B	C	D	A	B	C	D
		A	B	C	D	A	B	C	D								
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	4816	100.0	5.9	100	3543	100.0	4.4	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2515	52.2	5.7	96	2013	56.8	4.6	105								
10:00 AM - 3:00 PM	30659	1961	40.7	6.4	108	1512	42.7	4.9	113								
3:00 PM - 7:00 PM	31045	1943	40.3	6.3	105	1328	37.5	4.3	98								
7:00 PM - MIDNIGHT	15767	1018	21.1	6.5	109	638	18.0	4.0	92								
MIDNIGHT - 6:00 AM	9120	550	11.4	6.0	101	389	11.0	4.3	97								
6:00 AM - MIDNIGHT	58527	3566	74.0	6.1	102	2688	75.9	4.6	105								
ENTIRE DAY	59311	3608	74.9	6.1	102	2712	76.5	4.6	105								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	905	18.8	5.6	94	737	20.8	4.6	104								
ALL NEWS	2256	**70	1.5	3.1	52	**117	3.3	5.2	119								
AOR/PROGRESSIVE	3874	250	5.2	6.5	109	*199	5.6	5.1	117								
BEAUTIFUL MUSIC	5660	*265	5.5	4.7	79	275	7.8	4.9	111								
BLACK	2204	*182	3.8	8.3	139	**91	2.6	4.1	94								
CLASSICAL	1418	**33	0.7	2.3	39	**63	1.8	4.4	102								
CHR/ROCK	9538	550	11.4	5.8	97	468	13.2	4.9	112								
COUNTRY	12648	935	19.4	7.4	124	540	15.2	4.3	98								
GOLDEN OLDIES	1191	**47	1.0	3.9	66	**45	1.3	3.8	86								
MOR/NOSTALGIA	4757	*202	4.2	4.2	71	*224	6.3	4.7	108								
NEWS/TALK	3863	*227	4.7	5.9	99	*182	5.1	4.7	108								
RELIGIOUS	3084	*197	4.1	6.4	107	**150	4.2	4.9	111								
SOFT ROCK	521	**30	0.6	5.8	97	**14	0.4	2.7	61								
URBAN CONTEMPORARY	1585	**120	2.5	7.6	127	*107	3.0	6.8	154								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*234	4.9	7.2	121	*241	6.8	7.4	169								
ABC DIRECTION	2316	*102	2.1	4.4	74	**85	2.4	3.7	84								
ABC ENTERTAINMENT	4834	*344	7.1	7.1	120	*202	5.7	4.2	96								
ABC FM	2202	*212	4.4	9.6	162	**79	2.2	3.6	82								
ABC INFORMATION	5425	307	6.4	5.7	95	279	7.9	5.1	118								
ABC ROCK	1677	**163	3.4	9.7	163	**76	2.1	4.5	104								
CBS	4430	*167	3.5	3.8	63	*140	4.0	3.2	72								
MUTUAL	4992	307	6.4	6.1	103	332	9.4	6.7	152								
NBC	4679	*187	3.9	4.0	67	*161	4.5	3.4	79								
RADIORADIO	1994	*145	3.0	7.3	122	**84	2.4	4.2	96								
RKO ONE	2298	**88	1.8	3.8	64	**126	3.6	5.5	125								
RKO TWO	3311	*235	4.9	7.1	119	*181	5.1	5.5	125								
THE SOURCE	2114	*120	2.5	5.7	95	**112	3.2	5.3	121								
NON-WIRED: BLAIR	8654	633	13.1	7.3	123	403	11.4	4.7	106								
INTERNET	12025	721	15.0	6.0	101	563	15.9	4.7	107								
KATZ RADIO GROUP	15359	864	17.9	5.6	95	689	19.4	4.5	103								
SUPERNET	10628	590	12.3	5.6	93	584	16.5	5.5	126								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	542	11.3	6.3	105	424	12.0	4.9	112								
WKDAY 9:00 AM - 1:00 PM	12163	705	14.6	5.8	97	613	17.3	5.0	115								
WKDAY 1:00 PM - 4:30 PM	16150	983	20.4	6.1	102	732	20.7	4.5	104								
WKDAY 4:30 PM - 7:30 PM	22463	1284	26.7	5.7	96	988	27.9	4.4	101								
WKDAY 7:30 PM - 8:00 PM	31795	1932	40.1	6.1	102	1413	39.9	4.4	102								
WKDAY 11:00 PM - 11:30 PM	23977	1533	31.8	6.4	108	1017	28.7	4.2	97								
WKDAY 11:30 PM - 1:00 AM	7703	545	11.3	7.1	119	415	11.7	5.4	123								
M-SAT 8-11 PM-SUN 7-11 PM	33800	2062	42.8	6.1	103	1528	43.1	4.5	103								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	399	8.3	6.1	103	311	8.8	4.8	109								
ANOTHER WORLD	N 4620	361	7.5	7.8	131	221	6.2	4.8	109								
AS THE WORLD TURNS	C 5614	295	6.1	5.3	88	259	7.3	4.6	105								
CAPITOL	C 3396	165	3.4	4.9	82	167	4.7	4.9	112								
CBS MORN. NEWS 1	C 1446	*120	2.5	8.3	140	*56	1.6	3.9	89								
CBS MORN. NEWS 2	C 1207	*67	1.4	5.6	93	*50	1.4	4.1	95								
DAYS OF OUR LIVES	N 5877	409	8.5	7.0	117	253	7.1	4.3	98								
FACTS OF LIFE - DAYTIME	N 2290	159	3.3	6.9	117	*108	3.0	4.7	108								
FAMILY FEUD	A 3023	138	2.9	4.6	77	125	3.5	4.1	95								
GENERAL HOSPITAL	A 6097	359	7.5	5.9	99	281	7.9	4.6	105								
GOOD MORNING, AMERICA-730	A 3515	116	2.4	3.3	55	175	4.9	5.0	114								
GOOD MORNING, AMERICA-830	A 2818	104	2.2	3.7	62	121	3.4	4.3	98								
GUIDING LIGHT	C 5339	253	5.3	4.7	80	238	6.7	4.5	102								
ONE LIFE TO LIVE	A 4478	276	5.7	6.2	104	176	5.0	3.9	90								
PRESS YOUR LUCK	C 2244	159	3.3	7.1	119	*125	3.5	5.6	127								
PRICE IS RIGHT 1	C 4348	240	5.0	5.5	93	160	4.5	3.7	84								
PRICE IS RIGHT 2	C 5014	258	5.4	5.1	87	212	6.0	4.2	97								
RYAN'S HOPE	A 3150	164	3.4	5.2	88	179	5.1	5.7	130								
SALE OF THE CENTURY	N 2695	147	3.1	5.5	92	155	4.4	5.8	131								
SEARCH FOR TOMORROW	N 2319	*155	3.2	6.7	112	*139	3.9	6.0	137								
TODAY SHOW 1	N 2693	191	4.0	7.1	119	129	3.6	4.8	109								
TODAY SHOW 2	N 2498	163	3.4	6.5	110	104	2.9	4.2	95								
\$25,000 PYRAMID	C 2753	125	2.6	4.5	76	173	4.9	6.3	144								
WHEEL OF FORTUNE	N 4388	316	6.6	7.2	121	260	7.3	5.9	135								
YOUNG AND THE RESTLESS	C 5695	376	7.8	6.6	111	296	8.4	5.2	119								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*88	1.8	5.0	84	*69	1.9	3.9	90								
NBA PLAYOFF GAME -1 C	1136	*38	0.8	3.3	56	*26	0.7	2.3	52								
NBC MAJOR LEAGUE PRE-GAME N	953	*100	2.1	10.5	176	*22	0.6	2.3	53								
SPORTSWORLD - SUN N	1233	*55	1.1	4.5	75	*57	1.6	4.6	106								
SUNDAY MORNING C	1611	*104	2.2	6.5	109	*94	2.7	5.8	133								

	TOTAL U.S. '000	OTHER KRAFT DINNERS				LIPTON NOODLES & SAUCES											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	4816	100.0	5.9	100	3543	100.0	4.4	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1417	29.4	5.4	91	1053	29.7	4.0	92								
NETWORK AFFILIATES - LATE	20261	1298	27.0	6.4	108	825	23.3	4.1	93								
INDEPENDENTS - LATE	2076	138	2.9	6.6	112	*94	2.7	4.5	103								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	675	14.0	6.5	109	464	13.1	4.4	101								
ABC MONDAY NIGHT MOVIE	A 6412	328	6.8	5.1	86	389	11.0	6.1	139								
ABC SUNDAY NIGHT MOVIE	A 12407	801	16.6	6.5	109	547	15.4	4.4	101								
ABC WORLD NEWS TONIGHT	A 6176	257	5.3	4.2	70	237	6.7	3.8	88								
AFTERMASH	C 5863	*331	6.9	5.6	95	*313	8.8	5.3	122								
ALICE	C 9594	592	12.3	6.2	104	454	12.8	4.7	108								
AMERICAN PARADE	C 6622	427	8.9	6.4	108	*172	4.9	2.6	59								
BENSON	A 10886	525	10.9	4.8	81	392	11.1	3.6	82								
BLUE THUNDER	A 5036	254	5.3	5.0	85	*220	6.2	4.4	100								
CAGNEY & LACEY	C 9965	626	13.0	6.3	106	420	11.9	4.2	96								
CBS EVENING NEWS-DEAN	C 3491	*140	2.9	4.0	67	*107	3.0	3.1	70								
CBS EVENING NEWS-RATHER	C 7123	347	7.2	4.9	82	290	8.2	4.1	93								
CBS SAT. NEWS-SCHIEFFER	C 3621	189	3.9	5.2	88	*133	3.8	3.7	84								
CBS SATURDAY NIGHT MOVIE	C 5436	351	7.3	6.5	109	247	7.0	4.5	104								
CBS WEDNESDAY NIGHT MOVIE	C 6100	375	7.8	6.1	103	296	8.4	4.9	111								
CHEERS	N 8889	551	11.4	6.2	104	480	13.5	5.4	123								
DALLAS	C 22109	1517	31.5	6.9	115	877	24.8	4.0	91								
DIFF'RENT STROKES	N 6940	480	10.0	6.9	116	311	8.8	4.5	102								
DOUBLE TROUBLE	N 7223	387	8.0	5.4	90	342	9.7	4.7	108								
DUCK FACTORY	N 5595	337	7.0	6.0	101	335	9.5	6.0	137								
DUKES OF HAZZARD	C 5768	432	9.0	7.5	126	*194	5.5	3.4	77								
DYNASTY	A 20053	1327	27.6	6.6	111	924	26.1	4.6	105								
FACTS OF LIFE	N 8087	461	9.6	5.7	96	358	10.1	4.4	101								
FALCON CREST	C 20046	1295	26.9	6.5	109	775	21.9	3.9	88								
FALL GUY	A 9084	657	13.6	7.2	122	400	11.3	4.4	101								
FAMILY TIES	N 7964	477	9.9	6.0	101	399	11.3	5.0	115								
FANTASY ISLAND	A 7687	454	9.4	5.9	99	406	11.5	5.3	121								
FOULUPS, BLEEPES & BLUNDERS	A 8861	546	11.3	6.2	104	374	10.6	4.2	96								
FOUR SEASONS	C 5095	*310	6.4	6.1	102	*275	7.8	5.4	123								
GIMME A BREAK	N 8838	539	11.2	6.1	103	381	10.8	4.3	99								
HART TO HART	A 8978	452	9.4	5.0	85	328	9.3	3.7	84								
HILL STREET BLUES	N 8590	589	12.2	6.9	115	447	12.6	5.2	119								
HOTEL	A 14085	880	18.3	6.2	105	581	16.4	4.1	94								
JEFFERSONS	C 9360	546	11.3	5.8	98	448	12.6	4.8	109								
JENNIFER SLEPT HERE	N 5841	355	7.4	6.1	102	283	8.0	4.8	111								
KATE & ALLIE	C 9206	520	10.8	5.6	95	401	11.3	4.4	100								
KNIGHT RIDER	N 7076	364	7.6	5.1	87	335	9.5	4.7	108								
LOVE BOAT	A 12219	653	13.6	5.3	90	572	16.1	4.7	107								
MAGNUM PI	C 11199	722	15.0	6.4	108	561	15.8	5.0	115								
MAMA'S FAMILY	N 6057	414	8.6	6.8	115	*200	5.6	3.3	75								
MASTER, THE	N 3598	211	4.4	5.9	99	*186	5.2	5.2	118								
MATT HOUSTON	A 6344	414	8.6	6.5	110	286	8.1	4.5	103								
NBC MONDAY NIGHT MOVIE	N 11994	712	14.8	5.9	100	604	17.0	5.0	115								
NBC NIGHTLY NEWS	N 5132	378	7.8	7.4	124	200	5.6	3.9	89								
NBC NIGHTLY NEWS-SAT	N 3375	*146	3.0	4.3	73	*70	2.0	2.1	47								
NBC NIGHTLY NEWS-SUN	N 3130	*110	2.3	3.5	59	*77	2.2	2.5	56								
NBC SUNDAY NIGHT MOVIE	N 8284	497	10.3	6.0	101	380	10.7	4.6	105								
NEWHART	C 9240	517	10.7	5.6	94	430	12.1	4.7	106								
ONE DAY AT A TIME	C 7288	522	10.8	7.2	120	262	7.4	3.6	82								
PEOPLE ARE FUNNY	N 4855	344	7.1	7.1	119	*195	5.5	4.0	92								
REAL PEOPLE	N 8869	519	10.8	5.9	98	314	8.9	3.5	81								
REMINGTON STEELE	N 7743	441	9.2	5.7	96	327	9.2	4.2	97								
RIPLEY'S BELIEVE IT - NOT	A 5345	343	7.1	6.4	108	240	6.8	4.5	103								
RIP TIDE	N 6988	506	10.5	7.2	122	312	8.8	4.5	102								
SCARECROW & MRS. KING	C 10002	488	10.1	4.9	82	390	11.0	3.9	89								
SIMON & SIMON	C 10638	768	15.9	7.2	121	541	15.3	5.1	116								
60 MINUTES	C 13293	657	13.6	4.9	83	503	14.2	3.8	86								
ST. ELSAHERE	N 7017	403	8.4	5.7	97	345	9.7	4.9	112								
THREE'S COMPANY	A 10917	553	11.5	5.1	85	412	11.6	3.8	86								
T.J. HOOKER	A 9204	491	10.2	5.3	90	422	11.9	4.6	105								
TONIGHT SHOW	N 2372	133	2.8	5.6	94	91	2.6	3.8	88								
TRAPPER JOHN, M.D.	C 9846	571	11.9	5.8	98	392	11.1	4.0	91								
TV BLOOPERS & PRAC. JOKES	N 9105	539	11.2	5.9	100	455	12.8	5.0	114								
20/20	A 9387	501	10.4	5.3	90	383	10.8	4.1	93								
WEBSTER	A 11067	592	12.3	5.3	90	447	12.6	4.0	92								
WORLD NEWS - SUN	A 3062	*158	3.3	5.2	87	*111	3.1	3.6	83								
YELLOW ROSE	N 4978	374	7.8	7.5	126	*216	6.1	4.3	99								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	564	11.7	6.4	107	*489	13.8	5.5	126								
BASKETBALL - COLLEGE GAMES	4080	*210	4.4	5.1	87	*249	7.0	6.1	140								
BASKETBALL - PRO GAMES	3607	*323	6.7	9.0	151	*237	6.7	6.6	150								
BOWLING	3883	*250	5.2	6.4	108	*240	6.8	6.2	141								
BOXING	3928	*359	7.5	9.1	154	*173	4.9	4.4	101								
FOOTBALL - COLLEGE GAMES	6366	477	9.9	7.5	126	*451	12.7	7.1	162								
FOOTBALL - PRO GAMES	11300	766	15.9	6.8	114	829	23.4	7.3	168								
GOLF	3378	*182	3.8	5.4	91	*227	6.4	6.7	154								
POST-SEASON COLL. FOOTBALL	4906	*358	7.4	7.3	123	*277	7.8	5.6	129								
POST-SEASON PRO FOOTBALL	6120	*425	8.8	6.9	117	*453	12.8	7.4	169								
TENNIS	3033	*184	3.8	6.1	102	*148	4.2	4.9	112								
WRESTLING - PROFESSIONAL	3344	*338	7.0	10.1	170	*234	6.6	7.0	160								

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DRY PACKAGED PASTA-
SPAGHETTI, MACARONI & NOODLES (REQUIRES COOKING) BASE = FEMALE HOMEOWNERS (80986)

QUESTIONNAIRE PAGE H-5

		'000	%	UNWEIGHTED													
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?																	
	YES NO	65704 15282	81.1 18.9	7551 1884													
		ALL		SOLE		PRIMARY		SECONDARY								UNWEIGHTED	
		'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
IF YES																	
3B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?																	
ANNE PAGE/ A & P		1933	2.4	360	.4	966	1.2	607	.7							225	
AMERICAN BEAUTY		10585	13.1	3285	4.1	5779	7.1	1522	1.9							1216	
COUNTRY KITCHEN		948	1.2	150	.2	593	.7	205	.3							100	
CREAMETTE		14918	18.4	3333	4.1	8760	10.8	2825	3.5							1792	
GOLDEN GRAIN		6800	8.4	2343	2.9	3281	4.1	1175	1.5							675	
MARTHA GOOCH		2252	2.8	316	.4	1262	1.6	674	.8							268	
MUELLER'S		20645	25.5	6281	7.8	11655	14.4	2709	3.3							2405	
PRINCE		7765	9.6	1256	1.6	4761	5.9	1748	2.2							917	
R.F.		1267	1.6	174	.2	728	.9	365	.5							161	
RED CROSS		3801	4.7	1159	1.4	2046	2.5	597	.7							438	
RONCO		3553	4.4	1290	1.6	1623	2.0	640	.8							365	
RONZONI		8706	10.8	2279	2.8	4662	5.8	1766	2.2							1029	
SAN GIORGIO		6409	7.9	1201	1.5	3384	4.2	1825	2.3							757	
SKINNER		7985	9.9	2050	2.5	4025	5.0	1910	2.4							815	
OTHER BRANDS		18032	22.3	6839	8.4	6840	8.4	4353	5.4							2003	
DO NOT KNOW		252	.3													38	

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
3C. ABOUT HOW MANY PACKAGES OF PASTA, SPAGHETTI, MACARONI OR NOODLES WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	1506	1.9	150
7 - 9	H	2111	2.6	226
4 - 6	H	8710	10.8	937
3	H	10202	12.6	1083
2	M	14248	17.6	1604
1	L	17174	21.2	1958
LESS THAN 1	L	8857	10.9	1174
NONE	L	2896	3.6	419

DRY PACKAGED PASTA - SPAGHETTI, MACARONI & NOODLES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	65704	100.0	81.1	100	22529	100.0	27.8	100	14248	100.0	17.6	100	28927	100.0	35.7	100
18 - 24	9282	7066	10.8	76.1	94	2143	9.5	23.1	83	1575	11.1	17.0	96	3348	11.6	36.1	101
25 - 34	19072	16523	25.1	86.6	107	5557	24.7	29.1	105	3727	26.2	19.5	111	7240	25.0	38.0	106
35 - 44	14591	12165	18.5	83.4	103	5348	23.7	36.7	132	2595	18.2	17.8	101	4222	14.6	28.9	81
45 - 54	11345	9473	14.4	83.5	103	3835	17.0	33.8	122	2114	14.8	18.6	106	3524	12.2	31.1	87
55 - 64	11635	9477	14.4	81.5	100	3125	13.9	26.9	97	2057	14.4	17.7	100	4295	14.8	36.9	103
65 OR OLDER	15061	10999	16.7	73.0	90	2521	11.2	16.7	60	2179	15.3	14.5	82	6299	21.8	41.8	117
18 - 34	28354	23590	35.9	83.2	103	7700	34.2	27.2	98	5302	37.2	18.7	106	10588	36.6	37.3	105
18 - 49	48339	40232	61.2	83.2	103	14852	65.9	30.7	110	8930	62.7	18.5	105	16450	56.9	34.0	95
25 - 54	45008	38162	58.1	84.8	105	14740	65.4	32.7	118	8436	59.2	18.7	107	14986	51.8	33.3	93
35 - 49	19985	16643	25.3	83.3	103	7153	31.8	35.8	129	3628	25.5	18.2	103	5862	20.3	29.3	82
50 OR OLDER	32647	25472	38.8	78.0	96	7677	34.1	23.5	85	5318	37.3	16.3	93	12477	43.1	38.2	107
GRADUATED COLLEGE	11155	9390	14.3	84.2	104	2811	12.5	25.2	91	2101	14.7	18.8	107	4478	15.5	40.1	112
ATTENDED COLLEGE	13682	11704	17.8	85.5	105	3762	16.7	27.5	99	2648	18.6	19.4	110	5294	18.3	38.7	108
GRADUATED HIGH SCHOOL	33880	28517	43.4	84.2	104	10620	47.1	31.3	113	6012	42.2	17.7	101	11885	41.1	35.1	98
DID NOT GRADUATE HIGH SCHOOL	22270	16093	24.5	72.3	89	5337	23.7	24.0	86	3487	24.5	15.7	89	7270	25.1	32.6	91
EMPLOYED	40306	33481	51.0	83.1	102	11417	50.7	28.3	102	7098	49.8	17.6	100	14965	51.7	37.1	104
EMPLOYED FULL-TIME	32850	27101	41.2	82.5	102	9160	40.7	27.9	100	5660	39.7	17.2	98	12281	42.5	37.4	105
EMPLOYED PART-TIME	7456	6380	9.7	85.6	105	2257	10.0	30.3	109	1438	10.1	19.3	110	2684	9.3	36.0	101
NOT EMPLOYED	40680	32223	49.0	79.2	98	11112	49.3	27.3	98	7149	50.2	17.6	100	13962	48.3	34.3	96
PROFESSIONAL/MANAGER	10392	8875	13.5	85.4	105	2893	12.8	27.8	100	1730	12.1	16.6	95	4252	14.7	40.9	115
TECH/CLERICAL/SALES	17574	14985	22.8	85.3	105	5142	22.8	29.3	105	3185	22.4	18.1	103	6659	23.0	39.3	106
PRECISION/CRAFT	985	786	1.2	79.8	98	**195	0.9	19.8	71	**256	1.8	26.0	148	*335	1.2	34.0	95
OTHER EMPLOYED	11354	8833	13.4	77.8	96	3187	14.1	28.1	101	1928	13.5	17.0	97	3719	12.9	32.8	92
SINGLE	9863	7333	11.2	74.3	92	1819	8.1	18.4	66	1591	11.2	16.1	92	3924	13.6	39.8	111
MARRIED	51375	43446	66.1	84.6	104	16488	73.2	32.1	115	9776	68.6	19.0	108	17183	59.4	33.4	94
DIVORCED/SEPARATED/WIDOWED	19748	14925	22.7	75.6	93	4223	18.7	21.4	77	2881	20.2	14.6	83	7821	27.0	39.6	111
PARENTS	32590	27769	42.3	85.2	105	11894	52.8	36.5	131	6328	44.4	19.4	110	9548	33.0	29.3	82
WHITE	70416	58041	88.3	82.4	102	20183	89.6	28.7	103	12173	85.4	17.3	98	25685	88.8	36.5	102
BLACK	8778	6336	9.6	72.2	89	1960	8.7	22.3	80	1705	12.0	19.4	110	2672	9.2	30.4	85
OTHER	1791	1327	2.0	74.1	91	**386	1.7	21.6	77	**370	2.6	20.7	117	*571	2.0	31.9	89
NORTHEAST-CENSUS	17786	14966	22.8	84.1	104	7120	31.6	40.0	144	2834	19.9	15.9	91	5012	17.3	28.2	79
NORTH CENTRAL	20741	17687	26.9	85.3	105	6243	27.7	30.1	108	3585	25.2	17.3	98	7859	27.2	37.9	106
SOUTH	27775	21110	32.1	76.0	94	6325	28.1	22.8	82	4994	35.1	18.0	102	9791	33.8	35.3	99
WEST	14683	11941	18.2	81.3	100	2841	12.6	19.3	70	2835	19.9	19.3	110	6265	21.7	42.7	119
NORTHEAST-MKTG.	17961	14926	22.7	83.1	102	6737	29.9	37.5	135	2966	20.8	16.5	94	5224	18.1	29.1	81
EAST CENTRAL	11885	9962	15.2	83.8	103	3701	16.4	31.1	112	2029	14.2	17.1	97	4233	14.6	35.6	100
WEST CENTRAL	14090	12115	18.4	86.0	106	4092	18.2	29.0	104	2527	17.7	17.9	102	5496	19.0	39.0	109
SOUTH	24081	18232	27.7	75.7	93	5481	24.3	22.8	82	4270	30.0	17.7	101	8481	29.3	35.2	99
PACIFIC	12969	10470	15.9	80.7	100	2519	11.2	19.4	70	2457	17.2	18.9	108	5494	19.0	42.4	119
COUNTY SIZE A	32439	26157	39.8	80.6	99	9650	42.8	29.7	107	5475	38.4	16.9	96	11031	38.1	34.0	95
COUNTY SIZE B	24915	20726	31.5	83.2	103	7169	31.8	28.8	103	4241	29.8	17.0	97	9317	32.2	37.4	105
COUNTY SIZE C	12930	10590	16.1	81.9	101	3262	14.5	25.2	91	2548	17.9	19.7	112	4780	16.5	37.0	103
COUNTY SIZE D	10703	8231	12.5	76.9	95	2448	10.9	22.9	82	1984	13.9	18.5	105	3799	13.1	35.5	99
METRO CENTRAL CITY	24518	19212	29.2	78.4	97	6523	29.0	26.6	96	3948	27.7	16.1	92	8742	30.2	35.7	100
METRO SUBURBAN	35919	30558	46.5	85.1	105	11076	49.2	30.8	111	6436	45.2	17.9	102	13047	45.1	36.3	102
NON METRO	20549	15934	24.3	77.5	96	4931	21.9	24.0	86	3864	27.1	18.8	107	7139	24.7	34.7	97
TOP 5 ADI'S	18341	14944	22.7	81.5	100	5989	26.6	32.7	117	2833	19.9	15.4	88	6123	21.2	33.4	93
TOP 10 ADI'S	25378	20286	30.9	79.9	99	7768	34.5	30.6	110	4079	28.6	16.1	91	8440	29.2	33.3	93
TOP 20 ADI'S	36488	29724	45.2	81.5	100	10631	47.2	29.1	105	6155	43.2	16.9	96	12938	44.7	35.5	99
HSJLD INC. \$50,000 OR MORE	6612	5932	9.0	89.7	111	2267	10.1	34.3	123	1287	9.0	19.5	111	2378	8.2	36.0	101
\$40,000 OR MORE	12659	11237	17.1	88.8	109	4468	19.8	35.3	127	2275	16.0	18.0	102	4494	15.5	35.5	99
\$30,000 OR MORE	24698	21462	32.7	86.9	107	8099	35.9	32.8	118	4351	30.5	17.6	100	9012	31.2	36.5	102
\$25,000 OR MORE	32077	27787	42.3	86.6	107	10551	46.8	32.9	118	5665	39.8	17.7	100	11571	40.0	36.1	101
\$20,000 - \$24,999	9144	7690	11.7	84.1	104	2722	12.1	29.8	107	1829	12.8	20.0	114	3139	10.9	34.3	96
\$15,000 - \$19,999	8728	6927	10.5	79.4	98	2234	9.9	25.6	92	1688	11.8	19.3	110	3004	10.4	34.4	96
\$10,000 - \$14,999	12562	9890	15.1	78.7	97	3194	14.2	25.4	91	2145	15.1	17.1	97	4551	15.7	36.2	101
UNDER \$10,000	18475	13410	20.4	72.6	89	3828	17.0	20.7	74	2920	20.5	15.8	90	6662	23.0	36.1	101
HOUSEHOLD OF 1 PERSON	11987	8531	13.0	71.2	88	1536	6.8	12.8	46	1443	10.1	12.0	68	5552	19.2	46.3	130
2 PEOPLE	26577	21340	32.5	80.3	99	5546	24.6	20.9	75	4672	32.8	17.6	100	11122	38.4	41.8	117
3 OR 4 PEOPLE	30617	25879	39.4	84.5	104	10280	45.6	33.6	121	5924	41.6	19.3	110	9676	33.4	31.6	88
5 OR MORE PEOPLE	11804	9954	15.1	84.3	104	5167	22.9	43.8	157	2209	15.5	18.7	106	2578	8.9	21.8	61
NO CHILD IN HSHLD	46165	36184	55.1	78.4	97	10036	44.5	21.7	78	7569	53.1	16.4	93	18579	64.2	40.2	113
CHILD(REN) UNDER 2 YRS	5325	4558	6.9	85.6	106	1643	7.3	30.9	111	1160	8.1	21.8	124	1755	6.1	33.0	92
2 - 5 YEARS	14221	12128	18.5	85.3	105	4875	21.6	34.3	123	2826	19.8	19.9	113	4426	15.3	31.1	87
6 - 11 YEARS	15117	12678	19.3	83.9	103	5654	25.1	37.4	134	2927	20.5	19.4	110	4097	14.2	27.1	76
12 - 17 YEARS	16611	14197	21.6	85.5	105	6741	29.9	40.6	146	3213	22.6	19.3	110	4243	14.7	25.5	72
RESIDENCE OWNED	55884	46503	70.8	83.2	103	16365	72.6	29.3	105	10105	70.9	18.1	103	20033	69.3	35.8	100
VALUE: \$50,000 OR MORE	31744	27088	41.2	85.3	105	9697	43.0	30.5	110	6055	42.5	19.1	108	11337	39.2	35.7	100
VALUE: UNDER \$50,000	24140	19415	29.5	80.4	99	6669	29.6	27.6	99	4050	28.4	16.8	95	8696	30.1	36.0	101

			TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS			80986	65704	100.0	81.1	100	22529	100.0	27.8	100	14248	100.0	17.6	100	28927	100.0	35.7	100
MAGAZINES	QUINTILE 1	15799	13504	20.6	85.5	105	5399	24.0	34.2	123	2915	20.5	18.5	105	5190	17.9	32.9	92	
	QUINTILE 2	17259	14754	22.5	85.5	105	5378	23.9	31.2	112	3229	22.7	18.7	106	6147	21.3	35.6	100	
	QUINTILE 3	13545	11130	16.9	82.2	101	3501	15.5	25.8	93	2521	17.7	18.6	106	5108	17.7	37.7	106	
	QUINTILE 4	15133	12283	18.7	81.2	100	4009	17.8	26.5	95	2522	17.7	16.7	95	5751	19.9	38.0	106	
	QUINTILE 5	19250	14034	21.4	72.9	90	4242	18.8	22.0	79	3061	21.5	15.9	90	6731	23.3	35.0	98	
NEWSPAPERS	QUINTILE 1	12413	10568	16.1	85.1	105	4162	18.5	33.5	121	2208	15.5	17.8	101	4198	14.5	33.8	95	
	QUINTILE 2	24116	19994	30.4	82.9	102	7224	32.1	30.0	108	4361	30.6	18.1	103	8410	29.1	34.9	98	
	QUINTILE 3	11261	9396	14.3	83.4	103	3100	13.8	27.5	99	2174	15.3	19.3	110	4123	14.3	36.6	103	
	QUINTILE 4	20255	16580	25.2	81.9	101	5402	24.0	26.7	96	3518	24.7	17.4	99	7660	26.5	37.8	106	
	QUINTILE 5	12940	9166	14.0	70.8	87	2641	11.7	20.4	73	1988	14.0	15.4	87	4537	15.7	35.1	98	
OUTDOOR	QUINTILE 1	14852	12383	18.8	83.4	103	4092	18.2	27.6	99	2520	17.7	17.0	96	5771	20.0	38.9	109	
	QUINTILE 2	15725	12807	19.5	81.4	100	4463	19.8	28.4	102	2716	19.1	17.3	98	5628	19.5	35.8	100	
	QUINTILE 3	16330	13410	20.4	82.1	101	4956	22.0	30.3	109	2742	19.2	16.8	95	5712	19.7	35.0	98	
	QUINTILE 4	16744	13491	20.5	80.6	99	4558	20.2	27.2	98	3064	21.5	18.3	104	5868	20.3	35.0	98	
	QUINTILE 5	17334	13614	20.7	78.5	97	4459	19.8	25.7	92	3207	22.5	18.5	105	5948	20.6	34.3	96	
RADIO-DRIVE TIME	QUINTILE 1	15911	13294	20.2	83.6	103	4994	22.2	31.4	113	2617	18.4	16.4	93	5683	19.6	35.7	100	
	QUINTILE 2	14837	11925	18.1	80.4	99	4017	17.8	27.1	97	2866	20.1	19.3	110	5042	17.4	34.0	95	
	QUINTILE 3	15339	12640	19.2	82.4	102	4464	19.8	29.1	105	2526	17.7	16.5	94	5651	19.5	36.8	103	
	QUINTILE 4	16723	13682	20.8	81.8	101	4536	20.1	27.1	98	3216	22.6	19.2	109	5930	20.5	35.5	99	
	QUINTILE 5	18176	14163	21.6	77.9	96	4518	20.1	24.9	89	3023	21.2	16.6	95	6622	22.9	36.4	102	
RADIO-MID- DAY	TERCILE 1	21020	17433	26.5	82.9	102	6506	28.9	31.0	111	3574	25.1	17.0	97	7354	25.4	35.0	98	
	TERCILE 2	21610	17826	27.1	82.5	102	6142	27.3	28.4	102	4278	30.0	19.8	113	7406	25.6	34.3	96	
	TERCILE 3	38355	30445	46.3	79.4	98	9881	43.9	25.8	93	6396	44.9	16.7	95	14168	49.0	36.9	103	
RADIO-TOTAL	QUINTILE 1	15988	13247	20.2	82.9	102	5100	22.6	31.9	115	2627	18.4	16.4	93	5519	19.1	34.5	97	
	QUINTILE 2	15626	12644	19.2	80.9	100	4465	19.8	28.6	103	2885	20.2	18.5	105	5294	18.3	33.9	95	
	QUINTILE 3	16723	13826	21.0	82.7	102	4653	20.7	27.8	100	3177	22.3	19.0	108	5996	20.7	35.9	100	
	QUINTILE 4	16342	13311	20.3	81.5	100	4304	19.1	26.3	95	2980	20.9	18.2	104	6027	20.8	36.9	103	
	QUINTILE 5	16306	12676	19.3	77.7	96	4007	17.8	24.6	88	2578	18.1	15.8	90	6091	21.1	37.4	105	
TV-PRIME TIME	QUINTILE 1	15953	12974	19.7	81.3	100	4426	19.6	27.7	100	2770	19.4	17.4	99	5778	20.0	36.2	101	
	QUINTILE 2	16137	13277	20.2	82.3	101	4985	22.1	30.9	111	2807	19.7	17.4	99	5486	19.0	34.0	95	
	QUINTILE 3	16420	13585	20.7	82.7	102	4542	20.2	27.7	99	3025	21.2	18.4	105	6018	20.8	36.7	103	
	QUINTILE 4	16687	13373	20.4	80.1	99	4609	20.5	27.6	99	2808	19.7	16.8	96	5957	20.6	35.7	100	
	QUINTILE 5	15789	12495	19.0	79.1	98	3968	17.6	25.1	90	2839	19.9	18.0	102	5689	19.7	36.0	101	
TV-DAYTIME	TERCILE 1	27736	22174	33.7	79.9	99	8006	35.5	28.9	104	4822	33.8	17.4	99	9345	32.3	33.7	94	
	TERCILE 2	26489	21555	32.8	81.4	100	7516	33.4	28.4	102	4473	31.4	16.9	96	9565	33.1	36.1	101	
	TERCILE 3	26761	21976	33.4	82.1	101	7007	31.1	26.2	94	4952	34.8	18.5	105	10017	34.6	37.4	105	
TV-TOTAL	QUINTILE 1	16345	12651	19.3	77.4	95	4374	19.4	26.8	96	2698	18.9	16.5	94	5579	19.3	34.1	96	
	QUINTILE 2	16447	13515	20.6	82.2	101	5002	22.2	30.4	109	2839	19.9	17.3	98	5674	19.6	34.5	97	
	QUINTILE 3	15980	13343	20.3	83.5	103	4630	20.6	29.0	104	2942	20.6	18.4	105	5771	20.0	36.1	101	
	QUINTILE 4	15887	13180	20.1	83.0	102	4387	19.5	27.6	99	2800	19.7	17.6	100	5993	20.7	37.7	106	
	QUINTILE 5	16326	13015	19.8	79.7	98	4137	18.4	25.3	91	2969	20.8	18.2	103	5910	20.4	36.2	101	
MAGAZINES-NEWSPAPERS: DUAL		20721	17674	26.9	85.3	105	6676	29.6	32.2	116	3839	26.9	18.5	105	7159	24.7	34.5	97	
	MAGAZINE IMPERATIVE	19186	16156	24.6	84.2	104	5681	25.2	29.6	106	3573	25.1	18.6	106	6903	23.9	36.0	101	
	NEWSPAPER IMPERATIVE	21899	17932	27.3	81.9	101	6229	27.6	28.4	102	3923	27.5	17.9	102	7781	26.9	35.5	99	
MAGAZINES-OUTDOOR: DUAL		15451	13387	20.4	86.6	107	4955	22.0	32.1	115	2727	19.1	17.6	100	5705	19.7	36.9	103	
	MAGAZINE IMPERATIVE	25953	21692	33.0	83.6	103	7818	34.7	30.1	108	5116	35.9	19.7	112	8758	30.3	33.7	94	
	OUTDOOR IMPERATIVE	24400	19117	29.1	78.3	97	5947	26.4	24.4	88	3981	27.9	16.3	93	9190	31.8	37.7	105	
MAGAZINES-RADIO: DUAL		18049	15224	23.2	84.3	104	5759	25.6	31.9	115	3281	23.0	18.2	103	6184	21.4	34.3	96	
	MAGAZINE IMPERATIVE	23571	20120	30.6	85.4	105	7140	31.7	30.3	109	4536	31.8	19.2	109	8444	29.2	35.8	100	
	RADIO IMPERATIVE	23278	18518	28.2	79.6	98	6191	27.5	26.6	96	4090	28.7	17.6	100	8237	28.5	35.4	99	
MAGAZINES-TELEVISION: DUAL		15459	13004	19.8	84.1	104	4931	21.9	31.9	115	2531	17.8	16.4	93	5542	19.2	35.8	100	
	MAGAZINE IMPERATIVE	25829	21947	33.4	85.0	105	7861	34.9	30.4	109	5024	35.3	19.5	111	9062	31.3	35.1	98	
	TELEVISION IMPERATIVE	26039	20177	30.7	77.5	96	6556	29.1	25.2	91	4360	30.6	16.7	95	9261	32.0	35.6	100	
NEWSPAPERS-OUTDOOR: DUAL		16605	13923	21.2	83.8	103	5395	23.9	32.5	117	2747	19.3	16.5	94	5781	20.0	34.8	97	
	NEWSPAPER IMPERATIVE	26834	22231	33.8	82.8	102	8037	35.7	30.0	108	5108	35.9	19.0	108	9086	31.4	33.9	95	
	OUTDOOR IMPERATIVE	23346	18702	28.5	80.1	99	5801	25.7	24.8	89	4036	28.3	17.3	98	8865	30.6	38.0	106	
NEWSPAPERS-RADIO: DUAL		17133	14521	22.1	84.8	104	5575	24.7	32.5	117	3143	22.1	18.3	104	5804	20.1	33.9	95	
	NEWSPAPER IMPERATIVE	25892	21600	32.9	83.4	103	7517	33.4	29.0	104	4827	33.9	18.6	106	9256	32.0	35.7	100	
	RADIO IMPERATIVE	23167	18531	28.2	80.0	99	6250	27.7	27.0	97	4014	28.2	17.3	98	8267	28.6	35.7	100	
NEWSPAPERS-TELEVISION: DUAL		17159	14158	21.5	82.5	102	5589	24.8	32.6	117	2785	19.5	16.2	92	5783	20.0	33.7	94	
	NEWSPAPER IMPERATIVE	26214	22089	33.6	84.3	104	7545	33.5	28.8	103	5092	35.7	19.4	110	9453	32.7	36.1	101	
	TELEVISION IMPERATIVE	23412	18299	27.9	78.2	96	5841	25.9	24.9	90	4109	28.8	17.6	100	8349	28.9	35.7	100	
OUTDOOR-RADIO: DUAL		15303	12903	19.6	84.3	104	4386	19.5	28.7	103	2732	19.2	17.9	101					

DRY PACKAGED PASTA - SPAGHETTI, MACARONI & NOODLES: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	65704	100.0	81.1	100	22529	100.0	27.8	100	14248	100.0	17.6	100	28927	100.0	35.7	100
ATLANTIC MONTHLY	415	323	0.5	77.8	96	**94	0.4	22.7	81	**57	0.4	13.7	78	*172	0.6	41.4	116
BARRON'S	453	397	0.6	87.6	108	**219	1.0	48.3	174	**59	0.4	13.0	74	*120	0.4	26.5	74
BETTER HOMES & GARDENS	16256	14003	21.3	86.1	106	5095	22.6	31.3	113	3030	21.3	18.6	106	5877	20.3	36.2	101
BON APPETIT	2535	2226	3.4	87.8	108	887	3.9	35.0	126	500	3.5	19.7	112	840	2.9	33.1	93
BUSINESS WEEK	1278	981	1.5	76.8	95	330	1.5	25.8	93	*200	1.4	15.6	89	451	1.6	35.3	99
CAR AND DRIVER	378	309	0.5	81.7	101	**128	0.6	33.9	122	**71	0.5	18.8	107	**110	0.4	29.1	81
CBS MAGAZINE NETWORK (GROSS)	1498	1259	1.7	84.0	104	529	2.3	35.3	127	*293	2.1	19.6	111	437	1.5	29.2	82
CHANGING TIMES	1505	1256	1.9	83.5	103	457	2.0	30.4	109	*177	1.2	11.8	67	622	2.2	41.3	116
COLONIAL HOMES	1231	985	1.5	80.0	99	374	1.7	30.4	109	*228	1.6	18.5	105	384	1.3	31.2	87
CONDE NAST MAG. PKG. (GROSS)	14146	11690	17.8	82.6	102	4305	19.1	30.4	109	2423	17.0	17.1	97	4962	17.2	35.1	98
CONSUMERS DIGEST	1323	1167	1.8	88.2	109	401	1.8	30.3	109	310	2.2	23.4	133	456	1.6	34.5	96
COSMOPOLITAN	7102	5744	8.7	80.9	100	1996	8.9	28.1	101	1291	9.1	18.2	103	2457	8.5	34.6	97
COUNTRY LIVING	2481	2189	3.3	88.2	109	778	3.5	31.4	113	490	3.4	19.8	112	922	3.2	37.2	104
CUISINE	1472	1289	2.0	87.6	108	440	2.0	29.9	107	394	2.8	26.8	152	455	1.6	30.9	87
CYCLE WORLD	425	352	0.5	82.8	102	**194	0.9	45.6	164	**84	0.6	19.8	112	**75	0.3	17.6	49
DCI:CREATIVE IDEAS FOR LIV	2510	2212	3.4	88.1	109	853	3.8	34.0	122	535	3.8	21.3	121	824	2.8	32.8	92
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5708	8.7	85.3	105	1833	8.1	27.4	98	1407	9.9	21.0	111	2468	8.5	36.9	103
DISCOVER	894	789	1.2	88.3	109	325	1.4	36.4	131	*196	1.4	21.9	125	268	0.9	30.0	84
EDONY	3507	2640	4.0	75.3	93	823	3.7	23.5	84	799	5.6	22.8	129	1018	3.5	29.0	81
ESQUIRE	1083	819	1.2	75.6	93	275	1.2	25.4	91	296	2.1	27.3	155	248	0.9	22.9	64
ESSENCE	1830	1418	2.2	77.5	96	452	2.0	24.7	89	474	3.3	25.9	147	492	1.7	26.9	75
FAMILY CIRCLE	15930	13672	20.8	85.8	106	5205	23.1	32.7	117	3178	22.0	19.6	112	5339	18.5	33.5	94
THE FAMILY HANDYMAN	1126	938	1.4	83.3	103	406	1.8	36.1	130	*138	1.0	12.3	70	394	1.4	35.0	98
FAMILY WEEKLY	11468	9721	14.8	84.8	104	2978	13.2	26.0	93	2224	15.6	19.4	110	4519	15.6	39.4	110
FIELD & STREAM	2234	1877	2.9	84.0	104	695	3.1	31.1	112	341	2.4	15.3	87	841	2.9	37.6	105
FOOD & WINE	579	488	0.7	84.3	104	*146	0.6	25.2	91	**119	0.8	20.6	117	*223	0.8	38.5	108
FOUR	728	600	0.9	82.4	102	*199	0.9	27.3	98	**97	0.7	13.3	76	305	1.1	41.9	117
FORTUNE	906	770	1.2	85.0	105	*216	1.0	23.8	86	*182	1.3	20.1	114	373	1.3	41.2	115
GENTLEMEN'S QUARTERLY	791	614	0.9	77.6	96	*213	0.9	26.9	97	*152	1.1	19.2	109	250	0.9	31.6	88
GLAMOUR	5265	4414	6.7	83.8	103	1546	6.9	29.4	106	905	6.4	17.2	98	1961	6.8	37.2	104
GOLF DIGEST	636	553	0.8	86.9	107	*219	1.0	34.4	124	**141	1.0	22.2	126	*193	0.7	30.3	85
GOLF DIGEST/TENNIS (GROSS)	1186	992	1.5	83.6	103	359	1.6	30.3	109	*244	1.7	20.6	117	390	1.3	32.9	92
GOLF MAGAZINE	441	394	0.8	89.3	110	**131	0.6	29.7	107	**86	0.6	19.5	111	*177	0.6	40.1	112
GOLF MAGAZINE/SKI (GROSS)	922	795	1.2	86.2	106	*253	1.1	27.4	99	*213	1.5	23.1	131	329	1.1	35.7	100
GODD HOUSEKEEPING	16487	14236	21.7	86.3	106	5256	23.3	31.9	115	3215	22.6	19.5	111	5766	19.9	35.0	98
HARPER'S BAZAAR	2423	2023	3.1	83.5	103	756	3.4	31.2	112	400	2.8	16.5	94	867	3.0	35.8	100
HEALTH	1994	1639	2.5	82.2	101	703	3.1	35.3	127	307	2.2	15.4	88	630	2.2	31.6	88
HEARST MAG CORP. BUY (GROSS)	44101	37333	56.8	84.7	104	13797	61.2	31.3	112	8467	59.4	19.2	109	15069	52.1	34.2	96
HEARST MAN POWER (GROSS)	1993	1641	2.5	82.3	101	645	2.9	32.4	116	378	2.7	19.0	108	618	2.1	31.0	87
HEARST WOMAN POWER (GROSS)	31274	26543	40.4	84.9	105	9815	43.6	31.4	113	5980	42.0	19.1	109	10748	37.2	34.4	96
HOUSE BEAUTIFUL	3623	3064	4.7	84.6	104	1067	4.7	29.5	106	757	5.3	20.9	119	1240	4.3	34.2	96
INC.	283	*261	0.4	92.2	114	**130	0.6	45.9	165	**31	0.2	11.0	62	**100	0.3	35.3	99
JET	2928	2174	3.3	74.2	92	750	3.3	25.6	92	688	4.8	23.5	134	736	2.5	25.1	70
LADIES' HOME JOURNAL	11918	10054	15.3	84.4	104	3650	16.2	30.6	110	2288	16.1	19.2	109	4116	14.2	34.5	97
LHJ FAMILY GRP COMBO(GROSS)	16764	14159	21.5	84.5	104	5331	23.7	31.8	114	3085	21.7	18.4	105	5743	19.9	34.3	96
LIFE	4254	3429	5.2	80.6	99	1323	5.9	31.1	112	812	5.7	19.1	108	1295	4.5	30.4	85
L.A. TIMES HOME MAGAZINE	1145	935	1.4	81.7	101	*276	1.2	24.1	87	*242	1.7	21.1	120	417	1.4	36.4	102
LADEMOISELLE	2884	2447	3.7	84.8	105	960	4.3	33.3	120	506	3.6	17.5	100	981	3.4	34.0	95
MC CALL'S	13460	11334	17.3	84.2	104	4148	18.4	30.8	111	2591	18.2	19.2	109	4595	15.9	34.1	96
MC CALL'S/WRK MOTHER (GROSS)	14606	12327	18.8	84.4	104	4543	20.2	31.1	112	2823	19.8	19.3	110	4961	17.2	34.0	95
MECHANIX ILLUSTRATED	772	673	1.0	87.2	107	*266	1.2	34.5	124	**138	1.0	17.9	102	*270	0.9	35.0	98
METROPOLITAN HOME	967	766	1.2	79.2	98	289	1.3	29.9	107	*128	0.9	13.2	75	349	1.2	36.1	101
MONEY	1588	1351	2.1	85.1	105	584	2.6	36.8	132	249	1.7	15.7	89	517	1.8	32.6	91
MOTHER EARTH NEWS	1002	900	1.4	89.8	111	303	1.3	30.2	109	*166	1.2	16.6	94	431	1.5	43.0	120
MS.	825	710	1.1	86.1	106	235	1.0	28.5	102	*149	1.0	18.1	103	325	1.1	39.4	110
NATIONAL ENQUIRER	10336	8630	13.1	83.5	103	3239	14.4	31.3	113	1996	14.0	19.3	110	3395	11.7	32.8	92
NATIONAL GEOGRAPHIC	9597	8059	12.3	84.0	104	2731	12.1	28.5	102	1851	13.0	19.3	110	3477	12.0	36.2	101
NATIONAL SUNDAY MAGAZINE PKG	49558	41594	63.3	83.9	103	15066	66.9	30.4	109	8832	62.0	17.8	101	17696	61.2	35.7	100
NATURAL HISTORY	573	509	0.8	88.8	109	*246	1.1	42.9	154	**101	0.7	17.6	100	*163	0.6	28.4	80
NEW WOMAN	1699	1343	2.0	79.0	97	500	2.2	29.4	106	*171	1.2	10.1	57	672	2.3	39.6	111
NEW YORK INCLUDING CUE	443	382	0.6	86.2	106	*159	0.7	35.9	129	**93	0.7	21.0	119	*131	0.5	29.6	83
THE NEW YORKER	1270	1092	1.7	86.0	106	330	1.5	26.0	93	251	1.8	19.8	112	511	1.8	40.2	113
NEWSWEEK	6277	5312	8.1	84.6	104	1886	8.4	30.0	108	1165	8.2	18.6	105	2262	7.8	36.0	101
THE N.Y. TIMES DAILY EDITION	1205	1015	1.5	84.2	104	450	2.0	37.3	134	*199	1.4	16.5	94	366	1.3	30.4	85
THE N.Y. TIMES MAGAZINE	2081	1748	2.7	84.0	104	774	3.4	37.2	134	364	2.6	17.5	99	611	2.1	29.4	82
OWN	788	685	1.0	86.9	107	*273	1.2	34.6	125	*126	0.9	16.0	91	286	1.0	36.3	102
ON CABLE	1158	1015	1.5	87.7	108	485	2.2	41.9	151	*161	1.1	13.9	79	369	1.3	31.9	89
1001 HOME IDEAS	2852	2467	3.8	86.5	107	978	4.3	34.3	123	491	3.4	17.2	98	997	3.4	35.0	98
ORGANIC GARDENING	1658	1425	2.2	85.9	106	527	2.3	31.8	114	573	2.6	22.5	128	524	1.8	31.6	88
OUTDOOR LIFE	896	725	1.1	80.9	100	259	1.1	28.9	104	*151	1.1	16.9	96	316	1.1	35.3	99
PARADE MAGAZINE	24275	20493	31.2	84.4	104	7866	34.9	32.4	116	4063	28.5	16.7	95	8563	29.6	35.3	99

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	65704	100.0	81.1	100	22529	100.0	27.8	100	14248	100.0	17.6	100	28927	100.0	35.7	100
PARENTS	3845	3361	5.1	87.4	108	1221	5.4	31.8	114	775	5.4	20.2	115	1364	4.7	35.5	99
PENTHOUSE	831	676	1.0	81.3	100	*219	1.0	26.4	95	*164	1.2	19.7	112	*293	1.0	35.3	99
PEOPLE	11645	9602	14.6	82.5	102	3585	15.9	30.8	111	2216	15.6	19.0	108	3802	13.1	32.6	91
PLAYBOY	2006	1655	2.5	82.5	102	656	2.9	32.7	118	361	2.5	18.0	102	638	2.2	31.8	89
POPULAR HOT RODDING	297	*232	0.4	78.1	96	**85	0.4	28.6	103	**46	0.3	15.5	88	**101	0.3	34.0	95
POPULAR MECHANICS	1018	819	1.2	80.5	99	*314	1.4	30.8	111	**156	1.1	15.3	87	349	1.2	34.3	96
POPULAR SCIENCE	878	775	1.2	88.3	109	344	1.5	39.2	141	*101	0.7	11.5	65	330	1.1	37.6	105
PREVENTION	3913	3353	5.1	85.7	106	1274	5.7	32.6	117	657	4.6	16.8	95	1422	4.9	36.3	102
PSYCHOLOGY TODAY	1710	1492	2.3	87.3	108	584	2.6	34.2	123	257	1.8	15.0	85	651	2.3	38.1	107
READER'S DIGEST	22204	18947	28.8	85.3	105	6742	29.9	30.4	109	4203	29.5	18.9	108	8002	27.7	36.0	101
REDBOOK	7684	6563	10.0	85.4	105	2564	11.4	33.4	120	1474	10.3	19.2	109	2525	8.7	32.9	92
ROAD & TRACK	410	378	0.6	92.2	114	**143	0.6	34.9	125	*54	0.4	13.2	75	*182	0.6	44.4	124
ROLLING STONE	969	861	1.3	88.9	110	325	1.4	33.5	121	*153	1.1	15.8	90	382	1.3	39.4	110
RUNNER'S WORLD	298	293	0.4	98.3	121	*123	0.5	41.3	148	*23	0.2	7.7	44	*146	0.5	49.0	137
SATURDAY EVENING POST	1169	973	1.5	83.2	103	354	1.6	30.3	109	*219	1.5	18.7	106	400	1.4	34.2	96
SCIENCE 84	587	547	0.8	93.2	115	*222	1.0	37.8	136	*140	1.0	23.9	136	*185	0.6	31.5	88
SCIENCE DIGEST	482	418	0.6	86.7	107	*208	0.9	43.2	155	*82	0.6	17.0	97	*129	0.4	26.8	75
SCIENTIFIC AMERICAN	594	519	0.8	87.4	108	*205	0.9	34.5	124	**59	0.4	9.9	56	*256	0.9	43.1	121
SELF	2089	1777	2.7	85.1	105	593	2.6	28.4	102	349	2.4	16.7	95	836	2.9	40.0	112
SEVENTEEN	2411	1946	3.0	80.7	99	807	3.6	33.5	120	*382	2.7	15.8	90	757	2.6	31.4	88
SKI	480	400	0.6	83.3	103	**122	0.5	25.4	91	**126	0.9	26.3	149	*152	0.5	31.7	89
SMITHSONIAN	2760	2357	3.6	85.4	105	803	3.6	29.1	105	507	3.6	18.4	104	1047	3.6	37.9	106
SOAP OPERA DIGEST	3013	2513	3.8	83.4	103	1106	4.9	36.7	132	538	3.8	17.9	101	868	3.0	28.8	81
SOUTHERN LIVING	4184	3497	5.3	83.6	103	980	4.3	23.4	84	872	6.1	20.8	118	1645	5.7	39.3	110
SPORT	559	470	0.7	84.1	104	*162	0.7	29.0	104	*97	0.7	17.4	99	*212	0.7	37.9	106
THE SPORTING NEWS	436	399	0.6	91.5	113	**167	0.7	38.3	138	*57	0.4	13.1	74	*176	0.6	40.4	113
SPORTS AFIELD	493	403	0.6	81.7	101	*123	0.5	24.9	90	**140	1.0	28.4	161	*140	0.5	28.4	80
SPORTS ILLUSTRATED	2758	2384	3.6	86.4	107	858	3.8	31.1	112	504	3.5	18.3	104	1021	3.5	37.0	104
STAR	7456	6134	9.3	82.3	101	2553	11.3	34.2	123	1397	9.8	18.7	106	2183	7.5	29.3	82
SUNDAY	24936	20576	31.3	82.5	102	7660	34.0	30.7	110	4501	31.6	18.1	103	8415	29.1	33.7	94
SUNSET	2124	1844	2.8	86.8	107	389	1.7	18.3	66	406	2.8	19.1	109	1049	3.6	49.4	138
TV GUIDE	21661	17798	27.1	82.2	101	6646	29.5	30.7	110	3837	26.9	17.7	101	7316	25.3	33.8	95
TENNIS	550	439	0.7	79.8	98	*139	0.6	25.3	91	**103	0.7	18.7	106	*196	0.7	35.6	100
TIME	8880	7501	11.4	84.5	104	2800	12.4	31.5	113	1608	11.3	18.1	103	3092	10.7	34.8	97
TOWN & COUNTRY	917	750	1.1	81.8	101	300	1.3	32.7	118	*180	1.3	19.6	112	270	0.9	29.4	82
TRAVEL & LEISURE	972	873	1.3	89.8	111	372	1.7	38.3	138	*163	1.1	16.8	95	338	1.2	34.8	97
TRUE STORY	3356	2625	4.0	78.2	96	1110	4.9	33.1	119	462	3.2	13.8	78	1053	3.6	31.4	88
U.S. NEWS & WORLD REPORT	3410	2881	4.4	84.5	104	1089	4.8	31.9	115	490	3.4	14.4	82	1302	4.5	38.2	107
USA TODAY	1759	1489	2.3	84.7	104	622	2.8	35.4	127	258	1.8	14.7	83	609	2.1	34.6	97
US	1873	1566	2.4	83.6	103	604	2.7	32.2	116	362	2.5	19.3	110	600	2.1	32.0	90
VOGUE	3909	3052	4.6	78.1	96	1206	5.4	30.9	111	663	4.7	17.0	96	1183	4.1	30.3	85
MALL STREET JOURNAL	1886	1660	2.5	88.0	108	532	2.4	28.2	101	306	2.1	16.2	92	822	2.8	43.6	122
HEIGHT WATCHERS	2120	1860	2.8	87.7	108	727	3.2	34.3	123	439	3.1	20.7	118	695	2.4	32.8	92
WOMAN'S DAY	14172	12264	18.7	86.5	107	4914	21.8	34.7	125	2709	19.0	19.1	109	4641	16.0	32.7	92
WORKING MOTHER	1146	993	1.5	86.6	107	395	1.8	34.5	124	*232	1.6	20.2	115	366	1.3	31.9	89
WORKING WOMAN	1322	1118	1.7	84.6	104	425	1.9	32.1	116	*218	1.5	16.5	94	474	1.6	35.9	100
WORLD TENNIS	*163	*105	0.2	64.4	79	**41	0.2	25.2	90	*34	0.2	20.9	119	*330	0.1	18.4	52
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2133	3.2	84.2	104	852	3.8	33.6	121	426	3.0	16.8	96	855	3.0	33.8	95
BLAIR INSERTS	43657	36510	55.6	83.6	103	13490	59.9	30.9	111	7737	54.3	17.7	101	15283	52.8	35.0	98
DAILY NEWSPAPERS																	
READ ANY	51633	42980	65.4	83.2	103	15254	67.7	29.5	106	9353	65.6	18.1	103	18373	63.5	35.6	100
READ ONE	43463	36031	54.8	82.9	102	12706	56.4	29.2	105	7897	55.4	18.2	103	15428	53.3	35.5	99
READ TWO OR MORE	8170	6949	10.6	85.1	105	2548	11.3	31.2	112	1456	10.2	17.8	101	2945	10.2	36.0	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	44063	67.1	83.6	103	15901	70.6	30.2	109	9544	67.0	18.1	103	18618	64.4	35.3	99
READ ONE	46126	38562	58.7	83.6	103	13725	60.9	29.8	107	8435	59.2	18.3	104	16402	56.7	35.6	100
READ TWO OR MORE	6552	5501	8.4	84.0	103	2176	9.7	33.2	119	1109	7.8	16.9	96	2216	7.7	33.8	95
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.89				26.95				28.28				28.45			
30 DAY REACH	71455	58190	88.6	81.4	100	20142	89.4	28.2	101	12221	85.8	17.1	97	25827	89.3	36.1	101
50 SHMG - 30 DAY AV FREQ	14.56	14.68				14.13				14.90				15.00			
30 DAY REACH	67742	55428	84.4	81.8	101	19243	85.4	28.4	102	11643	81.7	17.2	98	24542	84.8	36.2	101
25 SHMG - 30 DAY AV FREQ	7.94	7.99				7.75				7.99				8.19			
30 DAY REACH	62117	50831	77.4	81.8	101	17505	77.7	28.2	101	10835	76.0	17.4	99	22491	77.8	36.2	101
CABLE TV: HOME WIRED	32077	27051	41.2	84.3	104	10259	45.5	32.0	115	5935	41.7	18.5	105	10856	37.5	33.8	95
HOME NOT WIRED	48909	38653	58.8	79.0	97	12270	54.5	25.1	90	8313	58.3	17.0	97	18071	62.5	36.9	103
HAVE PAY CABLE	15935	13924	21.2	87.4	108	5634	25.0	35.4	127	3018	21.2	18.9	108	5272	18.2	33.1	93

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS	80986	65704	100.0	81.1	100	22529	100.0	27.8	100	14248	100.0	17.6	100	28927	100.0	35.7	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	36348	55.3	82.8	102	12883	57.2	29.3	105	7787	54.7	17.7	101	15677	54.2	35.7	100	
10:00 AM - 3:00 PM	30659	25484	38.8	83.1	102	9305	41.3	30.3	109	5497	38.6	17.9	102	10681	36.9	34.8	98	
3:00 PM - 7:00 PM	31045	25695	39.1	82.8	102	8993	39.9	29.0	104	5466	38.4	17.6	100	11236	38.8	36.2	101	
7:00 PM - MIDNIGHT	15767	13007	19.8	82.5	102	4427	19.7	28.1	101	2839	19.9	18.0	102	5741	19.8	36.4	102	
MIDNIGHT - 6:00 AM	9120	7544	11.5	82.7	102	2641	11.7	29.0	104	1652	11.6	18.1	103	3251	11.2	35.6	100	
6:00 AM - MIDNIGHT	58527	48359	73.6	82.6	102	17232	76.5	29.4	106	10441	73.3	17.8	101	20687	71.5	35.3	99	
ENTIRE DAY	59311	48980	74.5	82.6	102	17420	77.3	29.4	106	10625	74.6	17.9	102	20935	72.4	35.3	99	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	13749	20.9	85.0	105	4985	22.1	30.8	111	2856	20.0	17.7	100	5909	20.4	36.5	102	
ALL NEWS	2256	1889	2.9	83.7	103	793	3.5	35.2	126	437	3.1	19.4	110	660	2.3	29.3	82	
AOR/PROGRESSIVE	3874	3350	5.1	86.5	107	1053	4.7	27.2	98	639	4.5	16.5	94	1658	5.7	42.8	120	
BEAUTIFUL MUSIC	5660	4708	7.2	83.2	103	1798	8.0	31.8	114	821	5.8	14.5	82	2088	7.2	36.9	103	
BLACK	2204	1624	2.5	73.7	91	596	2.6	27.0	97	369	2.6	16.7	95	660	2.3	29.9	84	
CLASSICAL	1418	1232	1.9	86.9	107	348	1.5	24.5	88	*229	1.6	16.1	92	655	2.3	46.2	129	
CHR/ROCK	9538	7919	12.1	83.0	102	3009	13.4	31.5	113	1714	12.0	18.0	102	3196	11.0	33.5	94	
COUNTRY	12648	10294	15.7	81.4	100	3412	15.1	27.0	97	2516	17.7	19.9	113	4367	15.1	34.5	97	
GOLDEN OLDIES	1191	909	1.4	76.3	94	342	1.5	28.7	103	*203	1.4	17.0	97	364	1.3	30.6	86	
MOR/NOSTALGIA	4757	3993	6.1	83.9	103	1265	5.6	26.6	96	918	6.4	19.3	110	1809	6.3	38.0	106	
NEWS/TALK	3863	3210	4.9	83.1	102	1175	5.2	30.4	109	764	5.4	19.8	112	1271	4.4	32.9	92	
RELIGIOUS	3084	2410	3.7	78.1	96	783	3.5	25.4	91	453	3.2	14.7	83	1175	4.1	38.1	107	
SOFT ROCK	521	386	0.6	74.1	91	*140	0.6	26.9	97	**54	0.4	10.4	59	*191	0.7	36.7	103	
URBAN CONTEMPORARY	1585	1232	1.9	77.7	96	543	2.4	34.3	123	290	2.0	18.3	104	398	1.4	25.1	70	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2681	4.1	82.2	101	984	4.4	30.2	108	588	4.1	18.0	102	1109	3.8	34.0	95	
ABC DIRECTION	2316	1877	2.9	81.0	100	845	3.8	36.5	131	388	2.7	16.8	95	644	2.2	27.8	78	
ABC ENTERTAINMENT	4834	3927	6.0	81.2	100	1434	6.4	29.7	107	785	5.5	16.2	92	1707	5.9	35.3	99	
ABC FM	2202	1851	2.8	84.1	104	618	2.7	28.1	101	477	3.3	21.7	123	756	2.6	34.3	96	
ABC INFORMATION	5425	4544	6.9	83.8	103	1403	6.2	25.9	93	1136	8.0	20.9	119	2005	6.9	37.0	103	
ABC ROCK	1677	1454	2.2	86.7	107	589	2.6	35.1	126	*223	1.6	13.3	76	643	2.2	38.3	107	
CBS	4430	3721	5.7	84.0	104	1293	5.7	29.2	105	756	5.3	17.1	97	1672	5.8	37.7	106	
MUTUAL	4992	4083	6.2	81.8	101	1418	6.3	28.4	102	1013	7.1	20.3	115	1652	5.7	33.1	93	
NBC	4679	3989	6.1	85.3	105	1589	7.1	34.0	122	830	5.8	17.7	101	1571	5.4	33.6	94	
RADIORADIO	1994	1678	2.6	84.2	104	642	2.8	32.2	116	304	2.1	15.2	87	733	2.5	36.8	103	
RKO ONE	2298	1815	2.8	79.0	97	613	2.7	26.7	96	423	3.0	18.4	105	778	2.7	33.9	95	
RKO TWO	3311	2633	4.0	79.5	98	1008	4.5	30.4	109	627	4.4	18.9	108	999	3.5	30.2	84	
THE SOURCE	2114	1805	2.7	85.4	105	732	3.2	34.6	124	333	2.3	15.8	90	740	2.6	35.0	98	
NON-WIRED: BLAIR	8654	7301	11.1	84.4	104	2520	11.2	29.1	105	1756	12.3	20.3	115	3025	10.5	35.0	98	
INTERNET	12025	10022	15.3	83.3	103	3598	16.0	29.9	108	2236	15.7	18.6	106	4187	14.5	34.8	97	
KATZ RADIO GROUP	15359	12943	19.7	84.3	104	4658	20.7	30.3	109	2715	19.1	17.7	100	5570	19.3	36.3	102	
SUPERNET	10628	8774	13.4	82.6	102	3059	13.6	28.8	103	1835	12.9	17.3	98	3880	13.4	36.5	102	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	6910	10.5	79.8	98	2215	9.8	25.6	92	1386	9.7	16.0	91	3309	11.4	38.2	107	
WKDAY 9:00 AM - 1:00 PM	12163	9610	14.6	79.0	97	3489	15.5	28.7	103	2030	14.2	16.7	95	4090	14.1	33.6	94	
WKDAY 1:00 PM - 4:30 PM	16150	12814	19.5	79.3	98	4551	20.2	28.2	101	2789	19.6	17.3	98	5474	18.9	33.9	95	
WKDAY 4:30 PM - 7:30 PM	22463	17803	27.1	79.3	98	6101	27.1	27.2	98	3817	26.8	17.0	97	7886	27.3	35.1	98	
WKDAY 7:30 PM - 8:00 PM	31795	25442	38.7	80.0	99	8747	38.8	27.5	99	5281	37.1	16.6	94	11413	39.5	35.9	100	
WKDAY 11:00 PM - 11:30 PM	23977	19846	30.2	82.8	102	7072	31.4	29.5	106	4095	28.7	17.1	97	8680	30.0	36.2	101	
WKDAY 11:30 PM - 1:00 AM	7703	6388	9.7	82.9	102	2437	10.8	31.6	114	1280	9.0	16.6	94	2671	9.2	34.7	97	
M-SAT 8-11 PM-SUN 7-11 PM	33800	27598	42.0	81.7	101	9631	42.7	28.5	102	5921	41.6	17.5	100	12046	41.6	35.6	100	
WKDAY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	5247	8.0	80.3	99	2092	9.3	32.0	115	960	6.7	14.7	83	2195	7.6	33.6	94
ANOTHER WORLD	N	4620	3657	5.6	79.2	98	1308	5.8	28.3	102	828	5.8	17.9	102	1521	5.3	32.9	92
AS THE WORLD TURNS	C	5614	4398	6.7	78.3	97	1491	6.6	26.6	95	954	6.7	17.0	97	1953	6.8	34.8	97
CAPITOL	C	3396	2620	4.0	77.1	95	919	4.1	27.1	97	652	4.6	19.2	109	1049	3.6	30.9	86
CBS MORN. NEWS 1	C	1446	1121	1.7	77.5	96	291	1.3	20.1	72	239	1.7	16.5	94	592	2.0	40.9	115
CBS MORN. NEWS 2	C	1207	877	1.3	72.7	90	266	1.2	22.0	79	185	1.3	15.3	87	426	1.5	35.3	99
DAYS OF OUR LIVES	N	5877	4708	7.2	80.1	99	1582	7.0	26.9	97	1123	7.9	19.1	109	2002	6.9	34.1	95
FACTS OF LIFE - DAYTIME	N	2290	1724	2.6	75.3	93	599	2.7	26.2	94	355	2.5	15.5	88	769	2.7	33.6	94
FAMILY FEUD	A	3023	2406	3.7	79.6	98	855	3.8	28.3	102	498	3.5	16.5	94	1053	3.6	34.8	98
GENERAL HOSPITAL	A	6097	4728	7.2	77.5	96	1723	7.6	28.3	102	955	6.7	15.7	89	2050	7.1	33.6	94
GOOD MORNING, AMERICA-730	A	3515	2873	4.4	81.7	101	982	4.4	27.9	100	491	3.4	14.0	79	1399	4.8	39.8	111
GOOD MORNING, AMERICA-830	A	2818	2389	3.6	84.8	104	938	4.2	33.3	120	462	3.2	16.4	93	989	3.4	35.1	98
GUIDING LIGHT	C	5339	4233	6.4	79.3	98	1408	6.2	26.4	95	1023	7.2	19.2	109	1802	6.2	33.8	94
ONE LIFE TO LIVE	A	4478	3498	5.3	78.1	96	1258	5.6	28.1	101	736	5.2	16.4	93	1504	5.2	33.6	94
PRESS YOUR LUCK	C	2244	1846	2.8	82.3	101												

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	TOTAL U.S. '000	AMERICAN BEAUTY				CREAMETTE				GOLDEN GRAIN				MUELLER'S			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	10585	100.0	13.1	100	14918	100.0	18.4	100	6800	100.0	8.4	100	20645	100.0	25.5	100
18 - 24	9282	1122	10.6	12.1	92	1485	10.0	16.0	87	626	9.2	6.7	80	1814	8.8	19.5	77
25 - 34	19072	2859	27.0	15.0	115	3890	26.1	20.4	111	1888	27.8	9.9	118	4816	23.3	25.3	99
35 - 44	14591	2018	19.1	13.8	106	2757	18.5	18.9	103	1379	20.3	9.5	113	3931	19.0	26.9	106
45 - 54	11345	1227	11.6	10.8	83	2289	15.3	20.2	110	907	13.3	8.0	95	3369	16.3	29.7	116
55 - 64	11635	1666	15.7	14.3	110	2121	14.2	18.2	99	1047	15.4	9.0	107	3318	16.1	28.5	112
65 OR OLDER	15061	1694	16.0	11.2	86	2376	15.9	15.8	86	953	14.0	6.3	75	3396	16.4	22.5	88
18 - 34	28354	3981	37.6	14.0	107	5375	36.0	19.0	103	2514	37.0	8.9	106	6630	32.1	23.4	92
18 - 49	48339	6684	63.1	13.8	106	9127	61.2	18.9	103	4325	63.6	8.9	107	12144	58.8	25.1	99
25 - 54	45008	6103	57.7	13.6	104	8936	59.9	19.9	108	4175	61.4	9.3	110	12116	58.7	26.9	106
35 - 49	19985	2704	25.5	13.5	104	3753	25.2	18.8	102	1811	26.6	9.1	108	5513	26.7	27.6	108
50 OR OLDER	32647	3901	36.9	11.9	91	5790	38.8	17.7	96	2475	36.4	7.6	90	8501	41.2	26.0	102
GRADUATED COLLEGE	11155	1601	15.1	14.4	110	2053	13.8	18.4	100	1385	20.4	12.4	148	2743	13.3	24.6	96
ATTENDED COLLEGE	13682	2208	20.9	16.1	123	2938	19.7	21.5	117	1837	27.0	13.4	160	3624	17.6	26.5	104
GRADUATED HIGH SCHOOL	33880	4480	42.3	13.2	101	6654	44.6	19.6	107	2449	36.0	7.2	86	9242	44.8	27.3	107
DID NOT GRADUATE HIGH SCHOOL	22270	2297	21.7	10.3	79	3274	21.9	14.7	80	1129	16.6	5.1	60	5035	24.4	22.6	89
EMPLOYED	40306	5003	47.3	12.4	95	7552	50.6	18.7	102	3509	51.6	8.7	104	10502	50.9	26.1	102
EMPLOYED FULL-TIME	32850	4029	38.1	12.3	94	6118	41.0	18.6	101	2810	41.3	8.6	102	8362	40.5	25.5	100
EMPLOYED PART-TIME	7456	974	9.2	13.1	100	1434	9.6	19.2	104	698	10.3	9.4	111	2140	10.4	28.7	113
NOT EMPLOYED	40680	5582	52.7	13.7	105	7366	49.4	18.1	98	3291	48.4	8.1	96	10143	49.1	24.9	98
PROFESSIONAL/MANAGER	10392	1387	13.1	13.3	102	1951	13.1	18.8	102	1239	18.2	11.9	142	2716	13.2	26.1	103
TECH/CLERICAL/SALES	17574	2221	21.0	12.6	97	3444	23.1	19.6	106	1579	23.2	9.0	107	4752	23.0	27.0	106
PRECISION/CRAFT	985	**128	1.2	13.0	99	**120	0.8	12.2	66	**90	1.3	9.1	109	**284	1.4	28.8	113
OTHER EMPLOYED	11354	1267	12.0	11.2	85	2037	13.7	17.9	97	*601	8.8	5.3	63	2750	13.3	24.2	95
SINGLE	9863	843	8.0	8.5	65	1474	9.9	14.9	81	671	9.9	6.8	81	2215	10.7	22.5	88
MARRIED	51375	7449	70.4	14.5	111	10183	68.3	19.8	108	4492	66.1	8.7	104	13842	67.0	26.9	106
DIVORCED/SEPARATED/WIDOWED	19748	2294	21.7	11.6	89	3262	21.9	16.5	90	1637	24.1	8.3	99	4589	22.2	23.2	91
PARENTS	32590	4890	46.2	15.0	115	6709	45.0	20.6	112	3078	45.3	9.4	112	8508	41.2	26.1	102
WHITE	70416	9670	91.4	13.7	105	13443	90.1	19.1	104	6129	90.1	8.7	104	18281	88.5	26.0	102
BLACK	8778	629	5.9	7.2	55	1319	8.8	15.0	82	*364	5.4	4.1	49	2155	10.4	24.6	96
OTHER	1791	**286	2.7	16.0	122	**155	1.0	8.7	47	**307	4.5	17.1	204	**209	1.0	11.7	46
NORTHEAST-CENSUS	17786	**332	0.3	0.2	1	1511	10.1	8.5	46	*350	5.1	2.0	23	7774	37.7	43.7	171
NORTH CENTRAL	20741	3955	37.4	19.1	146	8270	55.4	39.9	216	779	11.5	3.8	45	4255	20.6	20.5	80
SOUTH	27775	3079	29.1	11.1	85	2853	19.1	10.3	56	685	10.1	2.5	29	8152	39.5	29.4	115
WEST	14683	3519	33.2	24.0	183	2284	15.3	15.6	84	4986	73.3	34.0	404	*464	2.2	3.2	12
NORTHEAST-MKTG.	17961	**132	1.2	0.7	6	1507	10.1	8.4	46	446	6.6	2.5	30	7505	36.4	41.8	164
EAST CENTRAL	11885	**138	1.3	1.2	9	3572	23.9	30.1	163	*306	4.5	2.6	31	5353	25.9	45.0	177
WEST CENTRAL	14090	4566	43.1	32.4	248	5667	38.0	40.2	218	754	11.1	5.4	64	696	3.4	4.9	19
SOUTH	24081	3206	30.3	13.3	102	2130	14.3	8.8	48	*551	8.1	2.3	27	6672	32.3	27.7	109
PACIFIC	12969	2544	24.0	19.6	150	2043	13.7	15.8	86	4743	69.8	36.6	436	*420	2.0	3.2	13
COUNTY SIZE A	32439	3734	35.3	11.5	88	6460	43.3	19.9	108	2984	43.9	9.2	110	7896	38.2	24.3	95
COUNTY SIZE B	24915	2842	26.8	11.4	87	4200	28.2	16.9	92	1982	29.1	8.0	95	6910	33.5	27.7	109
COUNTY SIZE C	12930	1711	16.2	13.2	101	1990	13.3	15.4	84	1514	22.3	11.7	139	3932	19.0	30.4	119
COUNTY SIZE D	10703	2298	21.7	21.5	164	2268	15.2	21.2	115	*320	4.7	3.0	36	1907	9.2	17.8	70
METRO CENTRAL CITY	24518	3094	29.2	12.6	97	3814	25.6	15.6	84	2165	31.8	8.8	105	5128	24.8	20.9	82
METRO SUBURBAN	35919	3769	35.6	10.5	80	7457	50.0	20.8	113	3643	53.6	10.1	121	10708	51.9	29.8	117
NON METRO	20549	3723	35.2	18.1	139	3646	24.4	17.7	96	992	14.6	4.8	57	4809	23.3	23.4	92
TOP 5 ADI'S	18341	1471	13.9	8.0	61	3337	22.4	18.2	99	2148	31.6	11.7	139	3749	18.2	20.4	80
TOP 10 ADI'S	25378	2280	21.5	9.0	69	4023	27.0	15.9	86	2360	34.7	9.3	111	5725	27.7	22.6	88
TOP 20 ADI'S	36488	3718	35.1	10.2	78	6909	46.3	18.9	103	3731	54.9	10.2	122	9371	45.4	25.7	101
HSHLD INC. \$50,000 OR MORE	6612	900	8.5	13.6	104	1419	9.5	21.5	117	*672	9.9	10.2	121	1887	9.1	28.5	112
\$40,000 OR MORE	12659	1601	15.1	12.6	97	2532	17.0	20.0	109	1419	20.9	11.2	134	3701	17.9	29.2	115
\$30,000 OR MORE	24698	3386	32.0	13.7	105	5029	33.7	20.4	111	2777	40.8	11.2	134	6685	32.4	27.1	106
\$25,000 OR MORE	32077	4539	42.9	14.2	108	6790	45.5	21.2	115	3382	49.7	10.5	126	8828	42.8	27.5	108
\$20,000 - \$24,999	9144	1637	15.5	17.9	137	1901	12.7	20.8	113	*635	9.3	6.9	83	2297	11.1	25.1	99
\$15,000 - \$19,999	8728	958	9.1	11.0	84	1385	9.3	15.9	86	706	10.4	8.1	96	2264	11.0	25.9	102
\$10,000 - \$14,999	12562	1495	14.1	11.9	91	2147	14.4	17.1	93	1034	15.2	8.2	98	3224	15.6	25.7	101
UNDER \$10,000	18475	1957	18.5	10.6	81	2695	18.1	14.6	79	1043	15.3	5.6	67	4031	19.5	21.8	86
HOUSEHOLD OF 1 PERSON	11987	1127	10.6	9.4	72	1666	11.2	13.9	75	987	14.5	8.2	98	2402	11.6	20.0	79
2 PEOPLE	26577	3288	31.1	12.4	95	4801	32.2	18.1	98	2128	31.3	8.0	95	6867	33.3	25.8	101
3 OR 4 PEOPLE	30617	4290	40.5	14.0	107	5820	39.0	19.0	103	2638	38.8	8.6	103	8220	39.8	26.8	105
5 OR MORE PEOPLE	11804	1880	17.8	15.9	122	2631	17.6	22.3	121	1047	15.4	8.9	106	3155	15.3	26.7	105
NO CHILD IN HSHLD	46165	5371	50.7	11.6	89	7936	53.2	17.2	93	3557	52.3	7.7	92	11612	56.2	25.2	99
CHILD(REN) UNDER 2 YRS	5325	952	9.0	17.9	137	1185	7.9	22.3	121	*370	5.4	6.9	83	1305	6.3	24.5	96
2 - 5 YEARS	14221	2562	24.2	18.0	138	2885	19.3	20.3	110	1282	18.9	9.0	107	3242	15.7	22.8	89
6 - 11 YEARS	15117	2182	20.6	14.4	110	3155	21.1	20.9	113	1471	21.6	9.7	116	4057	19.7	26.8	105
12 - 17 YEARS	16611	2325	22.0	14.0	107	3303	22.1	19.9	108	1599	23.5	9.6	115	4543	22.0	27.3	107
RESIDENCE OWNED	55884	7641	72.2	13.7	105	11417	76.5	20.4	111	4718	69.4	8.4	101	14847	71.9	26.6	104
VALUE: \$50,000 OR MORE	31744	4642	43.9	14.6	112	6959	46.6	21.9	119	3462	50.9	10.9	130	7691	37.3	24.2	95
VALUE: UNDER \$50,000	24140	2999	28.3	12.4	95	4459	29.9	18.5	100	1256	18.5	5.2	62	7157	34.7	29.6	116

		TOTAL U.S. '000	AMERICAN BEAUTY				CREAMETTE				GOLDEN GRAIN				MUELLER'S			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		100000	10585	100.0	13.1	100	14918	100.0	18.4	100	6800	100.0	8.4	100	20645	100.0	25.5	100
MAGAZINES	QUINTILE 1	15799	2253	21.3	14.3	109	3533	23.7	22.4	121	1759	25.9	11.1	133	4287	20.8	27.1	106
	QUINTILE 2	12759	2200	20.8	12.7	98	3242	21.7	18.8	102	1766	26.0	10.2	122	4987	24.2	28.9	113
	QUINTILE 3	13545	1990	18.8	14.7	112	2420	16.2	17.9	97	1024	15.1	7.6	90	3535	17.1	26.1	102
	QUINTILE 4	15133	2028	19.2	13.4	103	2662	17.8	17.6	95	1202	17.7	7.9	95	3684	17.8	24.3	95
	QUINTILE 5	19250	2115	20.0	11.0	84	3061	20.5	15.9	86	1048	15.4	5.4	65	4154	20.1	21.6	85
NEWSPAPERS	QUINTILE 1	12413	1372	13.0	11.1	85	2174	14.6	17.5	95	834	12.3	6.7	80	3905	18.9	31.5	123
	QUINTILE 2	24116	3639	34.4	15.1	115	4977	33.4	20.6	112	2055	30.2	8.5	101	6540	31.7	27.1	106
	QUINTILE 3	11261	1555	14.7	13.8	106	2207	14.8	19.6	106	1357	20.0	12.1	144	2869	13.9	25.5	100
	QUINTILE 4	20255	2412	22.8	11.9	91	3813	25.6	18.8	102	1591	23.4	7.9	94	5148	24.9	25.4	100
	QUINTILE 5	12940	1608	15.2	12.4	95	1747	11.7	13.5	73	963	14.2	7.4	89	2183	10.6	16.9	66
OUTDOOR	QUINTILE 1	14852	1959	18.5	13.2	101	2912	19.5	19.6	106	1284	18.9	8.6	103	3866	18.7	26.0	102
	QUINTILE 2	15725	2074	19.6	13.2	101	2984	20.0	19.0	103	1335	19.6	8.5	101	3813	18.5	24.2	95
	QUINTILE 3	16330	2206	20.8	13.5	103	2736	18.3	16.8	91	1403	20.6	8.6	102	4285	20.8	26.2	103
	QUINTILE 4	16744	2145	20.3	12.8	98	3016	20.2	18.0	98	1446	21.3	8.6	103	4270	20.7	25.5	100
	QUINTILE 5	17334	2202	20.8	12.7	97	3266	21.9	18.8	102	1333	19.6	7.7	92	4412	21.4	25.5	100
RADIO-DRIVE TIME	QUINTILE 1	15911	1888	17.8	11.9	91	3351	22.5	21.1	114	1270	18.7	8.0	95	4254	20.6	26.7	105
	QUINTILE 2	14837	2022	19.1	13.6	104	2903	19.5	19.6	106	1147	16.9	7.7	92	3595	17.4	24.2	95
	QUINTILE 3	15339	1867	17.6	12.2	93	2524	16.9	16.5	89	1256	18.5	8.2	98	4169	20.2	27.2	107
	QUINTILE 4	16723	2328	22.0	13.9	107	3193	21.4	19.1	104	1466	21.6	8.8	104	4379	21.2	26.2	103
	QUINTILE 5	18176	2481	23.4	13.6	104	2947	19.8	16.2	88	1662	24.4	9.1	109	4247	20.6	23.4	92
RADIO-MID- DAY	QUINTILE 1	21020	2473	23.4	11.8	90	4239	28.4	20.2	109	1557	22.9	7.4	88	5606	27.2	26.7	105
	QUINTILE 2	21610	3132	29.6	14.5	111	4204	28.2	19.5	106	2000	29.4	9.3	110	6263	30.3	29.0	114
	QUINTILE 3	38355	4980	47.0	13.0	99	6475	43.4	16.9	92	3242	47.7	8.5	101	8776	42.5	22.9	90
	QUINTILE 4	15988	1960	18.5	12.3	94	3384	22.7	21.2	115	1241	18.3	7.8	92	3974	19.2	24.9	98
	QUINTILE 5	15626	1867	17.6	11.9	91	2974	19.9	19.0	103	1075	15.8	6.9	82	4294	20.8	27.5	108
RADIO-TOTAL	QUINTILE 1	16723	2436	23.0	14.6	111	3134	21.0	18.7	102	1633	24.0	9.8	116	4298	20.8	25.7	101
	QUINTILE 2	16342	2318	21.9	14.2	109	2720	18.2	16.6	90	1607	23.6	9.8	117	4281	20.7	26.2	103
	QUINTILE 3	16306	2005	18.9	12.3	94	2702	18.1	16.6	90	1245	18.3	7.6	91	3798	18.4	23.3	91
	QUINTILE 4																	
	QUINTILE 5																	
TV-PRIME TIME	QUINTILE 1	15953	1780	16.8	11.2	85	3072	20.6	19.3	105	1144	16.8	7.2	85	4217	20.4	26.4	104
	QUINTILE 2	16137	2270	21.4	14.1	108	3273	18.9	17.5	95	1227	18.0	7.6	91	4513	21.9	28.0	110
	QUINTILE 3	16420	2182	20.6	13.3	102	3128	21.0	19.0	103	1502	22.1	9.1	109	4301	20.8	26.2	103
	QUINTILE 4	16687	2204	20.8	13.2	101	2825	18.9	16.9	92	1482	21.8	8.9	106	3961	19.2	23.7	93
	QUINTILE 5	15789	2150	20.3	13.6	104	3070	20.6	19.4	106	1444	21.2	9.1	109	3653	17.7	23.1	91
TV-DAYTIME	QUINTILE 1	27736	3792	35.8	13.7	105	4864	32.6	17.5	95	2059	30.3	7.4	88	7141	34.6	25.7	101
	QUINTILE 2	26489	3109	29.4	11.7	90	4947	33.2	18.7	101	2058	30.3	7.8	93	7173	34.7	27.1	106
	QUINTILE 3	26761	3685	34.8	13.8	105	5108	34.2	19.1	104	2683	39.5	10.0	119	6330	30.7	23.7	93
	QUINTILE 4	16345	1971	18.6	12.1	92	2624	17.6	16.1	87	1228	18.1	7.5	89	4020	19.5	24.6	96
	QUINTILE 5	16447	2002	18.9	12.2	93	3367	22.6	20.5	111	1178	17.3	7.2	85	4646	22.5	28.2	111
TV-TOTAL	QUINTILE 1	15980	2404	22.7	15.0	115	3167	21.2	19.8	108	1406	20.7	8.8	105	3856	18.7	24.1	95
	QUINTILE 2	15887	2035	19.2	12.8	98	2691	18.0	16.9	92	1353	19.9	8.5	101	4124	20.0	26.0	102
	QUINTILE 3	16326	2173	20.5	13.3	102	3069	20.6	18.8	102	1636	24.1	10.0	119	4000	19.4	24.5	96
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-NEWSPAPERS: DUAL		20721	2738	26.3	13.5	103	4186	28.1	20.2	110	1944	28.6	9.4	112	6095	29.5	29.4	115
	MAGAZINE IMPERATIVE	19186	2575	24.3	13.4	103	3631	24.3	18.9	103	2129	31.3	11.1	132	4931	23.9	25.7	101
	NEWSPAPER IMPERATIVE	21899	3004	28.4	13.7	105	4159	27.9	19.0	103	1580	23.2	7.2	86	5921	28.7	27.0	106
MAGAZINES-OUTDOOR: DUAL		15451	2437	23.0	15.8	121	3028	20.3	19.6	106	1638	24.1	10.6	126	4407	21.3	28.5	112
	MAGAZINE IMPERATIVE	25953	3394	32.1	13.1	100	5128	34.4	19.8	107	2531	37.2	9.8	116	6981	33.8	26.9	106
	OUTDOOR IMPERATIVE	24400	2966	28.0	12.2	93	4365	29.3	17.9	97	1694	24.9	6.9	83	5479	26.5	22.5	88
MAGAZINES-RADIO: DUAL		18049	2329	22.0	12.9	99	3758	26.5	21.9	119	1679	24.7	9.3	111	4923	23.8	27.3	107
	MAGAZINE IMPERATIVE	23571	3501	33.1	14.9	114	4376	29.3	18.6	101	2679	39.4	11.4	135	6482	31.4	27.5	108
	RADIO IMPERATIVE	23278	2903	27.4	12.5	95	4179	28.0	18.0	97	1315	19.3	5.6	67	5708	27.6	24.5	96
MAGAZINES-TELEVISION: DUAL		15459	2235	21.1	14.5	111	3259	21.8	21.1	114	1290	19.0	8.3	99	4417	21.4	28.6	112
	MAGAZINE IMPERATIVE	25829	3453	32.6	13.4	102	4909	32.9	19.0	103	2865	42.1	11.1	132	6911	33.5	26.8	105
	TELEVISION IMPERATIVE	26039	3175	30.0	12.2	93	4438	29.7	17.0	93	1683	24.8	6.5	77	6056	29.3	23.3	91
NEWSPAPERS-OUTDOOR: DUAL		16605	2361	22.3	14.2	109	3385	22.7	20.4	111	1432	21.1	8.6	103	4668	22.6	28.1	110
	NEWSPAPER IMPERATIVE	26834	3591	33.9	13.4	102	5145	34.5	19.2	104	2240	32.9	8.3	99	7585	36.7	28.3	111
	OUTDOOR IMPERATIVE	23346	2929	27.7	12.5	96	4136	27.7	17.7	96	2136	31.4	9.1	109	5127	24.8	22.0	86
NEWSPAPERS-RADIO: DUAL		17133	2102	19.9	12.3	94	3593	24.1	21.0	114	1037	15.3	6.1	72	5183	24.6	29.7	116
	NEWSPAPER IMPERATIVE	25812	3809	35.9	14.7	112	4820	32.3	18.6	101	2704	39.8	10.4	124	7123	34.5	27.5	108
	RADIO IMPERATIVE	23167	3064	28.9	13.2	101	4370	29.3	18.9	102	2111	31.0	9.1	109	5111	24.8	22.1	87
NEWSPAPERS-TELEVISION: DUAL		17159	2155	20.4	12.6	96	3577	24.0	20.8	113	1300	19.1	7.6	90	4911	23.8	28.6	112
	NEWSPAPER IMPERATIVE	26214	3808	36.0	14.5	111	4937	33.1	18.8	102	2444	35.9	9.3	111	7155	34.7	27.3	107
	TELEVISION IMPERATIVE	23412	2828	26.7	12.1	92	3872	26.0	16.5	90	1791	26.3	7.6	91	5433	26.3	23.2	91
OUTDOOR-RADIO: DUAL		15303	2067	19.5	13.5	103	3249	21.8	21.2	115	1269	18.7	8.3	99	3857	18.7	25.2	99
	OUTDOOR IMPERATIVE	24901	3262	31.0	13.2	101	4299	28.8	17.3	94	2211	32.5	8.9	106	6377	30.9	25.6	100</

	TOTAL U.S. '000	AMERICAN BEAUTY				CREAMETTE				GOLDEN GRAIN				MUELLER'S			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	109986	10585	100.0	13.1	100	14918	100.0	18.4	100	6800	100.0	8.4	100	20645	100.0	25.5	100
ATLANTIC MONTHLY	415	**23	0.2	5.5	42	**33	0.2	8.0	43	**37	0.5	8.9	106	*147	0.7	35.4	139
BARRON'S	453	**87	0.8	19.2	147	**73	0.5	16.1	87	**96	1.4	21.2	252	**50	0.2	11.0	43
BETTER HOMES & GARDENS	16256	2400	22.7	14.8	113	3657	24.5	22.5	122	1670	24.6	10.3	122	4436	21.5	27.3	107
BON APPETIT	2535	343	3.2	13.5	104	464	3.1	18.3	99	448	6.6	17.7	210	533	2.6	21.0	82
BUSINESS WEEK	1278	**100	0.9	7.8	60	*187	1.3	14.6	79	**101	1.5	7.9	94	218	1.1	17.1	67
CAR AND DRIVER	378	**35	0.3	9.3	71	**89	0.6	23.5	128	**20	0.3	5.3	63	**110	0.5	29.1	114
CBS MAGAZINE NETWORK (GROSS)	1498	*217	2.1	14.5	111	*270	1.8	18.0	98	**111	1.6	7.4	88	423	2.0	28.2	111
CHANGING TIMES	1505	*116	1.1	7.7	59	389	2.6	25.8	140	**119	1.8	7.9	94	484	2.3	32.2	126
COLONIAL HOMES	1231	**77	0.7	6.3	48	211	1.4	17.1	93	**87	1.3	7.1	84	476	2.3	38.7	152
CONDE NAST MAG. PKG. (GROSS)	14146	1753	16.6	12.4	95	2517	16.9	17.8	97	1238	18.2	8.8	104	3597	17.4	25.4	100
CONSUMERS DIGEST	1373	*194	1.8	14.7	112	244	1.6	18.4	100	**115	1.7	8.7	104	462	2.2	34.9	137
COSMOPOLITAN	7102	843	8.0	11.9	91	1313	8.8	18.5	100	606	8.9	8.5	102	1977	9.6	27.8	109
COUNTRY LIVING	2481	348	3.3	14.0	107	563	3.8	22.7	123	*184	2.7	7.4	88	737	3.6	29.7	117
CUISINE	1472	*184	1.7	12.5	96	285	1.9	19.4	105	*212	3.1	14.4	172	346	1.7	23.5	92
CYCLE WORLD	425	**60	0.6	11.1	108	**105	0.7	24.7	134	**32	0.5	7.5	90	**131	0.6	30.8	121
DCI:CREATIVE IDEAS FOR LIV	2510	457	4.3	18.2	139	548	3.7	21.8	119	*323	4.8	12.9	153	668	3.2	26.6	104
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	975	9.2	14.6	111	981	6.6	14.7	80	490	7.2	7.3	87	2145	10.4	32.0	126
DISCOVER	894	*139	1.3	15.5	119	*184	1.2	20.6	112	**70	1.0	7.8	93	*223	1.1	24.9	98
EBONY	3507	290	2.7	8.3	63	635	4.3	18.1	98	*148	2.2	4.2	50	973	4.7	27.7	109
ESQUIRE	1083	*174	1.6	16.1	123	*140	0.9	12.9	70	**84	1.2	7.8	92	226	1.1	20.9	82
ESSENCE	1830	*208	2.0	11.4	87	333	2.2	18.2	99	*117	1.7	6.4	76	489	2.4	26.7	105
FAMILY CIRCLE	15930	2284	21.6	14.3	110	3591	24.1	22.5	122	1489	21.9	9.3	111	4499	21.8	28.2	111
THE FAMILY HANDYMAN	1126	*179	1.7	15.9	122	291	2.0	25.8	140	**98	1.4	8.7	104	349	1.7	31.0	122
FAMILY WEEKLY	11468	1923	18.2	16.8	128	1944	13.0	17.0	92	1438	21.1	12.5	149	3046	14.8	26.6	104
FIELD & STREAM	2234	369	3.5	16.5	126	510	3.4	22.8	124	*243	3.6	10.9	130	649	3.1	29.1	114
FOOD & WINE	579	**89	0.8	15.4	118	**85	0.6	14.7	80	**72	1.1	12.4	148	*105	0.5	18.1	71
FORBES	728	**118	1.1	16.2	124	**92	0.6	12.6	69	**83	1.2	11.4	136	*146	0.7	20.1	79
FORTUNE	906	**146	1.4	16.1	123	*164	1.1	18.1	98	**90	1.3	9.9	118	*170	0.8	18.8	74
GENTLEMEN'S QUARTERLY	791	**100	0.9	12.6	97	*101	0.7	12.8	69	**90	1.3	11.4	136	*210	1.0	26.5	104
GLAMOUR	5265	734	6.9	13.9	107	1040	7.0	19.8	107	460	6.8	8.7	104	1337	6.5	25.4	100
GOLF DIGEST	636	**80	0.8	12.6	96	*160	1.1	25.2	137	**69	1.0	10.8	129	*231	1.1	36.3	142
GOLF DIGEST/TENNIS (GROSS)	1186	**134	1.3	11.3	86	*216	1.4	18.2	99	**109	1.6	9.2	109	396	1.9	33.4	131
GOLF MAGAZINE	441	**55	0.5	12.5	95	**95	0.6	21.5	117	**53	0.8	12.0	143	*160	0.8	36.3	142
GOLF MAGAZINE/SKI (GROSS)	922	**106	1.0	11.5	88	*174	1.2	18.9	102	**85	1.3	9.2	110	*254	1.2	27.5	108
GOOD HOUSEKEEPING	16487	2735	25.8	16.6	127	3579	24.0	21.7	118	1484	21.8	9.0	107	4536	22.0	27.5	108
HARPER'S BAZAAR	2423	305	2.9	12.6	96	416	2.8	17.2	93	*230	3.4	9.5	113	642	3.1	26.5	104
HEALTH	1994	*294	2.8	14.7	113	386	2.6	19.4	105	*251	3.7	12.6	150	456	2.2	22.9	90
HEARST MAG CORP. BUY (GROSS)	44101	6424	60.7	14.6	111	9091	60.9	20.6	112	3959	58.2	9.0	107	12277	59.5	27.8	109
HEARST MAN POWER (GROSS)	1993	312	2.9	15.7	120	474	3.2	23.8	129	**164	2.4	8.2	98	561	2.7	28.1	110
HEARST WOMAN POWER (GROSS)	31274	4717	44.6	15.1	115	6647	44.6	21.3	115	2904	42.7	9.3	111	8577	41.5	27.4	108
HOUSE BEAUTIFUL	3633	563	5.3	15.5	119	650	4.4	17.9	97	323	4.8	8.9	106	937	4.5	25.9	101
INC.	333	**51	0.5	18.0	138	**51	0.3	18.0	98	**43	0.6	15.2	181	**49	0.2	17.3	68
JET	2928	*269	2.5	9.2	70	563	3.8	19.2	104	*152	2.2	5.2	62	811	3.9	27.7	109
LADIES' HOME JOURNAL	11918	1762	16.6	14.8	113	2663	17.9	22.3	121	1232	18.1	10.3	123	3270	15.8	27.4	108
LHJ FAMILY GRP COMBO(GROSS)	16764	2538	24.0	15.1	116	3715	24.9	22.2	120	1778	26.1	10.6	126	4576	22.2	27.3	107
LIFE	4254	517	4.9	12.2	93	771	5.2	18.1	98	417	6.1	9.8	117	1182	5.7	27.8	109
L.A. TIMES HOME MAGAZINE	1145	330	3.7	34.1	261	*216	1.4	18.9	102	287	4.2	25.1	299	**67	0.3	5.9	23
MADMOISELLE	2884	342	3.2	11.9	91	558	3.7	19.3	105	*213	3.1	7.4	88	770	3.7	26.7	105
MC CALL'S	13460	2358	22.3	17.5	134	2878	19.3	21.4	116	1190	17.5	8.8	105	3442	16.7	25.6	100
MC CALL'S/WRK MOTHER (GROSS)	14606	2459	23.2	16.8	129	3069	20.6	21.0	114	1268	18.6	8.7	103	3792	18.4	26.0	102
MECHANIX ILLUSTRATED	772	**127	1.2	16.5	126	**135	0.9	17.5	95	**71	1.0	9.2	110	*252	1.2	32.6	128
METROPOLITAN HOME	967	**110	1.0	11.4	87	*98	0.7	10.1	55	**83	1.2	8.6	102	266	1.3	27.5	108
MONEY	1588	*266	2.5	16.8	128	347	2.3	21.9	119	**151	2.2	9.5	113	395	1.9	24.9	98
MOTHER EARTH NEWS	1002	*238	2.2	23.8	182	255	1.7	25.4	138	*154	2.3	15.4	183	*190	0.9	19.0	74
MS.	825	**85	0.8	10.3	79	*170	1.1	20.6	112	**41	0.6	5.0	59	250	1.2	30.3	119
NATIONAL ENQUIRER	10336	1366	12.9	13.2	101	2099	14.1	20.3	110	870	12.8	8.4	100	2734	13.2	26.5	104
NATIONAL GEOGRAPHIC	9597	1483	14.0	15.5	118	1832	12.3	19.1	104	1186	17.4	12.4	147	2277	11.0	23.7	93
NATIONAL SUNDAY MAGAZINE PKG	49558	6715	63.4	13.5	104	10136	67.9	20.5	111	4409	64.8	8.9	106	13667	66.2	27.6	108
NATURAL HISTORY	573	**56	0.5	9.8	75	**91	0.6	15.9	86	*34	0.5	5.9	71	*139	0.7	24.3	95
NEW WOMAN	1699	*244	2.3	14.4	110	327	2.2	19.2	104	*170	2.5	10.0	119	430	2.1	25.3	99
NEW YORK INCLUDING CUE	443	**8	0.1	1.8	14	**44	0.3	9.9	54	**3	0.0	0.7	8	*179	0.9	40.4	159
THE NEW YORKER	1270	**67	0.6	5.3	40	*160	1.1	12.6	68	**42	0.6	3.3	39	454	2.2	35.7	140
NEWSWEEK	6277	732	6.9	11.7	89	1116	7.5	17.8	97	632	9.3	10.1	120	1711	8.3	27.3	107
THE N.Y. TIMES DAILY EDITION	1205	**16	0.2	1.3	10	**90	0.6	7.5	41	*226	0.4	2.2	26	342	1.7	28.4	111
THE N.Y. TIMES MAGAZINE	2081	**14	0.1	0.7	5	*233	1.6	11.2	61	**58	0.9	2.8	33	694	3.4	33.3	131
OWN	788	*131	1.2	16.6	127	*171	1.1	21.7	118	**57	0.8	7.2	86	*223	1.1	28.3	111
ON CABLE	1158	**114	1.1	9.8	75	*353	2.4	30.5	165	**93	1.4	8.0	96	315	1.5	27.2	107
1001 HOME IDEAS	2852	481	4.5	16.9	129	666	4.5	23.4	127	*295	4.3	10.3	123	851	4.1	29.8	117
ORGANIC GARDENING	1658	251	2.4	15.1	116	421	2.8	25.4	138	*223	3.3	13.4	160	368	1.8	22.2	87
OUTDOOR LIFE	894	*158	1.5	17.6	135	*221	1.5	24.7	134	*446	0.7	5.1	61	*223	1.1	24.9	98
PARADE MAGAZINE	24275	2725	25.7	11.2	86	4808	32.2	19.8	108	1941	28.5	8.0	95	7128	34.5	29.4	115

	TOTAL U.S. '000	AMERICAN BEAUTY				CREAMETTE				GOLDEN GRAIN				MUELLER'S			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	10585	100.0	13.1	100	14918	100.0	18.4	100	6800	100.0	8.4	100	20645	100.0	25.5	100
PARENTS	3845	605	5.7	15.7	120	836	5.6	21.7	118	362	5.3	9.4	112	1077	5.2	28.0	110
PENTHOUSE	531	**133	1.3	16.0	122	**121	0.8	14.6	79	**50	0.7	6.0	72	*169	0.8	20.3	80
PEOPLE	11645	1611	15.2	13.8	106	2455	16.5	21.1	114	1223	18.0	10.5	125	2884	14.0	24.8	97
PLAYBOY	2006	*202	1.9	10.1	77	337	2.3	16.8	91	*165	2.4	8.2	98	471	2.3	23.5	92
POPULAR HOT RODDING	297	**70	0.7	23.6	180	**52	0.3	17.5	95	**13	0.2	4.4	52	**61	0.3	20.5	81
POPULAR MECHANICS	1018	**178	1.7	17.5	134	*251	1.7	24.7	134	**127	1.9	12.5	149	*288	1.4	28.3	111
POPULAR SCIENCE	878	*125	1.2	14.2	109	*293	2.0	33.4	181	**51	0.8	5.8	69	346	1.7	39.4	155
PREVENTION	3913	537	5.1	13.7	105	1028	6.9	26.3	143	323	4.8	8.3	98	981	4.8	25.1	98
PSYCHOLOGY TODAY	1710	*211	2.0	12.3	94	365	2.4	21.3	116	*95	1.4	5.6	66	592	2.9	34.6	136
READER'S DIGEST	22204	3361	31.8	15.1	116	4659	31.2	21.0	114	2186	32.1	9.8	117	5890	28.5	26.5	104
REDBOOK	7684	1140	10.8	14.8	114	1755	11.8	22.8	124	813	12.0	10.6	126	2064	10.0	26.9	105
ROAD & TRACK	410	**83	0.8	20.2	155	**81	0.5	19.8	107	**46	0.7	11.2	134	**51	0.2	12.4	49
ROLLING STONE	964	*129	1.2	13.3	102	*90	0.6	9.3	50	*104	1.5	10.7	128	261	1.3	26.9	106
RUNNER'S WORLD	298	**58	0.5	19.5	149	**47	0.3	15.8	86	**36	0.5	12.1	144	**47	0.2	15.8	62
SATURDAY EVENING POST	1169	*189	1.8	16.2	124	226	1.5	19.3	105	**64	0.9	5.5	65	285	1.4	24.4	96
SCIENCE 84	587	**68	0.6	11.6	89	**73	0.5	12.4	68	**99	1.5	16.9	201	*210	1.0	35.8	140
SCIENCE DIGEST	482	**84	0.8	17.4	133	*96	0.6	19.9	108	**14	0.2	2.9	35	*123	0.6	25.5	100
SCIENTIFIC AMERICAN	594	*73	0.7	12.3	94	**52	0.3	8.8	48	**35	0.5	5.9	70	*126	0.6	21.2	83
SELF	2089	304	2.9	14.6	111	412	2.8	19.7	107	*212	3.1	10.1	121	441	2.1	21.1	83
SEVENTEEN	2411	*235	2.2	9.7	75	574	3.8	23.8	129	*187	2.8	7.8	92	466	2.3	19.3	76
SKI	480	**51	0.5	10.6	81	**79	0.5	16.5	89	**32	0.5	6.7	79	**94	0.5	19.6	77
SMITHSONIAN	2760	308	2.9	11.2	85	494	3.3	17.9	97	345	5.1	12.5	149	680	3.3	24.6	97
SOAP OPERA DIGEST	3013	375	3.5	12.4	95	530	3.6	17.6	95	*168	2.5	5.6	66	760	3.7	25.2	99
SOUTHERN LIVING	4184	519	4.9	12.4	95	433	2.9	10.3	56	*167	2.5	4.0	48	1477	7.2	35.3	138
SPORT	559	**93	0.9	16.6	127	**86	0.6	15.4	84	**70	1.0	12.5	149	*108	0.5	19.3	76
THE SPORTING NEWS	1116	**95	0.9	21.8	167	**74	0.5	17.0	92	**48	0.7	11.0	131	**153	0.7	35.1	138
SPORTS AFIELD	893	**50	0.5	10.1	78	*127	0.9	25.8	140	**23	0.3	4.7	56	*151	0.7	30.6	120
SPORTS ILLUSTRATED	2758	342	3.2	12.4	95	475	3.2	17.2	93	*285	4.2	10.3	123	869	4.2	31.5	124
STAR	7456	751	7.1	10.1	77	1415	9.5	19.0	103	642	9.4	8.6	103	2164	10.5	29.0	114
SUNDAY	24936	2839	26.8	11.4	87	5723	38.4	23.0	125	1910	28.1	7.7	91	7184	34.8	28.8	113
SUNSET	2124	448	4.2	21.1	161	370	2.5	17.4	95	880	12.9	41.4	493	**123	0.6	5.8	23
TV GUIDE	21661	2551	24.1	11.8	90	3561	23.9	16.4	89	2428	35.7	11.2	133	5716	27.7	26.4	104
TENNIS	550	**54	0.5	9.8	75	**56	0.4	10.2	55	**40	0.6	7.3	87	*166	0.8	30.2	118
TIME	8880	1091	10.3	12.3	94	1617	10.8	18.2	99	838	12.3	9.4	112	2417	11.7	27.2	107
TOWN & COUNTRY	917	**99	0.9	10.8	83	*121	0.8	13.2	72	**68	1.0	7.4	88	291	1.4	31.7	124
TRAVEL & LEISURE	972	*111	1.0	11.4	87	*174	1.2	17.9	97	**73	1.1	7.5	89	283	1.4	29.1	114
TRUE STORY	3356	529	5.0	15.8	121	520	3.5	15.5	84	*211	3.1	6.3	75	874	4.2	26.0	102
U.S. NEWS & WORLD REPORT	3410	340	3.2	10.0	76	751	5.0	22.0	120	291	4.3	8.5	102	983	4.8	28.8	113
USA TODAY	1759	192	1.8	10.9	84	382	2.6	21.7	118	*199	2.9	11.3	135	503	2.4	28.6	112
US	1873	*210	2.0	11.2	86	427	2.9	22.8	124	*179	2.6	9.6	114	515	2.5	27.5	108
VOGUE	3909	373	3.5	9.5	73	507	3.4	13.0	70	353	5.2	9.0	108	1049	5.1	26.8	105
WALL STREET JOURNAL	1886	*221	2.1	11.7	90	334	2.2	17.7	96	**184	2.7	9.8	116	465	2.3	24.7	97
WEIGHT WATCHERS	2120	324	3.1	15.3	117	654	4.4	30.8	167	*187	2.8	8.8	105	478	2.3	22.5	88
WOMAN'S DAY	14172	1919	18.1	13.5	104	1194	21.4	22.5	122	1523	22.4	10.7	128	3990	19.3	28.2	110
WORKING MOTHER	1146	**102	1.0	8.9	68	*190	1.3	16.6	90	**78	1.1	6.8	81	350	1.7	30.5	120
WORKING WOMAN	1322	*140	1.3	10.6	81	304	2.0	13.0	125	**122	1.8	9.2	110	411	2.0	31.1	122
WORLD TENNIS	*163	**20	0.2	12.3	94	**25	0.2	15.3	83	**10	0.1	6.1	73	**34	0.2	20.9	82
ZIFF-DAVIS MAG WETWK (GROSS)	2532	361	3.4	14.3	109	500	3.4	19.7	107	*234	3.4	9.2	110	608	2.9	24.0	94
BLAIR INSERTS	43657	5395	51.0	12.4	95	9103	61.0	20.5	113	3364	49.5	7.7	92	12642	61.2	29.0	114
DAILY NEWSPAPERS																	
READ ANY	51633	8842	64.6	13.3	101	9960	66.8	19.3	105	4395	64.6	8.5	101	14344	69.5	27.8	109
READ ONE	43463	5893	55.7	13.6	104	8617	57.8	19.8	108	3837	56.4	8.8	105	11825	57.3	27.2	107
READ TWO OR MORE	8170	949	9.0	11.6	89	1343	9.0	16.4	89	558	8.2	6.8	81	2519	12.2	30.8	121
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7197	68.0	13.7	105	10438	70.0	19.8	108	4499	66.2	8.5	102	14565	70.5	27.6	108
READ ONE	46126	6452	61.0	14.0	107	9180	61.5	19.9	108	4024	59.2	8.7	104	12641	61.2	27.4	108
READ TWO OR MORE	6552	745	7.0	11.4	87	1258	8.4	19.2	104	475	7.0	7.2	86	1924	9.3	29.4	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.41				27.87				27.13				27.44			
30 DAY REACH	71455	9345	88.3	13.1	100	13104	87.8	18.3	100	6172	90.8	8.6	103	18177	88.0	25.4	100
50 SHWG - 30 DAY AV FREQ	14.56	14.02				14.75				14.27				14.41			
30 DAY REACH	67742	8852	83.6	13.1	100	12402	83.1	18.3	99	5883	86.5	8.7	103	17324	83.9	25.6	100
25 SHWG - 30 DAY AV FREQ	7.94	7.59				8.00				7.81				7.95			
30 DAY REACH	62117	8160	77.1	13.1	101	11392	76.4	18.3	100	5386	79.2	8.7	103	15709	76.1	25.3	99
CABLE TV: HOME WIRED	32077	4424	41.8	13.8	106	5684	38.1	17.7	96	3216	47.3	10.0	119	8858	42.9	27.6	108
HOME NOT WIRED	48909	6162	58.2	12.6	98	9234	61.9	18.9	102	3583	52.7	7.3	87	11787	57.1	24.1	95
HAVE PAY CABLE	15935	2164	20.4	13.6	104	3428	23.0	21.5	117	1703	25.0	10.7	127	4655	22.5	29.2	115

	TOTAL U.S. '000	AMERICAN BEAUTY				CREAMETTE				GOLDEN GRAIN				MUELLER'S			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		% ACROSS	% DOWN	% ACROSS	% DOWN	% ACROSS	% DOWN	% ACROSS	% DOWN	% ACROSS	% DOWN	% ACROSS	% DOWN	% ACROSS	% DOWN	% ACROSS	% DOWN
		'000	DOHN	%	INDX	'000	DOHN	%	INDX	'000	DOHN	%	INDX	'000	DOHN	%	INDX
TOTAL FEMALE HOMEOWNERS	80986	10585	100.0	13.1	100	14918	100.0	18.4	100	6800	100.0	8.4	100	20645	100.0	25.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5717	54.0	13.0	100	8380	56.2	19.1	104	3790	55.7	8.6	103	11614	56.3	26.4	104
10:00 AM - 3:00 PM	30659	4096	38.7	13.4	102	6270	42.0	20.5	111	2508	36.9	8.2	97	8399	40.7	27.4	107
3:00 PM - 7:00 PM	31045	3880	36.7	12.5	96	6144	41.2	19.8	107	2456	36.1	7.9	94	7885	38.2	25.4	100
7:00 PM - MIDNIGHT	15767	2010	19.0	12.7	98	3253	21.8	20.6	112	1400	20.6	8.9	106	3988	19.3	25.3	99
MIDNIGHT - 6:00 AM	9120	1450	13.7	15.9	122	1688	11.3	18.5	100	688	10.1	7.5	90	2335	11.3	25.6	100
6:00 AM - MIDNIGHT	58527	7726	73.0	13.2	101	11234	75.3	19.2	104	4972	73.1	8.5	101	15476	75.0	26.4	104
ENTIRE DAY	59311	7875	74.4	13.3	102	11405	76.5	19.2	104	5009	73.7	8.4	101	15663	75.9	26.4	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:	16172	2352	22.2	14.5	111	3529	23.7	21.8	118	1508	22.2	9.3	111	4588	22.2	28.4	111
ADULT CONTEMPORARY	2256	**138	1.3	6.1	47	380	2.5	16.8	91	*319	4.7	14.1	168	582	2.8	25.8	101
ALL NEWS	3874	428	4.0	11.0	85	686	4.6	17.7	96	504	7.4	13.0	155	1004	4.9	25.9	102
AOR/PROGRESSIVE	5660	523	4.9	9.2	71	1017	6.8	18.0	98	420	6.2	7.4	88	1892	9.2	33.4	131
BEAUTIFUL MUSIC	2204	**150	1.4	6.8	52	415	2.8	18.8	102	*144	2.1	6.5	78	569	2.8	25.8	101
BLACK	1418	*148	1.4	10.4	80	*259	1.7	18.3	99	*175	2.6	12.3	147	368	1.8	26.0	102
CLASSICAL	9538	1276	12.1	13.4	102	1580	10.6	16.6	90	847	12.5	8.9	106	2497	12.1	26.2	103
CHR/ROCK	12648	2029	19.2	16.0	123	2361	15.8	18.7	101	863	12.7	6.8	81	3431	16.6	27.1	106
COUNTRY	1191	*155	1.5	13.0	100	*290	1.9	24.3	132	*101	1.5	8.5	101	*215	1.0	18.1	71
GOLDEN OLDIES	4757	716	6.8	15.1	115	1093	7.3	23.0	125	325	4.8	6.8	81	1207	5.8	25.4	100
MOR/NOSTALGIA	3863	528	5.0	13.7	105	827	5.5	21.4	116	469	6.9	12.1	145	910	4.4	23.6	92
NEWS/TALK	3084	390	3.7	12.6	97	583	3.9	18.9	103	*224	3.3	7.3	87	692	3.4	22.4	88
RELIGIOUS	521	**27	0.3	5.2	40	*199	1.3	38.2	207	*115	0.2	2.9	34	**119	0.6	22.8	90
SOFT ROCK	1585	**81	0.8	5.1	39	258	1.7	16.3	88	*70	1.0	4.4	53	400	1.9	25.2	99
URBAN CONTEMPORARY																	
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*235	2.2	7.2	55	512	3.4	15.7	85	*106	1.6	3.3	39	1130	5.5	34.7	136
ABC DIRECTION	2316	316	3.0	13.6	104	391	2.6	16.9	92	*134	2.0	5.8	69	644	3.1	27.8	109
ABC ENTERTAINMENT	4834	527	5.0	10.9	83	1167	7.8	24.1	131	*340	5.0	7.0	84	1590	7.7	32.9	129
ABC FM	2202	308	2.9	14.0	107	530	3.6	24.1	131	*121	1.8	5.5	65	513	2.5	23.3	91
ABC INFORMATION	5425	954	9.0	17.6	135	981	6.6	18.1	98	600	8.8	11.1	132	1158	5.6	21.3	84
ABC ROCK	1677	**141	1.3	8.4	64	376	2.5	22.4	122	*135	2.0	8.1	96	565	2.7	33.7	132
CBS	4430	689	6.5	15.6	119	1102	7.4	24.9	135	567	8.3	12.8	152	990	4.8	22.3	88
MUTUAL	4492	657	6.2	13.2	101	1151	7.7	23.1	125	*287	4.2	5.7	68	1591	7.7	31.9	125
NBC	4679	522	4.9	11.2	85	1012	6.8	21.6	117	*286	4.2	6.1	73	1632	7.9	34.9	137
RADIO RADIO	1994	*130	1.2	6.5	50	474	3.2	23.8	129	*160	2.4	8.0	96	655	3.2	32.8	129
RKO ONE	2298	*145	1.4	6.3	48	432	2.9	18.8	102	*231	3.4	10.1	120	579	2.8	25.2	99
RKO TWO	3311	*264	2.5	8.0	61	570	3.8	17.2	93	*160	2.4	4.8	58	1102	5.3	33.3	131
THE SOURCE	2114	*107	1.0	5.1	39	347	2.3	16.4	89	*137	2.0	6.5	77	801	3.9	37.9	149
NON-WIRED: BLAIR	8654	1627	15.4	18.8	144	1557	10.4	18.0	98	720	10.6	8.3	99	1993	9.7	23.0	90
INTERNET	12025	1492	14.1	12.4	95	2150	14.4	17.9	97	1399	20.6	11.6	139	3117	15.1	25.9	102
KATZ RADIO GROUP	15359	1872	17.7	12.2	93	3039	20.4	19.8	107	1383	20.3	9.0	107	4673	22.6	30.4	119
SUPERNET	10628	1344	12.7	12.6	97	2073	13.9	19.5	106	877	12.9	8.3	98	2564	12.4	24.1	95
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1091	10.3	12.6	96	1383	9.3	16.0	87	709	10.4	8.2	98	2289	11.1	26.4	104
WKDAY 9:00 AM - 1:00 PM	12163	1530	14.5	12.6	96	2046	13.7	16.8	91	1002	14.7	8.2	98	3015	14.6	24.8	97
WKDAY 1:00 PM - 4:30 PM	16150	2003	18.9	12.4	95	2973	19.9	18.4	100	1049	15.4	6.5	77	4209	20.4	26.1	102
WKDAY 4:30 PM - 7:30 PM	22463	2560	24.2	11.4	87	3932	26.4	17.5	95	1893	27.8	8.4	100	5965	28.9	26.6	104
WKDAY 7:30 PM - 8:00 PM	31795	4002	37.8	12.6	96	5736	38.5	18.0	98	2385	35.1	7.5	89	8361	40.5	26.3	103
WKDAY 11:00 PM - 11:30 PM	23977	3464	32.7	14.4	111	4705	31.5	19.6	107	1558	22.9	6.5	77	6222	30.1	25.9	102
WKDAY 11:30 PM - 1:00 AM	7703	1106	10.4	14.4	110	1688	11.3	21.9	119	477	7.0	6.2	74	1893	9.2	24.6	96
M-SAT 8-11 PM-SUN 7-11 PM	33800	4299	40.6	12.7	97	6286	42.1	18.6	101	2668	39.2	7.9	94	8935	43.3	26.4	104
WKDAY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	924	8.7	14.1	108	1187	8.0	18.2	99	533	7.8	8.2	97	1459	7.1	22.3	88
ANOTHER WORLD	N 4620	408	3.9	8.8	68	939	6.3	20.3	110	*201	3.0	4.4	52	1492	7.2	32.3	127
AS THE WORLD TURNS	C 5614	948	9.0	16.9	129	1001	6.7	17.8	97	369	5.4	6.6	78	1282	6.2	22.8	90
CAPITOL	C 3396	504	4.8	14.8	114	648	4.3	19.1	104	167	2.5	4.9	59	751	3.6	22.1	87
CBS MORN. NEWS 1	C 1446	174	1.6	12.0	92	173	1.2	12.0	65	*107	1.6	7.4	88	330	1.6	22.8	90
CBS MORN. NEWS 2	C 1207	88	0.8	7.3	56	139	0.9	11.5	63	147	2.2	12.2	145	287	1.4	23.8	93
DAYS OF OUR LIVES	N 5877	624	5.9	10.6	81	1173	7.9	20.0	108	394	5.8	6.7	80	1751	8.5	29.8	117
FACTS OF LIFE - DAYTIME	N 2290	213	2.0	9.3	71	337	2.3	14.7	80	*101	1.5	4.4	53	697	3.4	30.4	119
FAMILY FEUD	A 3023	507	4.8	16.8	128	488	3.3	16.1	88	273	4.0	9.0	108	564	2.7	18.7	73
GENERAL HOSPITAL	A 6097	694	6.6	11.4	87	1030	6.9	16.9	92	409	6.0	6.7	80	1546	7.5	25.4	99
GOOD MORNING, AMERICA-730A	A 3515	613	5.8	17.4	133	701	4.7	19.9	108	341	5.0	9.7	116	759	3.7	21.6	85
GOOD MORNING, AMERICA-830A	A 2818	469	4.4	16.6	127	557	3.7	19.8	107	294	4.3	10.4	124	756	3.7	26.8	105
GUIDING LIGHT	C 5339	772	7.3	14.5	111	883	5.9	16.5	90	302	4.4	5.7	67	1456	7.1	27.3	107
ONE LIFE TO LIVE	A 4478	729	6.9	16.3	125	855	5.7	19.1	104	330	4.9	7.4	88	931	4.5	20.8	82
PRESS YOUR LUCK	C 2244	267	2.5	11.9	91	365	2.4	16.3	88	229	3.4	10.2	122	573	2.8	25.5	

	TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	10585	100.0	13.1	100	14918	100.0	18.4	100	6800	100.0	8.4	100	20645	100.0	25.5	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3242	30.6	12.4	95	4525	30.3	17.4	94	1891	27.8	7.3	86	6954	33.7	26.7	105
NETWORK AFFILIATES - LATE	20261	2985	28.2	14.7	113	3912	26.2	19.3	105	1350	19.9	6.7	79	5191	25.1	25.6	101
INDEPENDENTS - LATE	2076	196	1.9	9.4	72	326	2.2	15.7	85	231	3.4	11.1	133	469	2.3	22.6	89
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1157	10.9	11.1	85	1951	13.1	18.7	101	630	9.3	6.0	72	3218	15.6	30.8	121
ABC MONDAY NIGHT MOVIE	A 6412	915	8.6	14.3	109	1295	8.7	20.2	110	619	9.1	9.7	115	1555	7.5	24.3	95
ABC SUNDAY NIGHT MOVIE	A 12407	1393	13.2	11.2	86	2199	14.7	17.7	96	1112	16.4	9.0	107	3383	16.4	27.3	107
ABC WORLD NEWS TONIGHT	A 6176	893	8.4	14.5	111	910	6.1	14.7	80	390	5.7	6.3	75	1563	7.6	25.3	99
AFTERMASH	C 5863	853	8.1	14.5	111	1248	8.4	21.3	116	588	8.6	10.0	119	1452	7.0	24.8	97
ALICE	C 9594	1147	10.8	12.0	91	1828	12.3	19.1	103	657	9.7	6.8	82	2436	11.8	25.4	100
AMERICAN PARADE	C 6622	896	8.5	13.5	104	1335	8.9	20.2	109	506	7.4	7.6	91	1620	7.8	24.5	96
BENSON	A 10886	1445	13.7	13.3	102	2289	15.3	21.0	114	911	13.4	8.4	100	2689	13.0	24.7	97
BLUE THUNDER	A 5036	838	7.9	16.6	127	1045	7.0	20.8	113	437	6.4	8.7	103	1140	5.5	22.6	89
CAGNEY & LACEY	C 9965	1585	15.0	15.9	122	2061	13.8	20.7	112	693	10.2	7.0	83	2607	12.6	26.2	103
CBS EVENING NEWS-DEAN	C 3491	366	3.5	10.5	80	668	4.5	19.1	104	318	4.7	9.1	108	918	4.4	26.3	103
CBS EVENING NEWS-RATHER	C 7123	945	8.9	13.3	102	1329	8.9	18.7	101	573	8.4	8.0	96	1877	9.1	26.4	103
CBS SAT. NEWS-SCHIEFFER	C 3621	528	5.0	14.6	112	620	4.2	17.1	93	372	5.5	10.3	122	962	4.7	26.6	104
CBS SATURDAY NIGHT MOVIE	C 5436	716	6.8	13.2	101	1056	7.1	19.4	105	459	6.8	8.4	101	1534	7.4	28.2	111
CBS WEDNESDAY NIGHT MOVIE	C 6100	1096	10.4	18.0	137	961	6.4	15.8	86	469	6.9	7.7	92	1438	7.0	23.6	92
CHEERS	N 8889	1122	10.6	12.6	97	1827	12.2	20.6	112	857	12.6	9.6	115	2532	12.3	28.5	112
DALLAS	N 22109	3076	29.1	13.9	106	4607	30.9	20.8	113	1793	26.4	8.1	97	5567	27.0	25.2	99
DIFF'RENT STROKES	N 6940	856	8.1	12.3	94	1109	7.4	16.0	87	431	6.3	6.2	74	1642	8.0	23.7	93
DOUBLE TROUBLE	N 7223	999	9.4	13.8	106	1505	10.1	20.8	113	596	8.8	8.3	98	1865	9.0	25.8	101
DUCK FACTORY	N 5595	627	5.9	11.2	86	1038	7.0	18.6	101	375	5.5	6.7	80	1676	8.1	30.0	118
DUKES OF HAZZARD	C 5768	740	7.0	12.8	98	1101	7.4	19.1	104	371	5.5	6.4	77	1357	6.6	23.5	92
DYNASTY	A 20053	2659	25.1	13.3	101	3517	23.6	17.5	95	1377	20.3	6.9	82	5175	25.1	25.8	101
FACTS OF LIFE	N 8087	1033	9.8	12.8	98	1713	11.5	21.2	115	740	10.9	9.2	109	2045	9.9	25.3	99
FALCON CREST	C 20046	2702	25.5	13.5	103	4267	28.6	21.3	116	1517	22.3	7.6	90	5199	25.2	25.9	102
FALL GUY	A 9084	1216	11.5	13.4	102	1763	11.8	19.4	105	602	8.9	6.6	79	2658	12.9	29.3	115
FAMILY TIES	N 7964	901	8.5	11.3	87	1606	10.8	20.2	109	603	8.9	7.6	90	2181	10.6	27.4	107
FANTASY ISLAND	A 7687	826	7.8	10.7	82	1330	8.9	17.3	94	632	9.3	8.2	98	1806	8.7	23.5	92
FOOLUPS, BLEEPES & BLUNDERS	A 8861	1188	11.2	13.4	103	1871	12.5	21.1	115	671	9.9	7.6	90	2188	10.6	24.7	97
FOUR SEASONS	C 5095	705	6.7	13.8	106	916	6.1	18.0	98	593	8.7	11.6	139	1212	5.9	23.8	93
GIMME A BREAK	N 8838	802	7.6	9.1	69	1630	10.9	18.4	100	565	8.3	6.4	76	2382	11.5	27.0	106
HART TO HART	A 8978	1266	12.0	14.1	108	1702	11.4	19.0	103	770	11.3	8.6	102	2056	10.0	22.9	90
HILL STREET BLUES	N 8590	1016	9.6	11.8	90	1863	12.5	21.7	118	858	12.6	10.0	119	2186	10.6	25.4	100
HOTEL	A 14085	1833	17.3	13.0	100	2649	17.8	18.8	102	986	14.5	7.0	83	3362	16.3	23.9	94
JEFFERSONS	C 9360	1178	11.1	12.6	96	1732	11.6	18.5	100	799	11.8	8.5	102	2209	10.7	23.6	93
JENNIFER SLEPT HERE	N 5841	694	6.6	11.9	91	1118	7.5	19.1	104	353	5.2	6.0	72	1505	7.3	25.8	101
KATE & ALLIE	C 9206	1480	14.0	16.1	123	1808	12.1	19.6	107	672	9.9	7.3	87	2279	11.0	24.8	97
KNIGHT RIDER	N 7076	770	7.3	10.9	83	1273	8.5	18.0	98	537	7.9	7.6	90	1992	9.6	28.2	110
LOVE BOAT	A 12219	1396	13.2	11.4	87	2051	13.7	16.8	91	939	13.8	7.7	92	2958	14.3	24.2	95
MAGNUM PI	C 11199	1583	15.0	14.1	108	2087	14.0	18.6	101	867	12.8	7.7	92	3042	14.7	27.2	107
MAMA'S FAMILY	N 6057	820	7.7	13.5	104	1033	6.9	17.1	93	456	6.7	7.5	90	1507	7.3	24.9	98
MASTER, THE	N 3598	420	4.0	11.7	89	545	3.7	15.1	82	303	4.5	8.4	100	1083	5.2	30.1	118
MATT HOUSTON	A 6344	736	7.0	11.6	89	1216	8.2	19.2	104	467	6.9	7.4	88	1847	8.9	29.1	114
NBC MONDAY NIGHT MOVIE	N 11994	1231	11.6	10.3	79	2337	15.7	19.5	106	971	14.3	8.1	96	3496	16.9	29.1	114
NBC NIGHTLY NEWS	N 5132	564	5.3	11.0	84	877	5.9	17.1	93	339	5.0	6.6	79	1659	8.0	32.3	127
NBC NIGHTLY NEWS-SAT	N 3375	372	3.5	11.0	84	498	3.3	14.8	80	*175	2.6	5.2	62	991	4.8	29.4	115
NBC NIGHTLY NEWS-SUN	N 3130	317	3.0	10.1	77	435	2.9	13.9	75	*128	1.9	4.1	49	975	4.7	31.2	122
NBC SUNDAY NIGHT MOVIE	N 8284	952	9.0	11.5	88	1458	9.8	17.6	96	538	7.9	6.5	77	2527	12.2	30.5	120
NEWHART	C 9240	1383	13.1	15.0	115	1952	13.1	21.1	115	684	10.1	7.4	88	2334	11.3	25.3	99
ONE DAY AT A TIME	C 7288	1001	9.5	13.7	105	1463	9.8	20.1	109	515	7.6	7.1	84	1612	7.8	22.1	87
PEOPLE ARE FUNNY	N 4855	743	7.0	15.3	117	1035	6.9	21.3	116	404	5.9	8.3	99	1060	5.1	21.8	86
REAL PEOPLE	N 8869	1145	10.8	12.9	99	1675	11.2	18.9	103	637	9.4	7.2	86	2216	10.7	25.0	98
REMINGTON STEELE	N 7743	765	7.2	9.9	76	1444	9.7	18.6	101	406	6.0	5.2	62	2141	10.4	27.7	108
RIPLY'S BELIEVE IT - NOT	A 5345	767	7.2	14.3	110	1047	7.0	19.6	106	593	8.7	11.1	132	1379	6.7	25.8	101
RIPTIDE	N 6988	795	7.5	11.4	87	1321	8.9	18.9	103	440	6.5	6.3	75	1946	9.4	27.8	109
SCARECROW & MRS. KING	C 10002	1521	14.4	15.2	116	1983	13.3	19.8	108	805	11.8	8.0	96	2511	12.2	25.1	98
SIMON & SIMON	C 10638	1733	16.4	16.3	125	1779	11.9	16.7	91	747	11.0	7.0	84	3005	14.6	28.2	111
60 MINUTES	C 13293	1942	18.3	14.6	112	2121	14.2	16.0	87	1099	16.2	8.3	98	3322	16.1	25.0	98
ST. ELSEWHERE	N 7017	923	8.7	13.2	101	1532	10.3	21.8	119	746	11.0	10.6	127	1885	9.1	26.9	105
THREE'S COMPANY	A 10917	1567	14.8	14.4	110	2245	15.0	20.6	112	1045	15.4	9.6	114	2384	11.5	21.8	86
T.J. HOOKER	A 9204	1171	11.1	12.7	97	1709	11.5	18.6	101	752	11.1	8.2	97</				

	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDEX	A '000	B % DOWN	C ACROSS %	D INDEX	A '000	B % DOWN	C ACROSS %	D INDEX	A '000	B % DOWN	C ACROSS %	D INDEX
TOTAL FEMALE HOMEMAKERS	80986	7765	100.0	9.6	100	3801	100.0	4.7	100	3553	100.0	4.4	100	8706	100.0	10.8	100
18 - 24	5282	739	9.5	8.0	83	*325	8.6	3.5	75	*423	11.9	4.6	104	975	11.2	10.5	98
25 - 34	19072	2002	25.8	10.5	109	1095	28.8	5.7	122	1014	28.5	5.3	121	2104	24.2	11.0	103
35 - 44	14591	1528	19.7	10.5	109	831	21.9	5.7	121	*586	16.5	4.0	92	1726	19.8	11.8	110
45 - 54	11345	1217	15.7	10.7	112	*530	13.9	4.7	100	*529	14.9	4.7	106	1432	16.4	12.6	117
55 - 64	11635	1269	16.3	10.9	114	*503	13.2	4.3	92	*432	12.2	3.7	85	1063	12.2	9.1	85
65 OR OLDER	15061	1010	13.0	6.7	70	518	13.6	3.4	73	568	16.0	3.8	86	1406	16.1	9.3	87
18 - 34	26354	2741	35.3	9.7	101	1420	37.4	5.0	107	1437	40.4	5.1	116	3079	35.4	10.9	101
18 - 49	48339	4853	62.5	10.0	105	2496	65.7	5.2	110	2277	64.1	4.7	107	5484	63.0	11.3	106
25 - 54	45088	4747	61.1	10.5	110	2456	64.6	5.5	116	2130	59.9	4.7	108	5262	60.4	11.7	109
35 - 49	19985	2112	27.2	10.6	110	1076	28.3	5.4	115	839	23.6	4.2	96	2405	27.6	12.0	112
50 OR OLDER	32647	2912	37.5	8.9	93	1305	34.3	4.0	85	1276	35.9	3.9	89	3223	37.0	9.9	92
GRADUATED COLLEGE	11155	1457	18.8	13.1	136	*430	11.3	3.9	82	*392	11.0	3.5	80	1725	19.8	15.5	144
ATTENDED COLLEGE	13882	1284	16.5	9.4	98	678	17.8	5.0	106	602	16.9	4.4	100	1624	18.7	11.9	110
GRADUATED HIGH SCHOOL	33080	3353	43.2	9.9	103	1626	42.8	4.8	102	1584	44.6	4.7	107	3737	42.9	11.0	103
DID NOT GRADUATE HIGH SCHOOL	22270	1670	21.5	7.5	78	1067	28.1	4.8	102	975	27.4	4.4	100	1621	18.6	7.7	68
EMPLOYED	40306	4254	54.8	10.6	110	1857	48.9	4.6	98	1528	43.0	3.8	86	4997	57.4	12.4	115
EMPLOYED FULL-TIME	32850	3342	43.0	10.2	106	1620	42.6	4.9	105	1330	37.4	4.0	92	4084	46.9	12.4	116
EMPLOYED PART-TIME	7456	912	11.7	12.2	128	**237	6.2	3.2	68	**198	5.6	2.7	61	914	10.5	12.3	114
NOT EMPLOYED	40680	3510	45.2	8.6	90	1944	51.1	4.8	102	2025	57.0	5.0	113	3709	42.6	9.1	85
PROFESSIONAL/MANAGER	10392	1226	15.8	11.8	123	*534	14.0	5.1	109	*322	9.1	3.1	71	1750	20.1	16.8	157
TECH/CLERICAL/SALES	17574	2008	25.8	11.4	119	928	24.4	5.3	113	567	16.0	3.2	74	2011	23.1	11.4	106
PRECISION/CRAFT	9885	**129	1.7	13.1	137	**23	0.6	2.3	50	**23	0.6	2.3	53	**131	1.5	13.3	124
OTHER EMPLOYED	11354	893	11.5	7.9	82	*372	9.8	3.3	70	*616	17.3	5.4	124	1106	12.7	9.7	91
SINGLE	9863	1032	13.3	10.5	109	*427	11.2	4.3	92	*329	9.3	3.3	76	1266	14.5	12.8	119
MARRIED	51375	5207	67.1	10.1	106	2387	62.8	4.6	99	2491	70.1	4.8	111	5228	60.1	10.2	95
DIVORCED/SEPARATED/WIDOWED	19748	1526	19.7	7.7	81	987	26.0	5.0	106	734	20.7	3.7	85	2212	25.4	11.2	104
PARENTS	32590	3218	41.4	9.9	103	1698	44.7	5.2	111	1543	43.4	4.7	108	3437	39.5	10.5	98
WHITE	70416	7009	90.3	10.0	104	3118	82.0	4.4	94	2996	84.3	4.3	97	7932	91.1	11.3	105
BLACK	8778	635	8.2	7.2	75	681	17.9	7.8	165	537	15.1	6.1	139	514	5.9	5.9	54
OTHER	1791	**120	1.5	6.7	70	**2	0.1	0.1	2	**20	0.6	1.1	25	**261	3.0	14.6	136
NORTHEAST-CENSUS	17786	4289	55.2	24.1	252	**68	1.8	0.4	8	**95	2.7	0.5	12	4998	57.4	28.1	261
NORTH CENTRAL	20741	2730	35.2	13.2	137	2374	62.5	11.4	244	*324	9.1	1.6	36	*215	2.5	1.0	10
SOUTH	27775	425	8.0	2.3	23	1314	34.6	4.7	101	2892	81.4	10.4	237	1572	18.1	5.7	53
WEST	14683	**121	1.6	0.8	9	**46	1.2	0.3	7	**242	6.8	1.6	38	1921	22.1	13.1	122
NORTHEAST-MKTG.	17961	4354	56.1	24.2	253	**127	3.3	0.7	15	**162	4.6	0.9	21	5018	57.6	27.9	260
EAST CENTRAL	11885	1314	16.9	11.1	115	1295	34.1	10.9	232	*346	9.7	2.9	66	*374	4.3	3.1	29
WEST CENTRAL	14090	1591	20.5	11.3	118	1390	36.6	9.9	210	**193	5.4	1.4	31	*194	2.2	1.4	13
SOUTH	24081	4388	5.0	1.6	17	946	24.9	3.9	84	2626	73.9	10.9	249	1391	16.0	5.8	54
PACIFIC	12969	**119	1.5	0.9	10	**43	1.1	0.3	7	**227	6.4	1.8	40	1730	19.9	13.3	124
COUNTY SIZE A	32439	4101	52.8	12.6	132	1403	36.9	4.3	92	772	21.7	2.4	54	5402	62.0	16.7	155
COUNTY SIZE B	24915	2344	30.2	9.4	98	1330	35.0	5.3	114	1324	37.3	5.3	121	2351	27.0	9.4	88
COUNTY SIZE C	12930	995	12.8	7.7	80	485	12.8	3.8	80	629	17.7	4.9	111	769	8.8	5.9	55
COUNTY SIZE D	10703	*325	4.2	3.0	32	*583	15.3	5.4	116	828	23.3	7.7	176	**185	2.1	1.7	16
METRO CENTRAL CITY	24518	2123	27.3	8.7	90	1292	34.0	5.3	112	1035	29.1	4.2	96	2884	33.1	11.8	109
METRO SUBURBAN	35919	4448	57.3	12.4	129	1574	41.4	4.4	93	992	27.9	2.8	63	4967	57.1	13.8	129
NON METRO	20549	1194	15.4	5.8	61	935	24.6	4.6	97	1526	42.9	7.4	169	855	9.8	4.2	39
TOP 5 ADI'S	18341	2943	37.9	16.0	167	1211	31.9	6.6	141	**195	5.5	1.1	24	4481	51.5	24.4	227
TOP 10 ADI'S	25378	4552	58.6	17.9	187	1356	35.7	5.3	114	*472	13.3	1.9	42	5093	58.5	20.1	187
TOP 20 ADI'S	34488	4971	64.0	13.6	142	1513	39.8	4.1	88	949	26.7	2.6	59	6083	69.9	16.7	155
HSGLD INC. \$50,000 OR MORE	6612	1096	14.1	16.6	173	**339	8.9	5.1	109	**184	5.2	2.8	63	1408	16.2	21.3	198
\$40,000 OR MORE	12659	1798	23.2	14.2	148	*560	14.7	4.4	94	*349	9.8	2.8	63	2491	28.6	19.7	183
\$30,000 OR MORE	24698	3323	42.8	13.5	140	1368	36.0	5.5	118	832	23.4	3.4	77	3885	44.6	15.7	146
\$25,000 OR MORE	32077	4050	52.2	12.6	132	1649	43.4	5.1	110	1146	32.3	3.6	81	4838	55.6	15.1	140
\$20,000 - \$24,999	9144	1040	13.4	11.4	119	*530	13.9	5.8	123	*405	11.4	4.4	101	796	9.1	8.7	81
\$15,000 - \$19,999	8728	698	9.0	8.0	83	*273	7.2	3.1	67	*375	10.6	4.3	98	917	10.5	10.5	98
\$10,000 - \$14,999	12562	520	10.6	6.5	68	469	12.3	3.7	80	677	19.1	5.4	123	859	9.9	6.8	64
UNDER \$10,000	18475	1157	14.9	6.3	65	880	23.2	4.8	101	951	26.8	5.1	117	1296	14.9	7.0	65
HOUSEHOLD OF 1 PERSON	11987	789	10.2	6.6	69	600	15.8	5.0	107	397	11.2	3.3	75	1355	15.6	11.3	105
2 PEOPLE	26577	2598	33.5	9.8	102	1153	30.3	4.3	92	1316	37.0	5.0	113	2605	29.9	9.8	91
3 OR 4 PEOPLE	30617	2864	36.9	9.4	98	1355	35.6	4.4	94	1390	39.1	4.5	103	3465	39.8	11.3	105
5 OR MORE PEOPLE	11804	1514	19.5	12.8	134	*693	18.2	5.9	125	**450	12.7	3.8	87	1283	14.7	10.9	101
NO CHILD IN HSHLD	46165	4299	55.4	9.3	97	1976	52.0	4.3	91	1936	54.5	4.2	96	5119	58.8	11.1	103
CHILD(REN) UNDER 2 YRS	5325	*358	4.6	6.7	70	*338	8.9	6.3	135	**358	10.1	6.7	153	*416	4.8	7.8	73
2 - 5 YEARS	14221	1222	15.7	8.6	90	834	21.9	5.9	125	*647	18.2	4.5	104	1188	13.6	8.4	78
6 - 11 YEARS	15117	1664	21.4	11.0	115	894	23.5	5.9	126	740	20.8	4.9	112	1624	18.7	10.7	100
12 - 17 YEARS	16611	1871	24.1	11.3	117	861	22.7	5.2	110	*693	19.5	4.2	95	1755	20.2	10.6	98
RESIDENCE OWNED	55884	5402	69.6	9.7	101	2835	74.6	5.1	108	2514	70.8	4.5	103	5663	65.0	10.1	94
VALUE: \$50,000 OR MORE	31744	3758	48.4	11.8	123	1546	40.7	4.9	104	877	24.7	2.8	63	4296	49.3	13.5	126
VALUE: UNDER \$50,000	24140	1645	21.2	6.8	71	1289	33.9	5.3	114	1637	46.1	6.8	155	1366	15.7	5.7	53

		TOTAL U.S. '000	A	PRINCE B DOWN	C ACROSS %	D INDX	A	RED CROSS B DOWN	C ACROSS %	D INDX	A	RONCO B DOWN	C ACROSS %	D INDX	A	RONZONI B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	7765	100.0	9.6	100	3801	100.0	4.7	100	3553	100.0	4.4	100	8706	100.0	10.8	100
MAGAZINES	QUINTILE 1	15799	1617	20.8	10.2	107	957	25.2	6.1	129	645	18.2	4.1	93	2214	25.4	14.0	130
	QUINTILE 2	17259	1954	25.2	11.3	118	852	22.4	4.9	105	888	25.0	5.1	117	2031	23.3	11.8	109
	QUINTILE 3	13545	1612	20.8	11.9	124	507	13.3	3.7	80	*534	15.0	3.9	90	1630	18.7	12.0	112
	QUINTILE 4	15133	1306	16.8	8.6	90	684	18.0	4.5	96	840	23.6	5.6	127	1560	17.9	10.3	96
	QUINTILE 5	19250	1276	16.4	6.6	69	802	21.1	4.2	89	645	18.2	3.4	76	1272	14.6	6.6	61
NEWSPAPERS	QUINTILE 1	12413	2087	26.9	16.8	175	716	18.8	5.8	123	*261	7.3	2.1	48	1920	22.1	15.5	144
	QUINTILE 2	24116	2559	33.0	10.6	111	1209	31.8	5.0	107	872	24.5	3.6	82	2658	30.5	11.0	103
	QUINTILE 3	11261	1054	13.6	9.4	98	*464	12.2	4.1	88	*460	12.9	4.1	93	1205	13.8	10.7	100
	QUINTILE 4	20255	1458	18.8	7.2	75	793	20.9	3.9	83	878	24.7	4.3	99	2071	23.8	10.2	95
	QUINTILE 5	12940	607	7.8	4.7	49	619	16.3	4.8	102	1082	30.5	8.4	191	852	9.8	6.6	61
OUTDOOR	QUINTILE 1	14852	1681	21.6	11.3	118	683	18.0	4.6	98	*647	18.2	4.4	99	2098	24.1	14.1	131
	QUINTILE 2	15725	1465	18.9	9.3	97	735	19.3	4.7	100	572	16.1	3.6	83	1980	22.7	12.6	117
	QUINTILE 3	16330	1467	18.9	9.0	94	773	20.3	4.7	101	564	15.9	3.5	79	1739	20.0	10.6	99
	QUINTILE 4	16744	1435	18.5	8.6	89	810	21.3	4.8	103	830	23.4	5.0	113	1736	19.9	10.4	96
	QUINTILE 5	17334	1717	22.1	9.9	103	801	21.1	4.6	98	940	26.5	5.4	124	1153	13.2	6.7	62
RADIO-DRIVE TIME	QUINTILE 1	15911	1592	20.5	10.0	104	1024	26.9	6.4	137	633	17.8	4.0	91	1856	21.3	11.7	109
	QUINTILE 2	14837	1340	17.3	9.0	94	727	19.1	4.9	104	646	18.2	4.4	99	1274	14.6	8.6	80
	QUINTILE 3	15339	1719	22.1	11.2	117	708	18.6	4.6	98	797	22.4	5.2	118	2048	23.5	13.4	124
	QUINTILE 4	16723	1788	23.0	10.7	112	671	17.7	4.0	85	662	18.6	4.0	90	1730	19.9	10.3	96
	QUINTILE 5	18176	1326	17.1	7.3	76	671	17.7	3.7	79	816	23.0	4.5	102	1799	20.7	9.9	92
RADIO-MID- DAY	TERCILE 1	21020	2129	27.4	10.1	106	1178	31.0	5.6	119	927	26.1	4.4	101	2281	26.2	10.9	101
	TERCILE 2	21610	2338	30.1	10.8	113	1002	26.4	4.6	99	844	23.8	3.9	89	2145	24.6	9.9	92
	TERCILE 3	38355	3297	42.5	8.6	90	1622	42.7	4.2	90	1781	50.1	4.6	106	4281	49.2	11.2	104
RADIO-TOTAL	QUINTILE 1	15988	1466	18.9	9.2	96	1021	26.9	6.4	136	694	19.5	4.3	99	1736	19.9	10.9	101
	QUINTILE 2	15626	1713	22.1	11.0	114	714	18.8	4.6	97	671	18.9	4.3	98	1602	18.4	10.3	95
	QUINTILE 3	16723	1812	23.3	10.8	113	813	21.4	4.9	104	825	23.2	4.9	112	2006	23.0	12.0	112
	QUINTILE 4	16342	1600	20.6	9.8	102	617	16.2	3.8	80	770	21.7	4.7	107	1709	19.6	10.5	97
	QUINTILE 5	16306	1174	15.1	7.2	75	636	16.7	3.9	83	593	16.7	3.6	83	1653	19.0	10.1	94
TV-PRIME TIME	QUINTILE 1	15953	1608	20.7	10.1	105	718	18.9	4.5	96	675	19.0	4.2	96	1678	19.3	10.5	98
	QUINTILE 2	16137	1931	24.9	12.0	125	656	17.3	4.1	87	626	17.6	3.9	88	1852	21.3	11.5	107
	QUINTILE 3	16420	1706	22.0	10.4	108	839	22.1	5.1	109	715	20.1	4.4	99	1968	22.6	12.0	111
	QUINTILE 4	16687	1505	19.4	9.0	94	981	25.8	5.9	125	842	23.7	5.0	115	1737	20.0	10.4	97
	QUINTILE 5	15789	1015	13.1	6.4	67	607	16.0	3.8	82	696	19.6	4.4	100	1472	16.9	9.3	87
TV-DAYTIME	TERCILE 1	27736	2228	28.7	8.0	84	1462	38.5	5.3	112	1383	38.9	5.0	114	2385	27.4	8.6	80
	TERCILE 2	26489	3040	39.2	11.5	120	1300	34.2	4.9	105	1323	37.2	5.0	114	2807	32.2	10.6	99
	TERCILE 3	26761	2496	32.1	9.3	97	1039	27.3	3.9	83	847	23.8	3.2	72	3515	40.4	13.1	122
TV-TOTAL	QUINTILE 1	16345	1403	18.1	8.6	90	721	19.0	4.4	94	786	22.1	4.8	110	1396	16.0	8.5	79
	QUINTILE 2	16447	1706	22.0	10.4	108	802	21.1	4.9	104	699	19.7	4.3	97	1656	19.0	10.1	94
	QUINTILE 3	15980	1710	22.0	10.7	112	820	21.6	5.1	109	685	19.3	4.3	98	1864	21.4	11.7	109
	QUINTILE 4	15887	1556	20.0	9.8	102	815	21.4	5.1	109	635	17.9	4.0	91	1865	21.4	11.7	109
	QUINTILE 5	16326	1389	17.9	8.5	89	*643	16.9	3.9	84	748	21.1	4.6	104	1926	22.1	11.8	110
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	2903	37.4	14.0	146	1173	30.9	5.7	121	597	16.8	2.9	66	2758	31.7	13.3	124
	NEWSPAPER IMPERATIVE	19186	1431	18.4	7.5	78	848	22.3	4.4	94	1267	35.7	6.6	151	2152	24.7	11.2	104
		21899	2450	31.6	11.2	117	1031	27.1	4.7	100	711	20.0	3.2	74	2482	28.5	11.3	105
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	1653	21.3	10.7	112	837	22.0	5.4	115	635	17.9	4.1	94	2366	27.2	15.3	142
	OUTDOOR IMPERATIVE	25953	2781	35.8	10.7	112	1326	34.9	5.1	109	1219	34.3	4.7	107	2772	31.8	10.7	99
		24400	2197	28.3	9.0	94	972	25.6	4.0	85	858	24.1	3.5	80	2512	28.9	10.3	96
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	1948	25.1	10.8	113	1056	27.8	5.9	125	888	25.0	4.9	112	2066	23.7	11.4	106
	RADIO IMPERATIVE	23571	2681	34.5	11.4	119	1028	27.0	4.4	93	1081	30.4	4.6	105	3161	36.3	13.4	125
		23278	2199	28.3	9.4	99	1148	30.2	4.9	105	1024	28.8	4.4	100	2247	25.8	9.7	90
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	1890	24.3	12.2	128	823	21.7	5.3	113	642	18.1	4.2	95	1749	20.1	11.3	105
	TELEVISION IMPERATIVE	25829	2726	35.1	10.6	110	1288	33.9	5.0	106	1177	33.1	4.6	104	3632	41.7	14.1	131
		26039	2028	26.1	7.8	81	1128	29.7	4.3	92	1209	34.0	4.6	106	2152	24.7	8.3	77
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	2046	26.3	12.3	129	800	21.0	4.8	103	*489	13.8	2.9	67	2296	26.4	13.8	129
	OUTDOOR IMPERATIVE	26834	3231	41.6	12.0	126	1403	36.9	5.2	111	924	26.0	3.4	78	2908	33.4	10.8	101
		23346	1679	21.6	7.2	75	961	25.3	4.1	88	1131	31.8	4.8	110	2523	29.0	10.8	101
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	2266	29.2	13.2	138	1054	27.7	6.2	131	533	15.0	3.1	71	1935	22.2	11.3	105
	RADIO IMPERATIVE	25892	3069	39.5	11.9	124	1083	28.5	4.2	89	802	22.6	3.1	71	3372	38.7	13.0	121
		23167	1525	19.6	6.6	69	1112	29.3	4.8	102	1394	39.2	6.0	137	2339	26.9	10.1	94
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	2135	27.5	12.4	130	905	23.8	5.3	112	580	16.3	3.4	77	1787	20.5	10.4	97
	TELEVISION IMPERATIVE	26214	3127	40.3	11.9	124	1234	32.5	4.7	100	780	22.0	3.0	68	3555	40.8	13.6	126
		23412	1646	21.2	7.0	73	1053	27.7	4.5	96	1334	37.5	5.7	130	1874	21.5	8.0	74
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	1368	17.6	8.9	93	827	21.8	5.4	115	677	19.1	4.4	101	1978	22.7	12.9	120
	RADIO IMPERATIVE	24901	2514	32.4	10.1	105	943	24.8	3.8	81	892	25.1	3.6	82	3103	35.6	12.5	116
		26492	2737	35.2	10.3	108	1425	37.5	5.4	115	1276	35.9	4.8	110	2462	28.3	9.3	86
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	14794	1360	17.5	9.2	96	650	17.1	4.4	94	699	19.7	4.7	108	1691	19.4	11.4	106
	TELEVISION IMPERATIVE	25437	2579	33.2	10.1	106	1199	31.5	4.7	100	870	24.5	3.4	78	3566	41.0	14.0	130
		27877	2721	35.0	9.8	102	1391	36.6	5.0	106	1258	35.4	4.5	103	2405	27.6	8.6	80
RADIO-TELEVISION: DUAL	RADIO IMPERATIVE	15996	1947	25.1	12.2	127	950	25.0	5.9	127	670	18.9	4.2	95	1554	17.8	9.7	90

DRY PACKAGED PASTA - SPAGHETTI, MACARONI & NOODLES: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	WINNIE				RED CROSS				RONCO				RONZONI			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	50756	7765	100.0	9.6	100	3801	100.0	4.7	100	3553	100.0	4.4	100	8706	100.0	10.8	100
ATLANTIC MONTHLY	415	**88	1.1	21.2	221	**9	0.2	2.2	46	**4	0.1	1.0	22	**54	0.6	13.0	121
BARRON'S	453	**66	0.8	14.6	152	**14	0.4	3.1	66	**0	0.0	0.0	0	**134	1.5	29.6	275
BETTER HOMES & GARDENS	16256	1796	23.1	11.0	115	1007	26.5	6.2	132	698	19.6	4.3	100	1845	21.2	11.3	106
BON APPETIT	2535	347	4.5	13.7	143	**89	2.3	3.5	75	**41	1.2	1.6	37	463	5.3	18.3	170
BUSINESS WEEK	1278	*167	2.2	13.1	136	*149	3.9	11.7	248	**56	1.6	4.4	100	*215	2.5	16.8	156
CAR AND DRIVER	378	**61	0.8	16.1	168	**28	0.7	7.4	158	**10	0.3	2.6	50	**38	0.4	10.1	94
CBS MAGAZINE NETWORK (GROSS)	1498	*224	2.9	15.0	156	*153	4.0	10.2	218	**53	1.5	3.5	81	*153	1.8	10.2	95
CHANGING TIMES	1505	*205	2.6	13.6	142	**102	2.7	6.8	144	**88	2.5	5.8	133	*254	2.9	16.9	157
COLONIAL HOMES	1231	*167	2.2	13.6	141	**87	2.3	7.1	151	**146	4.1	11.9	270	**126	1.4	10.2	95
CONDE NAST MAG. PKG. (GROSS)	14146	1830	23.6	12.9	135	958	25.2	6.8	144	502	14.1	3.5	81	2313	27.5	16.9	157
CONSUMERS DIGEST	1323	*211	2.7	15.9	166	**73	1.9	5.5	118	**54	1.5	4.1	93	*163	1.9	12.3	115
COSMOPOLITAN	7102	827	10.7	11.6	121	448	11.8	6.3	134	330	9.3	4.6	106	954	11.0	13.4	125
COUNTRY LIVING	2481	347	4.5	14.0	146	*170	4.5	6.9	146	**123	3.5	5.0	113	*212	2.4	8.5	79
CUISINE	1472	*204	2.6	13.9	145	**95	2.5	6.5	138	**72	2.0	4.9	111	*232	2.7	15.8	147
CYCLE WORLD	425	**99	1.3	23.3	243	**33	0.9	7.8	165	**22	0.6	5.2	118	*21	0.2	4.9	46
DCI:CREATIVE IDEAS FOR LIV	2510	*186	2.4	7.4	77	*169	4.4	6.7	143	**89	2.5	3.5	11	*234	2.7	9.3	87
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	302	3.9	4.5	47	422	11.1	6.3	134	523	14.7	7.8	178	484	5.6	7.2	67
DISCOVER	894	*128	1.6	14.3	149	**47	1.2	5.3	112	**56	1.6	6.3	143	*140	1.6	15.7	146
EDDY	3507	*309	4.0	8.8	92	353	9.3	10.1	214	*233	6.6	6.6	151	211	2.4	6.0	56
ESQUIRE	1083	**101	1.3	9.3	97	*93	2.4	8.6	183	**24	0.7	2.2	51	*145	1.7	13.4	125
ESSENCE	1130	*122	1.6	6.7	70	*239	6.3	13.1	278	*129	3.6	7.0	161	*90	1.0	4.9	46
FAMILY CIRCLE	15930	2015	25.9	12.6	132	904	23.8	5.7	121	738	20.8	4.6	106	1912	22.0	12.0	112
THE FAMILY HANDYMAN	1126	**98	1.3	8.7	91	**74	1.9	6.6	140	**38	1.1	3.4	77	**153	1.8	13.6	126
FAMILY WEEKLY	11468	865	11.1	7.5	79	515	13.5	4.5	96	635	17.9	5.5	126	1007	11.6	8.8	82
FIELD & STREAM	2234	*173	2.2	7.7	81	**115	3.0	5.1	110	**152	4.3	6.8	155	*193	2.2	8.6	80
FOOD & WINE	579	**76	1.0	13.1	137	**66	1.7	11.4	243	**27	0.8	4.7	106	*122	1.4	21.1	196
FOURTEEN	725	**90	1.2	12.4	129	**33	0.9	4.5	97	**24	0.7	3.3	75	*174	2.0	23.9	222
FORTUNE	906	*127	1.6	14.0	146	**102	2.7	11.3	240	**39	1.1	4.3	98	*272	3.1	30.0	279
GENTLEMEN'S QUARTERLY	791	**59	0.8	7.5	78	**61	1.6	7.7	164	**24	0.7	3.0	69	*163	1.9	20.6	192
GLAMOUR	5265	730	9.4	13.9	145	375	9.9	7.1	152	*199	5.6	3.8	86	833	9.6	15.8	147
GOLF DIGEST	636	**17	0.2	2.7	28	**29	0.8	4.6	97	**25	0.7	3.9	90	**106	1.2	16.7	155
GOLF DIGEST/TENNIS (GROSS)	1186	**71	0.9	6.0	62	**107	2.8	9.0	192	**70	2.0	5.9	135	*193	2.2	16.3	151
GOLF MAGAZINE	441	**52	0.7	11.8	123	**15	0.4	3.4	72	**0	0.0	0.0	0	*85	1.0	19.3	179
GOLF MAGAZINE/SKI (GROSS)	922	**108	1.4	11.7	122	**40	1.1	4.3	92	**4	0.1	0.4	10	*175	2.0	19.0	177
GOOD HOUSEKEEPING	16487	1946	25.1	11.8	123	901	23.7	5.5	116	697	19.6	4.2	96	1944	22.3	11.8	110
HARPER'S BAZAAR	1423	287	3.7	11.8	124	*179	4.7	7.4	157	**102	2.9	4.2	96	567	6.5	23.5	218
HEALTH	1994	*156	2.0	7.8	82	*176	4.6	8.8	188	**123	3.5	6.2	141	*241	2.8	12.1	112
HEARST MAG CORP. BUY (GROSS)	44101	5095	65.6	11.6	120	2674	70.3	6.1	129	2214	62.3	5.0	114	5499	63.2	12.5	116
HEARST MAN POWER (GROSS)	1993	*236	3.0	11.8	124	*97	2.6	4.9	104	*84	2.4	4.2	96	*237	2.7	11.9	111
HEARST WOMAN POWER (GROSS)	31274	3546	45.7	11.3	118	1854	48.8	5.9	126	1518	42.7	4.9	111	3767	43.3	12.0	112
HOUSE BEAUTIFUL	3623	374	4.8	10.3	108	*203	5.3	5.6	119	*204	5.7	5.6	128	*82	4.6	11.1	103
INC.	283	**40	0.5	14.1	147	**15	0.4	5.3	113	*1	0.0	0.4	8	*67	0.8	23.7	220
JET	1928	211	2.7	7.2	75	275	7.2	9.4	200	*174	4.9	5.9	135	167	1.9	5.7	53
LADIES' HOME JOURNAL	11918	1192	15.4	10.0	104	718	18.9	6.0	128	480	13.5	4.0	92	1225	14.1	10.3	96
LHJ FAMILY GRP COMBO(GROSS)	16764	1569	20.2	9.4	98	1069	28.1	6.4	136	758	21.3	4.5	103	1817	20.9	10.8	101
LIFE	4254	497	6.4	11.7	122	278	7.3	6.5	139	*142	4.0	3.3	76	621	7.1	14.6	136
L.A. TIMES HOME MAGAZINE	1145	**9	0.1	0.8	8	**11	0.3	1.0	20	*19	0.5	1.7	38	370	4.2	32.3	301
MADEMOISELLE	2884	393	5.1	13.6	142	*222	5.8	7.7	164	*94	2.6	3.3	74	490	5.6	17.0	158
MC CALL'S	13460	1450	18.7	10.8	112	893	23.5	6.6	141	609	17.1	4.5	103	1444	16.6	10.7	100
MC CALL'S/WRK MOTHER (GROSS)	14606	1589	20.5	10.9	113	1048	27.6	7.2	153	697	19.6	4.8	109	1602	18.4	11.0	102
MECHANIX ILLUSTRATED	772	**109	1.4	14.1	147	**23	0.6	3.0	63	**27	0.8	3.5	80	**130	1.5	16.8	157
METROPOLITAN HOME	967	**88	1.1	9.1	95	**95	2.5	9.8	209	**70	2.0	7.2	165	*144	1.7	14.9	139
MONEY	1588	*213	2.7	13.4	140	**135	3.6	8.5	181	**53	1.5	3.3	76	*94	3.4	18.6	173
MOTHER EARTH NEWS	1002	**151	1.9	15.1	157	**109	2.9	10.9	232	*37	1.0	3.7	84	*84	1.0	8.4	78
MS.	825	*149	1.9	18.1	188	**76	2.0	9.2	196	*9	0.3	1.1	25	*84	1.0	10.2	95
NATIONAL ENQUIRER	10336	754	9.7	7.3	76	749	19.7	7.2	154	639	18.0	6.2	141	973	11.2	9.4	88
NATIONAL GEOGRAPHIC	9597	1127	14.5	11.7	122	432	11.4	4.5	96	362	10.2	3.8	86	1274	14.6	13.3	123
NATIONAL SUNDAY MAGAZINE PKG	49558	5671	73.0	11.4	119	2551	67.1	5.1	110	1776	50.0	3.6	82	5740	65.9	11.6	108
NATURAL HISTORY	573	**95	1.2	16.6	173	*28	0.7	4.9	104	*12	0.3	2.1	48	*157	1.8	27.4	255
NEW WOMAN	1699	*134	1.7	7.9	82	*164	4.3	9.7	206	**93	2.6	5.5	125	*164	1.9	9.7	90
NEW YORK INCLUDING CUE	443	**46	0.6	10.4	108	**47	1.2	10.6	226	*6	0.2	1.4	31	*187	2.1	42.2	393
THE NEW YORKER	1270	237	3.1	18.7	195	*57	1.5	4.5	96	*27	0.8	2.1	48	393	4.5	30.9	288
NEWSWEEK	6277	840	10.8	13.4	140	293	7.7	4.7	99	*208	5.9	3.3	76	1074	12.3	17.1	159
THE N.Y. TIMES DAILY EDITION	1205	237	3.1	19.7	205	*31	0.8	2.6	55	*7	0.2	0.6	13	526	6.0	43.7	406
THE N.Y. TIMES MAGAZINE	2081	489	6.3	23.5	245	**55	1.4	2.6	56	*5	0.1	0.2	5	894	10.3	43.0	400
OWN	788	**99	1.3	12.6	131	**48	1.3	6.1	130	*39	1.1	4.9	113	*91	1.0	11.5	107
ON CABLE	1158	**100	1.3	8.6	90	*77	2.6	8.4	178	*41	1.2	3.5	81	*130	1.5	11.2	104
1001 HOME IDEAS	2852	222	2.9	7.8	81	*175	4.6	6.1	131	**155	4.4	5.4	124	351	4.0	12.3	114
ORGANIC GARDENING	1658	*116	1.5	7.0	73	*87	2.3	5.2	112	*114	3.2	6.9	157	*173	2.0	10.4	97
OUTDOOR LIFE	894	**38	0.5	4.2	44	*96	2.5	10.7	228	*13	0.4	1.5	33	*49	0.6	5.5	51
PARADE MAGAZINE	24275	3332	42.9	13.7	143	1155	30.4	4.8	101	650	18.3	2.7	61	3123	35.9	12.9	120

	TOTAL U.S. '000	A '000	PRINCE B % DOWN	C % ACROSS	D % INDEX	A '000	RED CROSS B % DOWN	C % ACROSS	D % INDEX	A '000	RONCO B % DOWN	C % ACROSS	D % INDEX	A '000	RONZONI B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	7765	100.0	9.6	100	3801	100.0	4.7	100	3553	100.0	4.4	100	8706	100.0	10.8	100
PARENTS	3845	357	4.6	9.3	97	258	6.8	6.7	143	*193	5.4	5.0	114	484	5.6	12.6	117
PENTHOUSE	831	**95	1.2	11.4	119	**124	3.3	14.9	318	*21	0.6	2.5	58	**96	1.1	11.6	107
PEOPLE	11645	1316	16.9	11.3	118	599	15.8	5.1	110	342	9.6	2.9	67	1646	18.9	14.1	131
PLAYBOY	2006	*194	2.5	9.7	101	*160	4.2	8.0	170	**63	1.8	3.1	72	268	3.1	13.4	124
POPULAR HOT RODDING	297	**19	0.2	6.4	67	*7	0.2	2.4	50	*32	0.9	10.8	246	**4	0.0	1.3	13
POPULAR MECHANICS	1018	**114	1.5	11.2	117	**30	0.8	2.9	63	*31	0.9	3.0	69	**144	1.7	14.1	132
POPULAR SCIENCE	878	**73	0.9	8.3	87	**38	1.0	4.3	92	**46	1.3	5.2	119	**83	1.0	9.5	88
PREVENTION	3913	453	5.8	11.6	121	*227	6.0	5.8	124	*131	3.7	3.3	76	463	5.3	11.8	110
PSYCHOLOGY TODAY	1710	257	3.3	15.0	157	**108	2.8	6.3	135	*29	0.8	1.7	39	333	3.8	19.5	181
READER'S DIGEST	22204	2048	26.4	9.2	98	1027	27.0	4.6	99	1038	29.2	4.7	107	2400	27.6	10.8	101
REDBOOK	7684	774	10.0	10.1	105	505	13.3	6.6	140	490	13.8	6.4	145	870	10.0	11.3	105
ROAD & TRACK	410	**71	0.9	17.3	181	**49	1.3	12.0	255	*9	0.3	2.2	50	**69	0.8	16.8	157
ROLLING STONE	969	*127	1.6	13.1	137	*74	1.9	7.6	163	*47	1.3	4.9	111	*246	2.8	25.4	236
RUNNER'S WORLD	298	**52	0.7	17.4	182	*41	1.1	13.8	293	*30	0.8	10.1	229	**52	0.6	17.4	162
SATURDAY EVENING POST	1169	*154	2.0	13.2	137	**99	2.6	8.5	180	*18	0.5	1.5	35	**103	1.2	8.8	82
SCIENCE 84	587	**62	0.8	10.6	110	**16	0.4	2.7	58	*25	0.7	4.3	97	**109	1.3	18.6	173
SCIENCE DIGEST	482	**69	0.9	14.3	149	*40	1.1	8.3	177	*24	0.7	5.0	113	**67	0.8	13.9	129
SCIENTIFIC AMERICAN	594	*28	0.4	4.7	49	**31	0.8	5.2	111	*35	1.0	5.9	134	*133	1.5	22.4	208
SELF	2089	*212	2.7	10.1	106	*145	3.8	6.9	148	*61	1.7	2.9	67	259	3.0	12.4	115
SEVENTEEN	2411	288	3.7	11.9	125	*192	5.1	8.0	170	*71	2.0	2.9	67	436	5.0	18.1	168
SKI	480	**56	0.7	11.7	122	**25	0.7	5.2	111	*4	0.1	0.8	19	**90	1.0	18.8	174
SMITHSONIAN	2760	308	4.0	11.2	116	**44	1.2	1.6	34	*64	1.8	2.3	53	418	4.8	15.1	141
SOAP OPERA DIGEST	3013	260	3.3	8.6	90	367	9.7	12.2	260	*166	4.7	5.5	126	265	3.0	8.8	82
SOUTHERN LIVING	4184	*116	1.5	2.8	29	*252	6.6	6.0	128	434	12.2	10.4	236	250	2.9	6.0	56
SPORT	559	**29	0.4	5.2	54	*68	1.8	12.2	259	*29	0.8	5.2	118	**49	0.6	8.8	82
THE SPORTING NEWS	436	**34	0.4	7.8	81	**29	0.8	6.7	142	*18	0.5	4.1	94	**53	0.6	12.2	113
SPORTS AFIELD	493	**53	0.7	10.8	112	*26	0.7	5.3	112	*29	0.8	5.9	134	*25	0.3	5.1	47
SPORTS ILLUSTRATED	2758	359	4.6	13.0	136	*229	6.0	8.3	177	*117	3.3	4.2	97	450	5.2	16.3	152
STAR	7456	829	10.7	11.1	116	468	12.3	6.3	134	386	10.9	5.2	118	885	10.2	11.9	110
SUNDAY	24936	3562	45.9	14.3	149	1259	33.1	5.0	108	684	19.3	2.7	63	2820	32.4	11.3	105
SUNSET	2124	**27	0.3	1.3	13	*21	0.6	1.0	21	*41	1.2	1.9	44	*257	3.0	12.1	113
TV GUIDE	21661	2337	30.1	10.8	113	1068	38.1	4.9	105	1158	32.6	5.3	122	2621	30.1	12.1	113
TENNIS	550	*54	0.7	9.8	102	*79	2.1	14.4	306	*44	1.2	8.0	182	*87	1.0	15.8	147
TIME	8880	1432	18.4	16.1	168	467	12.3	5.3	112	348	9.8	3.9	89	1337	15.4	15.1	140
TOWN & COUNTRY	917	*94	1.2	10.3	107	*85	2.2	9.3	197	*26	0.7	2.8	65	*155	1.8	16.9	157
TRAVEL & LEISURE	972	*153	2.0	15.7	164	*52	1.4	5.3	114	*34	1.0	3.5	80	*171	2.0	17.6	164
TRUE STORY	3356	*178	2.3	5.3	55	324	8.5	9.7	206	*204	5.7	6.1	139	*177	2.0	5.3	49
U.S. NEWS & WORLD REPORT	3410	337	4.3	9.9	103	*273	7.2	8.0	171	*119	3.3	3.5	80	412	4.7	12.1	112
USA TODAY	1759	*196	2.5	11.1	116	*53	1.4	3.0	64	*73	2.1	4.2	95	*206	2.4	11.7	109
US	1873	*186	2.4	9.9	104	*113	3.0	6.0	129	*80	2.3	4.3	97	*190	2.2	10.1	94
VOGUE	3909	495	6.4	12.7	132	216	5.7	5.5	118	*148	4.2	3.8	86	810	9.3	20.7	193
MALL STREET JOURNAL	1886	259	3.3	13.7	143	*183	4.8	9.7	207	*75	2.1	4.0	91	332	3.8	17.6	164
WEIGHT WATCHERS	2120	*213	2.7	10.0	105	*141	3.7	6.7	142	*71	2.0	3.3	76	*240	2.8	11.3	105
WOMAN'S DAY	14172	1811	23.3	12.8	133	912	24.0	6.4	137	533	15.0	3.8	86	1657	19.0	11.7	109
WORKING MOTHER	1146	*139	1.8	12.1	127	*155	4.1	13.5	288	*88	2.5	7.7	175	*158	1.8	13.8	128
WORKING WOMAN	1322	197	2.5	14.9	155	*93	2.4	7.0	150	*51	1.4	3.9	88	*233	2.7	17.6	164
WORLD TENNIS	*163	*118	0.2	11.0	115	*24	0.6	14.7	314	*13	0.4	8.0	182	*99	0.1	5.5	51
ZIFF-DAVIS MAG NETWK (GROSS)	2532	376	4.8	14.8	155	254	6.7	10.0	214	*104	2.9	4.1	94	292	3.4	11.5	107
BLAIR INSERTS	43657	5483	70.6	12.6	131	2233	58.7	5.1	109	1348	37.9	3.1	70	5672	65.2	13.0	121
DAILY NEWSPAPERS																	
READ ANY	51633	5667	73.0	11.0	114	2437	64.1	4.7	101	1812	51.0	3.5	80	5928	68.1	11.5	107
READ ONE	43463	4268	55.0	9.8	102	1990	52.4	4.6	98	1550	43.6	3.6	81	4688	53.8	10.8	100
READ TWO OR MORE	8170	1399	18.0	17.1	179	447	11.8	5.5	117	262	7.4	3.2	73	1240	14.2	15.2	141
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6105	78.6	11.6	121	2612	68.7	5.0	106	1736	48.9	3.3	75	6355	73.0	12.1	112
READ ONE	46126	4951	63.8	10.7	112	2246	59.1	4.9	104	1654	46.6	3.6	82	5332	61.2	11.6	108
READ TWO OR MORE	6552	1154	14.9	17.6	184	366	9.6	5.6	119	*82	2.3	1.3	29	1023	11.8	15.6	145
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	31.62				25.20				27.87				32.42			
30 DAY REACH	71455	6714	86.5	9.4	98	3381	89.0	4.7	101	3114	87.6	4.4	99	8127	93.3	11.4	106
50 SHWG - 30 DAY AV FREQ	14.56	16.84				13.09				14.89				16.75			
30 DAY REACH	67742	6304	81.2	9.3	97	3248	85.5	4.8	102	2929	82.4	4.3	99	7903	90.8	11.7	109
25 SHWG - 30 DAY AV FREQ	7.94	9.02				7.21				8.34				8.98			
30 DAY REACH	62117	5887	75.8	9.5	99	2930	77.1	4.7	101	2607	73.4	4.2	96	7357	84.5	11.8	110
CABLE TV: HOME WIRED	32077	3050	39.3	9.5	99	1486	39.1	4.6	99	1265	35.6	3.9	90	3879	44.6	12.1	112
HOME NOT WIRED	48909	4715	60.7	9.6	101	2315	60.9	4.7	101	2288	64.4	4.7	107	4828	55.5	9.9	92
HAVE PAY CABLE	15935	1789	23.0	11.2	117	794	20.9	5.0	106	*484	13.6	3.0	69	2333	26.8	14.6	136

	TOTAL U.S. '000	A	B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN	A	B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN	A	B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN	A	B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN
TOTAL FEMALE HOMEOWNERS	80986	7765	100.0	9.6	100	3801	100.0	4.7	100	3553	100.0	4.4	100	8706	100.0	10.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4525	58.3	10.3	107	2248	59.1	5.1	109	1906	53.6	4.3	99	5067	58.2	11.5	107
10:00 AM - 3:00 PM	30659	3101	39.9	10.1	105	1527	40.2	5.0	106	1280	36.0	4.2	95	3117	35.8	10.2	95
3:00 PM - 7:00 PM	31045	3160	40.7	10.2	106	1630	42.9	5.3	112	1279	36.0	4.1	94	3288	37.8	10.6	99
7:00 PM - MIDNIGHT	15767	1592	20.5	10.1	105	871	22.9	5.5	118	730	20.5	4.6	106	1570	18.0	10.0	93
MIDNIGHT - 6:00 AM	9120	861	11.1	9.4	98	395	10.4	4.3	92	305	8.6	3.3	76	989	11.4	10.8	101
6:00 AM - MIDNIGHT	58527	6023	77.6	10.3	107	2957	77.8	5.1	108	2588	72.8	4.4	101	6395	73.5	10.9	102
ENTIRE DAY	59311	6126	78.9	10.3	108	2992	78.7	5.0	107	2616	73.6	4.4	101	6491	74.6	10.9	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1816	23.4	11.2	117	639	16.8	4.0	84	632	17.8	3.9	89	1615	18.6	10.0	93
ALL NEWS	2256	404	5.2	17.9	187	**57	1.5	2.5	54	**7	0.2	0.3	7	570	6.5	25.3	235
AOR/PROGRESSIVE	3874	485	6.2	12.5	131	**82	2.2	2.1	45	**80	2.3	2.1	47	720	8.3	18.6	173
BEAUTIFUL MUSIC	5660	610	7.9	10.8	112	288	7.6	5.1	108	368	10.4	6.5	148	661	7.6	11.7	109
BLACK	2204	*204	2.6	9.3	97	*195	5.1	8.8	189	*169	4.8	7.7	175	**97	1.1	4.4	41
CLASSICAL	1418	*215	2.8	15.2	158	**52	1.4	3.7	78	**30	0.8	2.1	48	*299	3.4	21.1	196
CHR/ROCK	9538	1010	13.0	10.6	110	535	14.1	5.6	120	399	11.2	4.2	95	1249	14.3	13.1	122
COUNTRY	12648	750	9.7	5.9	62	669	17.6	5.3	113	696	19.6	5.5	125	895	10.3	7.1	66
GOLDEN OLDIES	1191	**48	0.6	4.0	42	**106	2.8	8.9	190	**38	1.1	3.2	73	*106	1.2	8.9	83
MOR/ROCK	4757	507	6.5	10.7	111	*191	5.0	4.0	86	**114	3.2	2.4	55	678	7.8	14.3	133
NEWS/TALK	3863	504	6.5	13.0	136	*217	5.7	5.6	120	*776	2.1	2.0	45	650	7.5	16.8	157
RELIGIOUS	3084	*204	2.6	6.6	69	**100	2.6	3.2	69	*146	4.1	4.7	108	**128	1.5	4.2	39
SOFT ROCK	521	**51	0.7	9.8	102	**18	0.5	3.5	74	*221	0.6	4.0	92	**42	0.5	8.1	75
URBAN CONTEMPORARY	1585	*211	2.7	13.3	139	*138	3.6	8.7	186	*77	2.2	4.9	111	268	3.1	16.9	157
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	397	5.1	12.2	127	**125	3.3	3.8	82	**151	4.2	4.6	106	274	3.1	8.4	78
ABC DIRECTION	2316	282	3.6	12.2	127	**96	2.5	4.1	88	**151	4.2	6.5	149	343	3.9	14.8	138
ABC ENTERTAINMENT	4834	473	6.1	9.8	102	284	7.5	5.9	125	*239	6.7	4.9	113	606	7.0	12.5	117
ABC FM	2202	*182	2.3	8.3	86	*251	6.6	11.4	243	*192	5.4	8.7	199	*201	2.3	9.1	85
ABC INFORMATION	5425	436	5.6	8.0	84	*255	6.7	4.7	100	*170	4.8	3.1	71	629	7.2	11.6	108
ABC ROCK	1677	*207	2.7	12.3	129	**51	1.3	3.0	65	**33	0.9	2.0	45	342	3.9	20.4	190
CBS	4430	450	5.8	10.2	106	*139	3.7	3.1	67	*170	4.8	3.8	87	542	6.2	12.2	114
MUTUAL	4992	583	7.5	11.7	122	*234	6.2	4.7	100	*209	5.9	4.2	95	441	5.1	8.8	82
NBC	4679	730	9.4	15.6	163	*146	3.8	3.1	66	*161	4.5	3.4	78	620	7.1	13.3	123
RADIO/ROCK	1994	*255	3.3	12.8	133	**112	2.9	5.6	120	**49	1.4	2.5	56	*160	1.8	8.0	75
RKO ONE	2298	235	3.0	10.2	107	*113	3.0	4.9	105	*772	2.0	3.1	71	233	2.7	10.1	94
RKO TWO	3311	274	3.5	8.3	86	*168	4.4	5.1	108	*165	4.6	5.0	114	315	3.6	9.5	88
THE SOURCE	2114	*317	4.1	15.0	156	**60	1.6	2.8	60	**32	0.9	1.5	35	363	4.2	17.2	160
NON-WIRED: BLAIR	8654	730	9.4	8.4	88	*276	7.3	3.2	68	394	11.1	4.6	104	945	10.9	10.9	102
INTERNET	12025	1195	15.4	9.9	104	526	13.8	4.4	93	656	18.5	5.5	124	1521	17.5	12.6	118
KATZ RADIO GROUP	15359	2049	26.4	13.3	139	671	17.7	4.4	93	482	13.6	3.1	72	2217	25.5	14.4	134
SUPERNET	10628	1018	13.1	9.6	100	748	19.7	7.0	150	465	13.1	4.4	100	1150	13.2	10.8	101
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	656	8.4	7.6	79	347	9.1	4.0	85	515	14.5	5.9	136	830	9.5	9.6	89
MKDAY 9:00 AM - 1:00 PM	12163	969	12.5	8.0	83	661	17.4	5.4	116	669	18.8	5.5	125	1074	12.3	8.8	82
MKDAY 1:00 PM - 4:30 PM	16150	1402	18.1	8.7	91	868	22.8	5.4	115	828	23.3	5.1	117	1334	15.3	8.3	77
MKDAY 4:30 PM - 7:30 PM	22463	1993	25.7	8.9	93	935	24.6	4.2	89	883	24.9	3.9	90	2246	25.8	10.0	93
MKDAY 7:30 PM - 8:00 PM	31795	3068	39.5	9.6	101	1409	37.1	4.4	94	1301	36.6	4.1	93	3302	37.9	10.4	97
MKDAY 11:00 PM - 11:30 PM	23977	2559	33.0	10.7	111	1229	32.3	5.1	109	1069	30.1	4.5	102	2309	26.5	9.6	90
MKDAY 11:30 PM - 1:00 AM	7703	863	11.1	11.2	117	474	12.5	6.2	131	405	11.4	5.3	120	667	7.7	8.7	81
M-SAT 8-11 PM-SUN 7-11 PM	33800	3496	45.0	10.3	108	1551	40.8	4.6	98	1401	39.4	4.1	94	3738	42.9	11.1	103
WKDAY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	695	9.0	10.6	111	514	13.5	7.9	168	285	8.0	4.4	99	692	7.9	10.6	98
ANOTHER WORLD	N 4620	330	4.2	7.1	74	290	7.6	6.3	134	285	8.0	6.2	141	351	4.0	7.6	71
AS THE WORLD TURNS	C 5614	271	3.5	4.8	50	274	7.2	4.9	104	235	6.6	4.2	95	355	4.1	6.3	59
CAPITOL	C 3396	163	2.1	4.8	50	160	4.2	4.7	100	*169	4.8	5.0	113	236	2.7	6.9	65
CBS MORN. NEWS 1	C 1446	*54	0.7	3.7	39	*67	1.8	4.6	99	143	4.0	9.9	225	91	1.0	6.3	59
CBS MORN. NEWS 2	C 1207	*63	0.8	5.2	54	*54	1.4	4.5	95	*97	2.7	8.0	183	*60	0.7	5.0	46
DAYS OF OUR LIVES	N 5877	537	6.9	9.1	95	300	7.9	5.1	109	338	9.5	5.8	131	523	6.0	8.9	83
FACTS OF LIFE - DAYTIME	N 2290	198	2.5	8.6	90	*99	2.6	4.3	92	*111	3.1	4.8	110	168	1.9	7.3	68
FAMILY FEUD	A 3023	191	2.5	6.3	66	208	5.5	6.9	147	124	3.5	4.1	93	243	2.8	8.0	75
GENERAL HOSPITAL	A 6097	689	8.9	11.3	118	383	10.1	6.3	134	279	7.9	4.6	104	543	6.2	8.9	83
GOOD MORNING, AMERICA-730A	A 3515	316	4.1	9.0	94	210	5.5	6.0	127	166	4.7	4.7	108	324	3.7	9.2	86
GOOD MORNING, AMERICA-830A	A 2818	309	4.0	11.0	114	157	4.1	5.6	119	*137	3.9	4.9	111	290	3.3	10.3	96
GUIDING LIGHT	C 5339	299	3.9	5.6	58	184	4.8	3.4	73	201	5.7	3.8	86	441	5.1	8.3	77
ONE LIFE TO LIVE	A 4478	483	6.2	10.8	112	353	9.3	7.9	168	249	7.0	5.6	127	313	3.6	7.0	65
PRESS YOUR LUCK	C 2244	215	2.8	9.6	100	156	4.1	7.0	148	*158	4.4	7.0	160	132	1.5	5.9	55
PRICE IS RIGHT 1	C 4348	306	3.9	7.0	73	279	7.3	6.4	137	265	7.5	6.1	139	244	2.8	5.6	52
PRICE IS RIGHT 2	C 5014	381	4.9	7.6	79	279	7.3	5.6	119	275	7.7	5.5	125	315	3.6	6.3	58
RYAN'S HOPE	A 3150	457	5.9	14.5	151	245	6.4	7.8	166	*128	3.6	4.1	93	437	5.0	13.9	129
SALE OF THE CENTURY	N 2695	249	3.2	9.2	96	*104	2.7	3.9	82	*80	2.3	3.0	68	267	3.1	9.9	92
SEARCH FOR TOMORROW	N 2319	*150	1.9	6.5	67	*106	2.8	4.6	97	*150	4.2	6.5	147	248	2.8	10.7	99
TODAY SHOW 1	N 2693	204	2.6	7.6	79	114	3.0	4.2	90	153	4.3	5.7	130	281	3.2	10.4	97
TODAY SHOW 2	N 2498	224	2.9	9.0	94	94	2.5	3.8	80	165	4.6	6.6	151	264	3.0	10.6	98
\$25,000 PYRAMID	C 2753	197	2.5	7.2	75	143	3.8	5.2	111	173	4.9	6.3	143	227	2.6	8.2	77
WHEEL OF FORTUNE	N 4388	358	4.6	8.2	85	195	5.1	4.4	95	276	7.8	6.3	143	387	4.4	8.8	82
YOUNG AND THE RESTLESS	C 5695	310	4.0	5.4	57	313	8.2	5.5	117	352	9.9	6.2	141	308	3.5	5.4	50
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	163	1.1	9.3	97	*78	2.1	4.4	94	*57	1.6	3.2	74	179	2.1	10.2	95
NBA PLAYOFF GAME ~1 C	1136	*91	1.2	8.0	84	**53	1.4	4.7	99	**17	0.5	1.5	34	**79	0.9	7.0	6

		TOTAL U.S. '000	A '000	PRINCE B % DOWN	C ACROSS % INDX	D 100	A '000	RED CROSS B % DOWN	C ACROSS % INDX	D 100	A '000	RONCO B % DOWN	C ACROSS % INDX	D 100	A '000	RONZONI B % DOWN	C ACROSS % INDX	D 100
TOTAL FEMALE HOMEMAKERS		80986	7765	100.0	9.6	100	3801	100.0	4.7	100	3553	100.0	4.4	100	8706	100.0	10.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2081	26.8	8.0	83	1104	29.0	4.2	90	1193	33.6	4.6	104	2265	26.0	8.7	81
NETWORK AFFILIATES - LATE		20261	2149	27.7	10.6	111	1154	30.4	5.7	121	897	25.2	4.4	101	1878	21.6	9.3	86
INDEPENDENTS - LATE		2076	260	3.3	12.5	131	89	2.3	4.3	91	*60	1.7	2.9	66	466	5.4	22.4	209
TV EVENING NTKM 6 PM - 2 AM																		
A TEAM		N 10453	961	12.4	9.2	96	469	12.3	4.5	96	423	11.9	4.0	92	947	10.9	9.1	84
ABC MONDAY NIGHT MOVIE		A 6412	696	9.0	10.9	113	264	6.9	4.1	88	257	7.2	4.0	91	682	7.8	10.6	99
ABC SUNDAY NIGHT MOVIE		A 12407	1306	16.8	10.5	110	575	15.1	4.6	99	504	14.2	4.1	93	1435	16.5	11.6	108
ABC WORLD NEWS TONIGHT		A 6176	395	5.1	6.4	67	230	6.1	3.7	79	224	6.3	3.6	83	464	5.3	7.5	70
AFTERMASH		C 5863	453	5.8	7.7	81	*213	5.6	3.6	77	*274	7.7	4.7	107	776	8.9	13.2	123
ALICE		C 9594	922	11.9	9.6	100	391	10.3	4.1	87	497	14.0	5.2	118	1052	12.1	11.0	102
AMERICAN PARADE		C 6622	635	8.2	9.6	100	266	7.0	4.0	86	267	7.5	4.0	92	598	6.9	9.0	84
BENSON		A 10886	1103	14.2	10.1	106	407	10.7	3.7	80	332	9.3	3.0	70	1147	13.2	10.5	98
BLUE THUNDER		A 5036	488	6.3	9.7	101	375	9.9	7.4	159	*218	6.1	4.3	99	524	6.0	10.4	97
CAGNEY & LACEY		C 9965	1017	13.1	10.2	106	435	11.4	4.4	93	462	13.0	4.6	106	895	10.3	9.0	84
CBS EVENING NEWS-DEAN		C 3491	374	4.8	10.7	112	**90	2.4	2.6	55	**111	3.1	3.2	72	339	3.9	9.7	90
CBS EVENING NEWS-RATHER		C 7123	642	8.3	9.0	94	265	7.0	3.7	79	273	7.7	3.8	87	630	7.2	8.8	82
CBS SAT. NEWS-SCHIEFFER		C 3621	306	3.9	8.5	88	98	2.6	2.7	58	153	4.3	4.2	96	306	3.5	8.5	79
CBS SATURDAY NIGHT MOVIE		C 5436	563	7.3	10.4	108	309	8.1	5.7	121	242	6.8	4.5	101	591	6.8	10.9	101
CBS WEDNESDAY NIGHT MOVIE		C 6100	417	5.4	6.8	71	237	6.2	3.9	83	228	6.4	3.7	85	460	5.3	7.5	70
CHEERS		N 8889	1098	14.1	12.4	129	509	13.4	5.7	122	327	9.2	3.7	84	957	11.0	10.8	100
DALLAS		C 22109	1911	24.6	8.6	90	972	25.6	4.4	94	1070	30.1	4.8	110	2311	26.5	10.5	97
DIFF'RENT STROKES		N 6940	618	8.0	8.9	93	312	8.2	4.5	96	265	7.5	3.8	87	563	6.5	8.1	75
DOUBLE TROUBLE		N 7223	729	9.4	10.1	105	298	7.8	4.1	88	314	8.8	4.3	99	653	7.5	9.0	84
DUCK FACTORY		N 5595	592	7.6	10.6	110	317	8.3	5.7	121	*225	6.3	4.0	92	467	5.4	8.3	78
DUKES OF HAZZARD		C 5768	353	4.5	6.1	64	404	10.6	7.0	149	340	9.6	5.9	134	317	3.6	5.5	51
DYNASTY		A 20053	1975	25.4	9.8	103	1148	30.2	5.7	122	1083	30.5	5.4	123	2374	27.3	11.8	110
FACTS OF LIFE		N 8087	798	10.3	9.9	103	364	9.6	4.5	96	316	8.9	3.9	89	751	8.6	9.3	86
FALCON CREST		C 20046	1856	23.9	9.3	97	874	23.0	4.4	93	973	27.4	4.9	111	2102	24.1	10.5	98
FALL GUY		A 9084	915	11.8	10.1	105	452	11.9	5.0	106	426	12.0	4.7	107	928	10.7	10.2	95
FAMILY TIES		N 7964	925	11.9	11.6	121	406	10.7	5.1	109	288	8.1	3.6	82	666	7.6	8.4	78
FANTASY ISLAND		A 7687	696	9.0	9.1	94	340	8.9	4.4	94	258	7.3	3.4	77	866	9.9	11.3	105
FOULUPS,BLEEPs & BLUNDERS		A 8861	1047	13.5	11.8	123	489	12.9	5.5	118	420	11.8	4.7	108	947	10.9	10.7	99
FOUR SEASONS		C 5095	396	5.1	7.8	81	*213	5.6	4.2	89	*192	5.4	3.8	86	767	8.8	15.1	140
GIMME A BREAK		N 8838	1003	12.9	11.3	118	445	11.7	5.0	107	417	11.7	4.7	108	697	8.0	7.9	73
HART TO HART		A 8978	786	10.1	8.8	91	429	11.3	4.8	102	440	12.4	4.9	112	742	8.5	8.3	77
HILL STREET BLUES		N 8590	1074	13.8	12.5	130	646	17.0	7.5	160	443	12.5	5.2	118	885	10.2	10.3	96
HOTEL		A 14085	1295	16.7	9.2	96	764	20.1	5.4	116	763	21.5	5.4	123	1747	20.1	12.4	115
JEFFERSONS		C 9360	806	10.4	8.6	90	363	9.6	3.9	83	478	13.5	5.1	116	1022	11.7	10.9	102
JENNIFER SLEPT HERE		N 5841	713	9.2	12.2	127	299	7.9	5.1	109	*217	6.1	3.7	85	448	5.1	7.7	71
KATE & ALLIE		C 9206	973	12.5	10.6	110	453	11.9	4.9	105	289	8.1	3.1	72	932	10.7	10.1	94
KNIGHT RIDER		N 7076	663	8.5	9.4	98	206	5.4	2.9	62	*280	7.9	4.0	90	723	8.3	10.2	95
LOVE BOAT		A 12219	1069	13.8	8.7	91	442	11.6	3.6	77	456	12.8	3.7	85	1256	14.4	10.3	96
MAGNUM PI		C 11199	928	12.0	8.3	86	514	13.5	4.6	98	542	15.3	4.8	110	1104	12.7	9.9	92
MAMA'S FAMILY		N 6057	563	7.3	9.3	97	291	7.7	4.8	102	312	8.8	5.2	117	498	5.7	8.2	76
MASTER, THE		N 3598	358	4.6	9.9	104	*85	2.2	2.4	50	*132	3.7	3.7	84	328	3.8	9.1	85
MATT HOUSTON		A 6344	690	8.9	10.9	113	324	8.5	5.1	109	*197	5.5	3.1	71	678	7.8	10.7	99
NBC MONDAY NIGHT MOVIE		N 11994	1297	16.7	10.8	113	596	15.7	5.0	106	489	13.8	4.1	93	1179	13.5	9.8	91
NBC NIGHTLY NEWS		N 5132	466	6.0	9.1	95	251	6.6	4.9	104	276	7.8	5.4	123	538	6.2	10.5	98
NBC NIGHTLY NEWS-SAT		N 3375	258	3.3	7.6	80	*109	2.9	3.2	69	*143	4.0	4.2	97	341	3.9	10.1	94
NBC NIGHTLY NEWS-SUN		N 3130	353	4.5	11.3	118	*883	2.2	2.7	56	*102	2.9	3.3	74	300	3.4	9.6	89
NBC SUNDAY NIGHT MOVIE		N 8284	1092	14.1	13.2	137	388	10.2	4.7	100	*352	9.9	4.2	97	785	9.0	9.5	88
NEWMART		C 9240	1010	13.0	10.9	114	408	10.7	4.4	94	400	11.3	4.3	99	970	11.1	10.5	98
ONE DAY AT A TIME		C 7288	545	7.0	7.5	78	352	9.3	4.8	103	345	9.7	4.7	108	727	8.4	10.0	93
PEOPLE ARE FUNNY		N 4855	453	5.8	9.3	97	246	6.5	5.1	108	263	7.4	5.4	123	407	4.7	8.4	78
REAL PEOPLE		N 8869	898	11.6	10.1	106	450	11.8	5.1	108	394	11.1	4.4	101	790	9.1	8.9	83
REMINGTON STEELE		N 7743	939	12.1	12.1	126	441	11.6	5.7	121	336	9.5	4.3	99	912	10.5	11.8	110
RIPLEY'S BELIEVE IT - NOT		A 5345	572	7.4	10.7	112	232	6.1	4.3	92	*213	6.0	4.0	91	567	6.5	10.6	99
RIPTIDE		N 6988	762	9.8	10.9	114	398	10.5	5.7	121	280	7.9	4.0	91	636	7.3	9.1	85
SCARECROW & MRS. KING		C 10002	792	10.2	7.9	83	342	9.0	3.4	73	440	12.4	4.4	100	917	10.5	9.2	85
SIMON & SIMON		C 10638	746	9.6	7.0	73	392	10.3	3.7	79	566	15.9	5.3	121	893	10.3	8.4	78
60 MINUTES		C 13293	1171	15.1	8.8	92	364	9.6	2.7	58	624	17.6	4.7	107	1490	17.1	11.2	104
ST. ELSEWHERE		N 7017	843	10.9	12.0	125	514	13.5	7.3	156	401	11.3	5.7	130	747	8.6	10.6	99
THREE'S COMPANY		A 10917	1013	13.0	9.3	97	542	14.3	5.0	106	289	8.1	2.6	60	945	10.9	8.7	81
T.J. HOOKER		A 9204	765	9.9	8.3	87	374	9.8	4.1	87	401	11.3	4.4	99	838	9.6	9.1	85
TONIGHT SHOW		N 2372	322	4.1	13.6	142	142	3.7	6.0	128	138	3.9	5.8	133	242	2.8	10.2	95
TRAPPER JOHN, M.D.		C 9846	995	12.8	10.1	105	476	12.5	4.8	103	480	13.5	4.9	111	977	11.2	9.9	92
TV BLOOPERS & PRAC. JOKES		N 9105	1151	14.8	12.6	132	448	11.8	4.9	105	484	13.6	5.3	121	955	11.0	10.5	98
20/20		A 9387	1106	14.2	11.8	123	483	12.7	5.1	110	397	11.2	4.2	96	920	10.6	9.8	91
WEBSTER		A 11067	1150	14.8	10.4	108	439	11.5	4.0	85	381	10.7	3.4	78	1149	13.2	10.4	97
WORLD NEWS - SUN		A 3062	*253	3.3	8.3	86	*886	2.3	2.8</									

	TOTAL U.S. '000	SAN GIORGIO				SKINNER											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	6409	100.0	7.9	100	7985	100.0	9.9	100								
18 - 24	9282	650	10.1	7.0	88	824	10.3	8.9	90								
25 - 34	19072	1643	25.6	8.6	109	1804	22.6	9.5	96								
35 - 44	14591	1065	16.6	7.3	92	1472	18.4	10.1	102								
45 - 54	11345	1081	16.9	9.5	120	1286	16.1	11.3	115								
55 - 64	11635	1011	15.8	8.7	110	1222	15.3	10.5	107								
65 OR OLDER	15061	960	15.0	6.4	81	1376	17.2	9.1	93								
18 - 34	28354	2293	35.8	8.1	102	2628	32.9	9.3	94								
18 - 49	48339	3859	60.2	8.0	101	4780	59.9	9.9	100								
25 - 54	45008	3789	59.1	8.4	106	4562	57.1	10.1	103								
35 - 49	19985	1566	24.4	7.8	99	2152	27.0	10.8	109								
50 OR OLDER	32647	2550	39.8	7.8	99	3205	40.1	9.8	100								
GRADUATED COLLEGE	11155	936	14.6	8.4	106	846	10.6	7.6	77								
ATTENDED COLLEGE	13682	1008	15.7	7.4	93	1069	13.4	7.8	79								
GRADUATED HIGH SCHOOL	33880	2924	45.6	8.6	109	3752	47.0	11.1	112								
DID NOT GRADUATE HIGH SCHOOL	22270	1542	24.1	6.9	87	2318	29.0	10.4	106								
EMPLOYED	40306	3181	49.6	7.9	100	3930	49.2	9.8	99								
EMPLOYED FULL-TIME	32850	2541	39.6	7.7	98	3411	42.7	10.4	105								
EMPLOYED PART-TIME	7456	640	10.0	8.6	108	*519	6.5	7.0	71								
NOT EMPLOYED	40680	3228	50.4	7.9	100	4055	50.8	10.0	101								
PROFESSIONAL/MANAGER	10392	890	13.9	8.6	108	735	9.2	7.1	72								
TECH/CLERICAL/SALES	17574	1359	21.2	7.7	98	1673	21.0	9.5	97								
PRECISION/CRAFT	985	**35	0.5	3.6	45	**120	1.5	12.2	124								
OTHER EMPLOYED	11354	898	14.0	7.9	100	1402	17.6	12.3	125								
SINGLE	9863	959	15.0	9.7	123	497	6.2	5.0	51								
MARRIED	51375	4428	69.1	8.6	109	5542	69.4	10.8	109								
DIVORCED/SEPARATED/WIDOWED	19748	1022	15.9	5.2	65	1946	24.4	9.9	100								
PARENTS	32590	2255	35.2	6.9	87	3470	43.5	10.6	108								
WHITE	70416	5948	92.8	8.4	107	6573	82.3	9.3	95								
BLACK	8778	404	6.3	4.6	58	1350	16.9	15.4	156								
OTHER	1791	**58	0.9	3.2	41	**62	0.8	3.5	35								
NORTHEAST-CENSUS	17786	4158	64.9	23.4	295	**70	0.9	0.4	4								
NORTH CENTRAL	20741	997	15.6	4.8	61	1223	15.3	5.9	60								
SOUTH	27775	1113	17.4	4.0	51	6332	79.3	22.8	231								
WEST	14683	**141	2.2	1.0	12	*360	4.5	2.5	25								
NORTHEAST-MKTG.	17961	3861	60.2	21.5	272	**166	2.1	0.9	9								
EAST CENTRAL	11885	1941	30.3	16.3	206	*380	4.8	3.2	32								
WEST CENTRAL	14090	**89	1.4	0.6	8	1003	12.6	7.1	72								
SOUTH	24081	*382	6.0	1.6	20	6203	77.7	25.8	261								
PACIFIC	12969	**136	2.1	1.0	13	**233	2.9	1.8	18								
COUNTY SIZE A	32439	3339	52.1	10.3	130	1536	19.2	4.7	48								
COUNTY SIZE B	24915	1753	27.4	7.0	89	3406	42.7	13.7	139								
COUNTY SIZE C	12930	1084	16.9	8.4	106	1701	21.3	13.2	133								
COUNTY SIZE D	10703	**234	3.7	2.2	28	1342	16.8	12.5	127								
METRO CENTRAL CITY	24518	1546	24.1	6.3	80	2582	32.3	10.5	107								
METRO SUBURBAN	35919	3892	60.7	10.8	137	2416	30.3	6.7	68								
NON METRO	20549	971	15.2	4.7	60	2987	37.4	14.5	147								
TOP 5 ADI'S	18341	2401	37.5	13.1	165	**229	2.9	1.2	13								
TOP 10 ADI'S	25378	2683	41.9	10.6	134	1272	15.9	5.0	51								
TOP 20 ADI'S	36488	3570	55.7	9.8	124	1691	21.2	4.6	47								
HSGLD INC. \$50,000 OR MORE	6612	736	11.5	11.1	141	*430	5.4	6.5	66								
\$40,000 OR MORE	12659	1292	20.2	10.2	129	825	10.3	6.5	66								
\$30,000 OR MORE	24698	2189	34.2	8.9	112	1814	22.7	7.3	74								
\$25,000 OR MORE	32077	2965	46.3	9.2	117	2669	33.4	8.3	84								
\$20,000 - \$24,999	9144	633	9.9	6.9	87	1066	13.4	11.7	118								
\$15,000 - \$19,999	8728	659	10.3	7.6	95	935	11.7	10.7	109								
\$10,000 - \$14,999	12562	1063	16.6	8.5	107	1473	18.4	11.7	119								
UNDER \$10,000	18475	1089	17.0	5.9	74	1842	23.1	10.0	101								
HOUSEHOLD OF 1 PERSON	11987	626	9.8	5.2	66	977	12.2	8.2	83								
2 PEOPLE	26577	2526	39.4	9.5	120	2401	30.1	9.0	92								
3 OR 4 PEOPLE	30617	2427	37.9	7.9	100	3272	41.0	10.7	108								
5 OR MORE PEOPLE	11804	829	12.9	7.0	89	1335	16.7	11.3	115								
NO CHILD IN HSHLD	46165	4042	63.1	8.8	111	4328	54.2	9.4	95								
CHILD(REN) UNDER 2 YRS	5325	*341	5.3	6.4	81	*583	7.3	10.9	111								
2 - 5 YEARS	14221	817	12.7	5.7	73	1425	17.8	10.0	102								
6 - 11 YEARS	15117	1121	17.5	7.4	94	1625	20.4	10.7	109								
12 - 17 YEARS	16611	1122	17.5	6.8	85	1848	23.1	11.1	113								
RESIDENCE OWNED	55884	4652	72.6	8.3	105	6084	76.2	10.9	110								
VALUE: \$50,000 OR MORE	31744	2732	42.6	8.6	109	2659	33.3	8.4	85								
VALUE: UNDER \$50,000	24140	1921	30.0	8.0	101	3425	42.9	14.2	144								

		TOTAL U.S. '000	SAN GIORGIO				SKINNER											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
				DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS	
TOTAL FEMALE HOMEMAKERS		80986	6409	100.0	7.9	100	7985	100.0	9.9	100								
MAGAZINES	QUINTILE 1	15799	1607	25.1	10.2	129	1644	20.6	10.4	106								
	QUINTILE 2	17259	1616	25.2	9.4	118	1472	18.4	8.5	87								
	QUINTILE 3	13545	1209	18.9	8.9	113	1422	17.8	10.5	106								
	QUINTILE 4	15133	975	15.2	6.4	81	1663	20.8	11.0	111								
	QUINTILE 5	19250	1003	15.6	5.2	66	1783	22.3	9.3	94								
NEWSPAPERS	QUINTILE 1	12413	1615	25.2	13.0	164	626	7.8	5.0	51								
	QUINTILE 2	24116	2044	31.9	8.5	107	2472	31.0	10.3	104								
	QUINTILE 3	11261	893	13.9	7.9	100	1267	15.9	11.3	114								
	QUINTILE 4	20255	1408	22.0	7.0	88	2149	26.9	10.6	108								
	QUINTILE 5	12940	*450	7.0	3.5	44	1471	18.4	11.4	115								
OUTDOOR	QUINTILE 1	14852	1241	19.4	8.4	106	1348	16.9	9.1	92								
	QUINTILE 2	15725	1377	21.5	8.8	111	1507	18.9	9.6	97								
	QUINTILE 3	16330	1440	22.5	8.8	111	1749	21.9	10.7	109								
	QUINTILE 4	16744	1240	19.3	7.4	94	1507	18.9	9.0	91								
	QUINTILE 5	17334	1112	17.4	6.4	81	1874	23.5	10.8	110								
RADIO-DRIVE TIME	QUINTILE 1	15911	1409	22.0	8.9	112	1750	21.9	11.0	112								
	QUINTILE 2	14837	1177	18.4	7.9	100	1450	18.2	9.8	99								
	QUINTILE 3	15339	1272	19.8	8.3	105	1353	16.9	8.8	89								
	QUINTILE 4	16723	1359	21.2	8.1	103	1596	20.0	9.5	97								
	QUINTILE 5	18176	1193	18.6	6.6	83	1836	23.0	10.1	102								
RADIO-MID- DAY	TERCILE 1	21020	1900	29.6	9.0	114	2138	26.8	10.2	103								
	TERCILE 2	21610	1854	28.9	8.6	108	2082	26.1	9.6	98								
	TERCILE 3	38355	2655	41.4	6.9	87	3764	47.1	9.8	100								
RADIO-TOTAL	QUINTILE 1	15988	1418	22.1	8.9	112	1656	20.7	10.4	105								
	QUINTILE 2	15626	1213	18.9	7.8	98	1543	19.3	9.9	100								
	QUINTILE 3	16723	1427	22.3	8.5	108	1512	18.9	9.0	92								
	QUINTILE 4	16342	1503	23.5	9.2	116	1495	18.7	9.1	93								
	QUINTILE 5	16306	848	13.2	5.2	66	1778	22.3	10.9	111								
TV-PRIME TIME	QUINTILE 1	15953	1576	24.6	9.9	125	1779	22.3	11.2	113								
	QUINTILE 2	16137	1196	18.7	7.4	94	1674	21.0	10.4	105								
	QUINTILE 3	16420	1555	24.3	9.5	120	1582	19.8	9.6	98								
	QUINTILE 4	16687	1239	19.3	7.4	94	1645	20.6	9.9	100								
	QUINTILE 5	15789	844	13.2	5.3	68	1305	16.3	8.3	84								
TV-DAYTIME	TERCILE 1	27736	2145	33.5	7.7	98	3280	41.1	11.8	120								
	TERCILE 2	26489	2138	33.4	8.1	102	2439	30.5	9.2	93								
	TERCILE 3	26761	2126	33.2	7.9	100	2266	28.4	8.5	86								
TV-TOTAL	QUINTILE 1	16345	1371	21.4	8.4	106	2152	27.0	13.2	134								
	QUINTILE 2	16447	1469	22.9	8.9	113	1477	18.5	9.0	91								
	QUINTILE 3	15980	1215	19.0	7.6	96	1724	21.6	10.8	109								
	QUINTILE 4	15887	1319	20.6	8.3	105	1377	17.2	8.7	88								
	QUINTILE 5	16326	1035	16.1	6.3	80	1254	15.7	7.7	78								
MAGAZINES-NEWSPAPERS: DUAL		20721	2369	37.0	11.4	144	1918	24.0	9.3	94								
MAGAZINE IMPERATIVE		19186	1420	22.2	7.4	94	2175	27.2	11.3	115								
NEWSPAPER IMPERATIVE		21899	1777	27.7	8.1	103	1914	24.0	8.7	89								
MAGAZINES-OUTDOOR: DUAL		15451	1626	25.4	10.5	133	1495	18.7	9.7	98								
MAGAZINE IMPERATIVE		25953	2341	36.5	9.0	114	2557	32.0	9.9	100								
OUTDOOR IMPERATIVE		24400	1653	25.8	6.8	86	2446	30.6	10.0	102								
MAGAZINES-RADIO: DUAL		18049	1586	24.7	8.8	111	1694	21.2	9.4	95								
MAGAZINE IMPERATIVE		23571	2299	35.9	9.8	123	2293	28.7	9.7	99								
RADIO IMPERATIVE		23278	1701	26.5	7.3	92	2465	30.9	10.6	107								
MAGAZINES-TELEVISION: DUAL		15459	1534	23.9	9.9	125	1685	21.1	10.9	111								
MAGAZINE IMPERATIVE		25829	2290	35.7	8.9	112	2155	27.0	8.3	85								
TELEVISION IMPERATIVE		26039	1853	28.9	7.1	90	3069	38.4	11.8	120								
NEWSPAPERS-OUTDOOR: DUAL		16605	1686	26.3	10.2	128	1369	17.1	8.2	84								
NEWSPAPER IMPERATIVE		26834	2477	38.6	9.2	117	2438	30.5	9.1	92								
OUTDOOR IMPERATIVE		23346	1511	23.6	6.5	82	2700	33.8	11.6	117								
NEWSPAPERS-RADIO: DUAL		17133	1560	24.3	9.1	115	1512	18.9	8.8	90								
NEWSPAPER IMPERATIVE		25892	2558	39.9	9.9	125	2345	29.4	9.1	92								
RADIO IMPERATIVE		23167	1557	24.3	6.7	85	2606	32.6	11.2	114								
NEWSPAPERS-TELEVISION: DUAL		17159	1909	29.8	11.1	141	1625	20.4	9.5	96								
NEWSPAPER IMPERATIVE		26214	2252	35.1	8.6	109	2189	27.4	8.4	85								
TELEVISION IMPERATIVE		23412	1395	21.8	6.0	75	2854	35.7	12.2	124								
OUTDOOR-RADIO: DUAL		15303	1316	20.5	8.6	109	1530	19.2	10.0	101								
OUTDOOR IMPERATIVE		24901	2074	32.4	8.3	105	2474	31.0	9.9	101								
RADIO IMPERATIVE		26492	2206	34.4	8.3	105	2531	31.7	9.6	97								
OUTDOOR-TELEVISION: DUAL		14794	1502	23.4	10.2	128	1572	19.7	10.6	108								
OUTDOOR IMPERATIVE		25437	1900	29.6	7.5	94	2307	28.9	9.1	92								
TELEVISION IMPERATIVE		27877	2150	33.5	7.7	97	3123	39.1	11.2	114								
RADIO-TELEVISION: DUAL		15996	1423	22.2	8.9	112	1799	22.5	11.2	114								
RADIO IMPERATIVE		25478	1932	30.1	7.6	96	2235	28.0	8.8	89								
TELEVISION IMPERATIVE		26573	2057	32.1	7.7	98	2884	36.1	10.9	110								

	TOTAL U.S. '000	SAN GIORGIO				SKINNER											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	6409	100.0	7.9	100	7985	100.0	9.9	100								
ATLANTIC MONTHLY	415	**26	0.4	6.3	79	**19	0.2	4.6	46								
BARRON'S	453	**35	0.5	7.7	98	**29	0.4	6.4	65								
BETTER HOMES & GARDENS	16256	1681	26.2	10.3	131	1715	21.5	10.5	107								
BON APPETIT	2535	353	5.5	13.9	176	*121	1.5	4.8	48								
BUSINESS WEEK	1278	**85	1.3	6.7	84	**84	1.1	6.6	67								
CAR AND DRIVER	378	**79	1.2	20.9	264	**18	0.2	4.8	48								
CBS MAGAZINE NETWORK (GROSS)	1498	**100	1.6	6.7	84	**155	1.9	10.3	105								
CHANGING TIMES	1505	*177	2.8	11.8	149	**96	1.2	6.4	65								
COLONIAL HOMES	1231	**108	1.7	8.8	111	*190	2.4	15.4	157								
CONDE NAST MAG. PKG. (GROSS)	14146	1611	25.1	11.4	144	1169	14.6	8.3	84								
CONSUMERS DIGEST	1323	**129	2.0	9.8	123	**103	1.3	7.8	79								
COSMOPOLITAN	7102	771	12.0	10.9	137	471	5.9	6.6	67								
COUNTRY LIVING	2481	*221	3.4	8.9	113	356	4.5	14.3	146								
CUISINE	1472	*214	3.3	14.5	184	**61	0.8	4.1	42								
CYCLE WORLD	425	**23	0.4	5.4	68	**20	0.3	4.7	48								
DCI:CREATIVE IDEAS FOR LIV	2510	*221	3.4	8.8	111	387	4.8	15.4	156								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	472	7.4	7.1	89	1706	21.4	25.5	258								
DISCOVER	894	**42	0.7	4.7	59	**37	0.5	4.1	42								
EBONY	3507	184	2.9	5.2	66	456	5.7	13.0	132								
ESQUIRE	1083	**46	0.7	4.2	54	**80	1.0	7.4	75								
ESSENCE	1830	**96	1.5	5.2	66	*209	2.6	11.4	116								
FAMILY CIRCLE	15930	1627	25.4	10.2	129	1567	19.6	9.8	100								
THE FAMILY HANDYMAN	1126	**109	1.7	9.7	122	**98	1.2	8.7	88								
FAMILY WEEKLY	11468	935	14.6	8.2	103	1194	15.0	10.4	106								
FIELD & STREAM	2234	*185	2.9	8.3	105	*271	3.4	12.1	123								
FOOD & WINE	579	**60	0.9	10.4	131	**22	0.3	3.8	39								
FORBES	728	**59	0.9	8.1	102	**74	0.9	10.2	103								
FORTUNE	906	**62	1.0	6.8	86	**20	0.3	2.2	22								
GENTLEMEN'S QUARTERLY	791	**89	1.4	11.3	142	**62	0.8	7.8	79								
GLAMOUR	5265	574	9.0	10.9	138	539	6.8	10.2	104								
GOLF DIGEST	636	**42	0.7	6.6	83	**45	0.6	7.1	72								
GOLF DIGEST/TENNIS (GROSS)	1186	**62	1.0	5.2	66	**76	1.0	6.4	65								
GOLF MAGAZINE	441	**84	1.3	19.0	241	**38	0.5	8.6	87								
GOLF MAGAZINE/SKI (GROSS)	922	**125	2.0	13.6	171	**62	0.8	6.7	68								
GOOD HOUSEKEEPING	16487	1619	25.3	9.8	124	1589	19.9	9.6	98								
HARPER'S BAZAAR	2423	*211	3.3	8.7	110	*171	2.1	7.1	72								
HEALTH	1994	*144	2.2	7.2	91	*178	2.2	8.9	91								
HEARST MAG CORP. BUY (GROSS)	44101	4124	64.3	9.4	118	4194	52.5	9.5	96								
HEARST MAN POWER (GROSS)	1993	**96	1.5	4.8	61	*161	2.0	8.1	82								
HEARST WOMAN POWER (GROSS)	31274	3035	47.4	9.7	123	2706	33.9	8.7	88								
HOUSE BEAUTIFUL	3623	305	4.8	8.4	106	534	6.7	14.7	149								
INC.	283	**21	0.3	7.4	94	**13	0.2	4.6	47								
JET	2928	*105	1.6	3.6	45	449	5.6	15.3	156								
LADIES' HOME JOURNAL	11918	1042	16.3	8.7	110	1281	16.0	10.7	109								
LHJ FAMILY GRP COMBO(GROSS)	16764	1385	21.6	8.3	104	1759	22.0	10.5	106								
LIFE	4254	379	5.9	8.9	113	310	3.9	7.3	74								
L.A. TIMES HOME MAGAZINE	1145	**8	0.1	0.7	9	**24	0.3	2.1	21								
MADEMOISELLE	2884	362	5.6	12.6	159	*223	2.8	7.7	78								
MC CALL'S	13460	1223	19.1	9.1	115	1496	18.7	11.1	113								
MC CALL'S/WRK MOTHER (GROSS)	14606	1308	20.4	9.0	113	1586	19.9	10.9	110								
MECHANIX ILLUSTRATED	772	**84	1.3	10.9	137	**50	0.6	6.5	66								
METROPOLITAN HOME	967	**125	2.0	12.9	163	**123	1.5	12.7	129								
MONEY	1588	*144	2.2	9.1	115	**83	1.0	5.2	53								
MOTHER EARTH NEWS	1002	**74	1.2	7.4	93	**75	0.9	7.5	76								
MS.	825	**25	0.4	3.0	38	**53	0.7	6.4	65								
NATIONAL ENQUIRER	10336	893	13.9	8.6	109	1213	15.2	11.7	119								
NATIONAL GEOGRAPHIC	9597	804	12.5	8.4	106	866	10.8	9.0	92								
NATIONAL SUNDAY MAGAZINE PKG	49558	4671	72.9	9.4	119	4489	56.2	9.1	92								
NATURAL HISTORY	573	**26	0.4	4.5	57	**24	0.3	4.2	42								
NEW WOMAN	1699	*236	3.7	13.9	176	**60	0.8	3.5	36								
NEW YORK INCLUDING CUE	443	**89	1.4	20.1	254	**8	0.1	1.8	18								
THE NEW YORKER	1270	*184	2.9	14.5	183	**25	0.3	2.0	20								
NEWSWEEK	6277	707	11.0	11.3	142	*407	5.1	6.5	66								
THE N.Y. TIMES DAILY EDITION	1205	320	5.0	26.6	336	*117	0.2	1.4	14								
THE N.Y. TIMES MAGAZINE	2081	483	7.5	23.2	293	*222	0.3	1.1	11								
OMNI	788	**62	1.0	7.9	99	**49	0.6	6.2	63								
ON CABLE	1158	**124	1.9	10.7	135	**188	2.4	16.2	165								
1001 HOME IDEAS	2852	*200	3.1	7.0	89	301	3.8	10.6	107								
ORGANIC GARDENING	1658	*153	2.4	9.2	117	**125	1.6	7.5	76								
OUTDOOR LIFE	896	**77	1.2	8.6	109	**73	0.9	8.1	83								
PARADE MAGAZINE	24275	2787	43.5	11.5	145	2142	26.8	8.8	89								

	TOTAL U.S. '000	SAN GIORGIO				SKINNER											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	6409	100.0	7.9	100	7985	100.0	9.9	100								
PARENTS	3845	323	5.0	8.4	106	366	4.6	9.5	97								
PENTHOUSE	831	**66	1.0	7.9	100	**25	0.3	3.0	31								
PEOPLE	11645	1009	15.7	8.7	109	872	10.9	7.5	76								
PLAYBOY	2006	*167	2.6	8.3	105	**170	2.1	8.5	86								
POPULAR HOT RODDING	297	**29	0.5	9.8	123	**31	0.4	10.4	106								
POPULAR MECHANICS	1018	**43	0.7	4.2	53	**73	0.9	7.2	73								
POPULAR SCIENCE	878	**51	0.8	5.8	73	**86	1.1	9.8	99								
PREVENTION	3913	507	7.9	13.0	164	238	3.0	6.1	62								
PSYCHOLOGY TODAY	1710	*217	3.4	12.7	160	**95	1.2	5.6	56								
READER'S DIGEST	22204	1860	29.0	8.4	106	2513	31.5	11.3	115								
REDBOOK	7684	645	10.1	8.4	106	646	8.1	8.4	85								
ROAD & TRACK	410	**51	0.8	12.4	157	**17	0.2	4.1	42								
ROLLING STONE	966	**100	1.6	10.3	130	**51	0.6	5.3	53								
RUNNER'S WORLD	298	**36	0.6	12.1	153	**6	0.1	2.0	20								
SATURDAY EVENING POST	1169	**116	1.8	9.9	125	**75	0.9	6.4	65								
SCIENCE 84	587	**30	0.5	5.1	65	**29	0.4	4.9	50								
SCIENCE DIGEST	482	**31	0.5	6.4	81	**26	0.3	5.4	55								
SCIENTIFIC AMERICAN	594	**22	0.3	3.7	47	**46	0.6	7.7	79								
SELF	2089	*213	3.3	10.2	129	*153	1.9	7.3	74								
SEVENTEEN	2411	*166	2.6	6.9	87	*192	2.4	8.0	81								
SKI	480	**42	0.7	8.8	111	**24	0.3	5.0	51								
SMITHSONIAN	2760	237	3.7	8.6	109	*242	3.0	8.8	89								
SOAP OPERA DIGEST	3013	344	5.4	11.4	144	343	4.3	11.4	115								
SOUTHERN LIVING	4184	252	3.9	6.0	76	1319	16.5	31.5	320								
SPOUT	559	**35	0.5	6.3	79	**23	0.3	4.1	42								
THE SPORTING NEWS	436	**94	1.5	21.6	272	**13	0.2	3.0	30								
SPORTS AFIELD	493	**22	0.3	4.5	56	**62	0.8	12.6	128								
SPORTS ILLUSTRATED	2758	399	6.2	14.5	183	*222	2.8	8.0	82								
STAR	7456	812	12.7	10.9	138	874	10.9	11.7	119								
SUNDAY	24936	2505	39.1	10.0	127	1608	20.1	6.4	65								
SUNSET	2124	**30	0.5	1.4	18	**72	0.9	3.4	34								
TV GUIDE	21661	2047	31.9	9.5	119	1888	23.6	8.7	88								
TENNIS	550	**21	0.3	3.8	48	**32	0.4	5.8	59								
TIME	8880	966	15.1	10.9	137	693	8.7	7.8	79								
TOWN & COUNTRY	917	*131	2.0	14.3	181	**76	1.0	8.3	84								
TRAVEL & LEISURE	972	*143	2.2	14.7	186	**101	1.3	10.4	105								
TRUE STORY	3356	*224	3.5	6.7	84	403	5.0	12.0	122								
U.S. NEWS & WORLD REPORT	3410	286	4.5	8.4	106	389	4.9	11.4	116								
USA TODAY	1759	*215	3.4	12.2	154	**85	1.1	4.8	49								
US	1873	*264	4.1	14.1	178	**106	1.3	5.7	57								
VOGUE	3909	463	7.2	11.8	150	*253	3.2	6.5	66								
WALL STREET JOURNAL	1886	*220	3.4	11.7	147	**134	1.7	7.1	72								
WEIGHT WATCHERS	2120	*214	3.3	10.1	128	*178	2.2	8.4	85								
WOMAN'S DAY	14172	1647	25.7	11.6	147	1402	17.6	9.9	100								
WORKING MOTHER	1146	**85	1.3	7.4	94	**91	1.1	7.9	81								
WORKING WOMAN	1322	**90	1.4	6.8	86	**112	1.4	8.5	86								
WORLD TENNIS	*163	**3	0.0	1.8	23	**13	0.2	8.0	81								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*226	3.5	8.9	113	*185	2.3	7.3	74								
BLAIR INSERTS	43657	4135	64.5	9.5	120	3723	46.6	8.5	86								
DAILY NEWSPAPERS																	
READ ANY	51633	4586	71.6	8.9	112	4789	60.0	9.3	94								
READ ONE	43463	3753	58.6	8.6	109	4182	52.4	9.6	98								
READ TWO OR MORE	8170	834	13.0	10.2	129	608	7.6	7.4	75								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5061	79.0	9.6	121	4788	60.0	9.1	92								
READ ONE	46126	4031	62.9	8.7	110	4507	56.4	9.8	99								
READ TWO OR MORE	6552	1030	16.1	15.7	199	281	3.5	4.3	43								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.27				28.59											
30 DAY REACH	71455	5870	91.6	8.2	104	6804	85.2	9.5	97								
50 SHWG - 30 DAY AV FREQ	14.56	14.24				14.98											
30 DAY REACH	67742	5627	87.8	8.3	105	6516	81.6	9.6	98								
25 SHWG - 30 DAY AV FREQ	7.94	7.83				8.15											
30 DAY REACH	62117	5104	79.6	8.2	104	6000	75.1	9.7	98								
CABLE TV: HOME WIRED	32077	3023	47.2	9.4	119	3511	44.0	10.9	111								
HOME NOT WIRED	48909	3387	52.8	6.9	88	4474	56.0	9.1	93								
HAVE PAY CABLE	15935	1413	22.0	8.9	112	1883	23.6	11.8	120								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	SAN GIORGIO				SKINNER											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	6409	100.0	7.9	100	7985	100.0	9.9	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3771	58.8	8.6	108	4298	53.8	9.8	99								
10:00 AM - 3:00 PM	30659	2806	43.8	9.2	116	3110	38.9	10.1	103								
3:00 PM - 7:00 PM	31045	2555	39.9	8.2	104	3021	37.8	9.7	99								
7:00 PM - MIDNIGHT	15767	1231	19.2	7.8	99	1277	16.0	8.1	82								
MIDNIGHT - 6:00 AM	9120	795	12.4	8.7	110	872	10.9	9.6	97								
6:00 AM - MIDNIGHT	58527	5094	79.5	8.7	110	5693	71.3	9.7	99								
ENTIRE DAY	59311	5198	81.1	8.8	111	5796	72.6	9.8	99								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1493	23.3	9.2	117	1336	16.7	8.3	84								
ALL NEWS	2256	301	4.7	13.3	169	**15	0.2	0.7	7								
AOR/PROGRESSIVE	3874	452	7.1	11.7	147	*234	2.9	6.0	61								
BEAUTIFUL MUSIC	5660	590	9.2	10.4	132	536	6.7	9.5	96								
BLACK	2204	**116	1.8	5.3	67	*181	2.3	8.2	83								
CLASSICAL	1418	*137	2.1	9.7	122	**140	1.8	9.9	100								
CHR/ROCK	9538	1040	16.2	10.9	138	691	8.7	7.2	73								
COUNTRY	12648	770	12.0	6.1	77	1955	24.5	15.5	157								
GOLDEN OLDIES	1191	**92	1.4	7.7	98	**77	1.0	6.5	66								
MOR/NOSTALGIA	4757	536	8.4	11.3	142	333	4.2	7.0	71								
NEWS/TALK	3863	348	5.4	9.0	114	*169	2.1	4.4	44								
RELIGIOUS	3084	*249	3.9	8.1	102	484	6.1	15.7	159								
SOFT ROCK	521	**68	1.1	13.1	165	**1	0.0	0.2	2								
URBAN CONTEMPORARY	1585	*186	2.9	11.7	148	**138	1.7	8.7	88								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	431	6.7	13.2	167	322	4.0	9.9	100								
ABC DIRECTION	2316	231	3.6	10.0	126	**75	0.9	3.2	33								
ABC ENTERTAINMENT	4834	408	6.4	8.4	107	409	5.1	8.5	86								
ABC FM	2202	*151	2.4	6.9	87	*247	3.1	11.2	114								
ABC INFORMATION	5425	613	9.6	11.3	143	517	6.5	9.5	97								
ABC ROCK	1677	*277	4.3	16.5	209	**105	1.3	6.3	64								
CBS	4430	420	6.6	9.5	120	*206	2.6	4.7	47								
MUTUAL	4992	608	9.5	12.2	154	440	5.5	8.8	89								
NBC	4679	394	6.1	8.4	106	521	6.5	11.1	113								
RADIORADIO	1994	*172	2.7	8.6	109	**127	1.6	6.4	65								
RKO ONE	2298	*156	2.4	6.8	86	*163	2.0	7.1	72								
RKO TWO	3311	247	3.9	7.5	94	480	6.0	14.5	147								
THE SOURCE	2114	*250	3.9	11.8	149	*185	2.3	8.8	89								
NON-WIRED: BLAIR	8654	560	8.7	6.5	82	1073	13.4	12.4	126								
INTERNET	12025	1107	17.3	9.2	116	944	11.8	7.9	80								
KATZ RADIO GROUP	15359	1487	23.2	9.7	122	1489	18.6	9.7	98								
SUPERNET	10628	1078	16.8	10.1	128	948	11.9	8.9	90								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	697	10.9	8.0	102	943	11.8	10.9	110								
WKDAY 9:00 AM - 1:00 PM	12163	946	14.8	7.8	98	1398	17.5	11.5	117								
WKDAY 1:00 PM - 4:30 PM	16150	1282	20.0	7.9	100	1975	24.7	12.2	124								
WKDAY 4:30 PM - 7:30 PM	22463	1933	30.2	8.6	109	2246	28.1	10.0	101								
WKDAY 7:30 PM - 8:00 PM	31795	2860	44.6	9.0	114	3374	42.3	10.6	108								
WKDAY 11:00 PM - 11:30 PM	23977	1996	31.1	8.3	105	2747	34.4	11.5	116								
WKDAY 11:30 PM - 1:00 AM	7703	694	10.8	9.0	114	930	11.6	12.1	122								
M-SAT 8-11 PM-SUN 7-11 PM	33800	2982	46.5	8.8	111	3563	44.6	10.5	107								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	505	7.9	7.7	98	521	6.5	8.0	81								
ANOTHER WORLD	N 4620	388	6.1	8.4	106	739	9.3	16.0	162								
AS THE WORLD TURNS	C 5614	384	6.0	6.8	86	827	10.4	14.7	149								
CAPITOL	C 3396	255	4.0	7.5	95	578	7.2	17.0	173								
CBS MORN. NEWS 1	C 1446	*106	1.7	7.3	93	185	2.3	12.8	130								
CBS MORN. NEWS 2	C 1207	108	1.7	8.9	113	*95	1.2	7.9	80								
DAYS OF OUR LIVES	N 5877	530	8.3	9.0	114	739	9.3	12.6	128								
FACTS OF LIFE - DAYTIME	N 2290	113	1.8	4.9	62	359	4.5	15.7	159								
FAMILY FEUD	A 3023	255	4.0	8.4	107	336	4.2	11.1	113								
GENERAL HOSPITAL	A 6097	510	8.0	8.4	106	561	7.0	9.2	93								
GOOD MORNING, AMERICA-730 A	A 3515	210	3.3	6.0	75	383	4.8	10.9	111								
GOOD MORNING, AMERICA-830 A	A 2818	226	3.5	8.0	101	230	2.9	8.2	83								
GUIDING LIGHT	C 5339	410	6.4	7.7	97	832	10.4	15.6	158								
ONE LIFE TO LIVE	A 4478	222	3.5	5.0	63	455	5.7	10.2	103								
PRESS YOUR LUCK	C 2244	234	3.7	10.4	132	162	2.0	7.2	73								
PRICE IS RIGHT 1	C 4348	245	3.8	5.6	71	608	7.6	14.0	142								
PRICE IS RIGHT 2	C 5014	322	5.0	6.4	81	718	9.0	14.3	145								
RYAN'S HOPE	A 3150	318	5.0	10.1	128	233	2.9	7.4	75								
SALE OF THE CENTURY	N 2695	189	2.9	7.0	89	407	5.1	15.1	153								
SEARCH FOR TOMORROW	N 2319	238	3.7	10.3	130	431	5.4	18.6	189								
TODAY SHOW 1	N 2693	296	4.6	11.0	139	255	3.2	9.5	96								
TODAY SHOW 2	N 2498	271	4.2	10.8	137	218	2.7	8.7	89								
\$25,000 PYRAMID	C 2753	278	4.3	10.1	128	285	3.6	10.4	105								
WHEEL OF FORTUNE	N 4388	317	4.9	7.2	91	703	8.8	16.0	162								
YOUNG AND THE RESTLESS	C 5695	413	6.4	7.3	92	759	9.5	13.3	135								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*117	1.8	6.6	84	246	3.1	14.0	142								
NBA PLAYOFF GAME -1 C	1136	*69	1.1	6.1	77	*204	2.6	18.0	182								
NBC MAJOR LEAGUE PRE-GAME N	953	*36	0.6	3.8	48	*150	1.9	15.7	160								
SPORTSWORLD - SUN N	1233	**100	1.6	8.1	102	*204	2.6	16.5	168								
SUNDAY MORNING C	1611	*108	1.7	6.7	85	215	2.7	13.3	135								

	TOTAL U.S. '000	SAN GIORGIO				SKINNER											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	6409	100.0	7.9	100	7985	100.0	9.9	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	2189	34.2	8.4	106	2769	34.7	10.6	108								
NETWORK AFFILIATES - LATE	20261	1642	25.6	8.1	102	2282	28.6	11.3	114								
INDEPENDENTS - LATE	2076	252	3.9	12.1	153	116	1.5	5.6	57								
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 10453	1011	15.8	9.7	122	1373	17.2	13.1	133								
ABC MONDAY NIGHT MOVIE	A 6412	439	6.8	6.8	87	652	8.2	10.2	103								
ABC SUNDAY NIGHT MOVIE	A 12407	893	13.9	7.2	91	1144	14.3	9.2	94								
ABC WORLD NEWS TONIGHT	A 6176	626	9.8	10.1	128	572	7.2	9.3	94								
AFTERMASH	C 5863	444	6.9	7.6	96	649	8.1	11.1	112								
ALICE	C 9594	861	13.4	9.0	113	915	11.5	9.5	97								
AMERICAN PARADE	C 6622	524	8.2	7.9	100	596	7.5	9.0	91								
BENSON	A 10886	981	15.3	9.0	114	952	11.9	8.7	89								
BLUE THUNDER	A 5036	400	6.2	7.9	100	500	6.3	9.9	101								
CAGNEY & LACEY	C 9965	926	14.4	9.3	117	903	11.3	9.1	92								
CBS EVENING NEWS-DEAN	C 3491	*268	4.2	7.7	97	*198	2.5	5.7	58								
CBS EVENING NEWS-RATHER	C 7123	508	7.9	7.1	90	650	8.1	9.1	93								
CBS SAT. NEWS-SCHIEFFER	C 3621	199	3.1	5.5	69	309	3.9	8.5	87								
CBS SATURDAY NIGHT MOVIE	C 5436	417	6.5	7.7	97	549	6.9	10.1	102								
CBS WEDNESDAY NIGHT MOVIE	C 6100	470	7.3	7.7	97	670	8.4	11.0	111								
CHEERS	N 8889	1133	17.7	12.7	161	781	9.8	8.8	89								
DALLAS	C 22109	1954	30.5	8.8	112	2352	29.8	10.8	109								
DIFF'RENT STROKES	N 6940	544	8.5	7.8	99	951	11.9	13.7	139								
DOUBLE TROUBLE	N 7223	512	8.0	7.1	90	823	10.3	11.4	116								
DUCK FACTORY	N 5595	695	10.8	12.4	157	465	5.8	8.3	84								
DUKES OF HAZZARD	C 5768	432	6.7	7.5	95	756	9.5	13.1	133								
DYNASTY	A 20053	1540	24.0	7.7	97	2227	27.9	11.1	113								
FACTS OF LIFE	N 8087	533	8.3	6.6	83	874	10.9	10.8	110								
FALCON CREST	C 20046	1797	28.0	9.0	113	2181	27.3	10.9	110								
FALL GUY	A 9084	665	10.4	7.3	93	1096	13.7	12.1	122								
FAMILY TIES	N 7964	889	13.9	11.2	141	897	11.2	11.3	114								
FANTASY ISLAND	A 7687	627	9.8	8.2	103	782	9.8	10.2	103								
FOULUPS,BLEEPS & BLUNDERS	A 8861	590	10.8	7.8	98	693	8.7	7.8	79								
FOUR SEASONS	C 5095	456	7.1	8.9	113	523	6.5	10.3	104								
GIMME A BREAK	N 8838	939	14.7	10.6	134	867	10.9	9.8	99								
HART TO HART	A 8978	683	10.7	7.6	96	1011	12.7	11.3	114								
HILL STREET BLUES	N 8590	806	12.6	9.4	119	742	9.3	8.6	88								
HOTEL	A 14085	1029	16.1	7.3	92	1446	18.1	10.3	104								
JEFFERSONS	C 9360	801	12.5	8.6	108	1031	12.9	11.0	112								
JENNIFER SLEPT HERE	N 5841	437	6.8	7.5	95	640	8.0	11.0	111								
KATE & ALLIE	C 9206	842	13.1	9.1	116	837	10.5	9.1	92								
KNIGHT RIDER	N 7076	583	9.1	8.2	104	726	9.1	10.3	104								
LOVE BOAT	A 12219	1106	17.3	9.1	114	1339	16.8	11.0	111								
MAGNUM PI	C 11199	843	13.2	7.5	95	1321	16.5	11.8	120								
MAMA'S FAMILY	N 6057	473	7.4	7.8	99	680	8.5	11.2	114								
MASTER, THE	N 3598	425	6.6	11.8	149	522	6.5	14.5	147								
MATT HOUSTON	A 6344	670	10.5	10.6	133	536	6.7	8.4	86								
NBC MONDAY NIGHT MOVIE	N 11994	1015	15.8	8.5	107	1253	15.7	10.4	106								
NBC NIGHTLY NEWS	N 5132	487	7.6	9.5	120	561	7.0	10.9	111								
NBC NIGHTLY NEWS-SAT	N 3375	292	4.6	8.7	109	331	4.1	9.8	99								
NBC NIGHTLY NEWS-SUN	N 3130	337	5.3	10.8	136	336	4.2	10.7	109								
NBC SUNDAY NIGHT MOVIE	N 8284	815	12.7	9.8	124	1048	13.1	12.7	128								
NEMHART	C 9240	932	14.5	10.1	127	750	9.4	8.1	82								
ONE DAY AT A TIME	C 7288	482	7.5	6.6	84	834	10.4	11.4	116								
PEOPLE ARE FUNNY	N 4855	293	4.6	6.0	76	594	7.4	12.2	124								
REAL PEOPLE	N 8869	613	9.6	6.9	87	975	12.2	11.0	111								
REMINGTON STEELE	N 7743	642	10.0	8.3	105	697	8.7	9.0	91								
RIPLEY'S BELIEVE IT - NOT	A 5345	347	5.4	6.5	82	640	8.0	12.0	121								
RIPTIDE	N 6988	715	11.2	10.2	129	803	10.1	11.5	117								
SCARECROW & MRS. KING	C 10002	863	13.5	8.6	109	1110	13.9	11.1	113								
SIMON & SIMON	C 10638	627	9.8	5.9	74	1437	18.0	13.5	137								
60 MINUTES	C 13293	1220	19.0	9.2	116	1242	15.6	9.3	95								
ST. ELSEWHERE	N 7017	620	9.7	8.8	112	789	9.9	11.2	114								
THREE'S COMPANY	A 10917	641	10.0	5.9	74	1127	14.1	10.3	105								
T.J. HOOKER	A 9204	870	13.6	9.5	119	857	10.7	9.3	94								
TONIGHT SHOW	N 2372	312	4.9	13.2	166	250	3.1	10.5	107								
TRAPPER JOHN, M.D.	C 9846	822	12.8	8.3	105	1371	17.2	13.9	141								
TV BLOOPERS & PRAC. JOKES	N 9105	743	11.6	8.2	103	784	9.8	8.6	87								
20/20	A 9387	780	12.2	8.3	105	1034	12.9	11.0	112								
WEBSTER	A 11067	879	13.7	7.9	100	954	11.9	8.6	87								
WORLD NEWS - SUN	A 3062	315	4.9	10.3	130	296	3.7	9.7	98								
YELLOW ROSE	N 4978	236	3.7	4.7	60	744	9.3	14.9	152								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	892	13.9	10.0	127	730	9.1	8.2	83								
BASKETBALL - COLLEGE GAMES	4080	*403	6.3	9.9	125	625	7.8	15.3	155								
BASKETBALL - PRO GAMES	3607	*378	5.9	10.5	132	*361	4.5	10.0	102								
BOWLING	3883	*467	7.3	12.0	152	*340	4.3	8.8	89								
BOXING	3928	*412	6.4	10.5	133	*364	4.6	9.3	94								
FOOTBALL - COLLEGE GAMES	6366	512	8.0	8.0	102	1112	13.9	17.5	177								
FOOTBALL - PRO GAMES	11300	1044	16.3	9.2	117	1544	19.3	13.7	139								
GOLF	3378	*421	6.6	12.5	157	*337	4.2	10.0	101								
POST-SEASON COLL. FOOTBALL	4906	*403	6.3	8.2	104	*52	11.9	19.4	197								
POST-SEASON PRO FOOTBALL	6120	512	8.0	8.4	106	927	11.6	15.1	154								
TENNIS	3033	*315	4.9	10.4	131	**382	4.8	12.6	128								
WRESTLING - PROFESSIONAL	3344	*340	5.3	10.2	128	*305	6.3	15.1	153								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANNED SPAGHETTI & MACARONI PRODUCTS

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-5

		'000	%	UNWEIGHTED						
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?										
	YES	31219	38.5	3523						
	NO	49767	61.5	5912						
		ALL		SOLE		PRIMARY		SECONDARY		
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES										
3B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?										
	WITH MEAT	20945	25.9	14809	18.3	5072	6.3	1064	1.3	2302
	WITHOUT MEAT	14918	18.4	8782	10.8	3251	4.0	2886	3.6	1689
	DO NOT KNOW	1492	1.8							194
3C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?										
	CHEF BOY-AR-DEE	17510	21.6	7581	9.4	8572	10.6	1358	1.7	1884
	FRANCO AMERICAN MACARONI	6093	7.5	1392	1.7	3514	4.3	1187	1.5	713
	FRANCO AMERICAN SPAGHETTI O'S	12419	15.3	3667	4.5	6749	8.3	2003	2.5	1372
	OTHER FRANCO AMERICAN (CAMPBELL'S)	6842	8.4	2038	2.5	3330	4.1	1474	1.8	734
	HEINZ	1304	1.6	282	.3	769	.9	253	.3	178
	LIBBY'S	1511	1.9	209	.3	989	1.2	313	.4	168
	PROGRESSO	1289	1.6	376	.5	646	.8	266	.3	155
	OTHER BRANDS	3916	4.8	1974	2.4	1170	1.4	772	1.0	431
	DO NOT KNOW	284	.4							41
		'000	%	UNWEIGHTED						
3D. ABOUT HOW MANY CANS OF SPAGHETTI OR MACARONI WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?										
	10 OR MORE	H	922	1.1	100					
	7 - 9	H	952	1.2	119					
	4 - 6	H	4235	5.2	472					
	3	M	4959	6.1	544					
	2	M	8460	10.4	919					
	1	L	6423	7.9	756					
	NONE	L	5269	6.5	613					

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	31219	100.0	38.5	100	6109	100.0	7.5	100	13418	100.0	16.6	100	11692	100.0	14.4	100
18 - 24	9282	3897	12.5	42.0	109	905	14.8	9.8	129	1638	12.2	17.6	107	1354	11.6	14.6	101
25 - 34	19072	8178	26.2	42.9	111	1859	30.4	9.7	129	3226	24.0	16.9	102	3093	26.5	16.2	112
35 - 44	14591	6692	21.4	45.9	119	1314	21.5	9.0	119	2937	21.9	20.1	121	2442	20.9	16.7	116
45 - 54	11345	4037	12.9	35.6	92	716	11.7	6.3	84	1908	14.2	16.8	102	1414	12.1	12.5	86
55 - 64	11635	3846	12.3	33.1	86	645	10.6	5.5	73	1636	12.2	14.1	85	1565	13.4	13.5	93
65 OR OLDER	15061	4569	14.6	30.3	79	670	11.0	4.4	59	2074	15.5	13.8	83	1825	15.6	12.1	84
18 - 34	28354	12074	38.7	42.6	110	2764	45.2	9.7	129	4864	36.2	17.2	104	4447	38.0	15.7	109
18 - 49	48339	20878	66.9	43.2	112	4484	73.4	9.3	123	8746	65.2	18.1	109	7647	65.4	15.8	110
25 - 54	45008	18907	60.6	42.0	109	3889	63.7	8.6	115	8070	60.1	17.9	108	6948	59.4	15.4	107
35 - 49	19985	8803	28.2	44.0	114	1720	28.2	8.6	114	3883	28.9	19.4	117	3201	27.4	16.0	111
50 OR OLDER	32647	10341	33.1	31.7	82	1625	26.6	5.0	66	4672	34.8	14.3	86	4045	34.6	12.4	86
GRADUATED COLLEGE	11155	3454	11.1	31.0	80	562	9.2	5.0	67	1266	9.4	11.3	68	1626	13.9	14.6	101
ATTENDED COLLEGE	13682	4993	16.0	36.5	95	854	14.0	6.2	83	1772	13.2	13.0	78	2367	20.2	17.3	120
GRADUATED HIGH SCHOOL	33880	13835	44.3	40.8	106	2757	45.1	8.1	108	6002	44.7	17.7	107	5077	43.4	15.0	104
DID NOT GRADUATE HIGH SCHOOL	22270	8937	28.6	40.1	104	1936	31.7	8.7	115	4379	32.6	19.7	119	2622	22.4	11.8	82
EMPLOYED	40306	15496	49.6	38.4	100	2871	47.0	7.1	94	6401	47.7	15.9	96	6224	53.2	15.4	107
EMPLOYED FULL-TIME	32850	12457	39.9	37.9	98	2312	37.8	7.0	93	5281	39.4	16.1	97	4864	41.6	14.8	103
EMPLOYED PART-TIME	7456	3039	9.7	40.8	106	559	9.2	7.5	99	1120	8.3	15.0	91	1360	11.6	18.2	126
NOT EMPLOYED	40680	15723	50.4	38.7	100	3238	53.0	8.0	106	7017	52.3	17.2	104	5467	46.8	13.4	93
PROFESSIONAL/MANAGER	10392	3225	10.3	31.0	81	*537	8.8	5.2	69	1261	9.4	12.1	73	1427	12.2	13.7	95
TECH/CLERICAL/SALES	17574	7004	22.4	39.9	103	1162	19.0	6.6	88	2865	21.4	16.3	98	2977	25.5	16.9	117
PRECISION/CRAFT	985	*368	1.2	37.4	97	**41	0.7	4.2	55	**140	1.0	14.2	86	**187	1.6	19.0	132
OTHER EMPLOYED	11354	4898	15.7	43.1	112	1130	18.5	10.0	132	2135	15.9	18.8	113	1634	14.0	14.4	100
SINGLE	9863	3563	11.4	36.1	94	840	13.8	8.5	113	1395	10.4	14.1	85	1328	11.4	13.5	93
MARRIED	51375	20453	65.5	39.8	103	3894	63.7	7.6	100	8803	65.6	17.1	103	7756	66.3	15.1	105
DIVORCED/SEPARATED/WIDOWED	19748	7203	23.1	36.5	95	1375	22.5	7.0	92	3220	24.0	16.3	98	2608	22.3	13.2	91
PARENTS	32590	15959	51.1	49.0	127	3768	61.7	11.6	153	6898	51.4	21.2	128	5293	45.3	16.2	112
WHITE	70416	26609	85.2	37.8	98	4967	81.3	7.1	94	11287	84.1	16.0	97	10354	88.6	14.7	102
BLACK	8778	4002	12.8	45.6	118	1086	17.8	12.4	164	1861	13.9	21.2	128	1055	9.0	12.0	83
OTHER	1791	*608	1.9	33.9	88	**57	0.9	3.2	42	**269	2.0	15.0	91	**282	2.4	15.7	109
NORTHEAST-CENSUS	17786	6063	19.4	34.1	88	1540	25.2	8.7	115	2523	18.8	14.2	86	2000	17.1	11.2	78
NORTH CENTRAL	20741	9363	30.0	45.1	117	1788	29.3	8.6	114	3664	27.3	17.7	107	3911	33.5	18.9	131
SOUTH	27775	11407	36.5	41.1	107	2151	35.2	7.7	103	5525	41.2	19.9	120	3731	31.9	13.4	93
WEST	14683	4386	14.0	29.9	77	630	10.3	4.3	57	1706	12.7	11.6	70	2050	17.5	14.0	97
NORTHEAST-MKTG.	17961	6348	20.3	35.3	92	1558	25.5	8.7	115	2703	20.1	15.0	91	2088	17.9	11.6	81
EAST CENTRAL	11885	5007	16.0	42.1	109	1115	18.3	9.4	124	2300	17.1	19.4	117	1592	13.6	13.4	93
WEST CENTRAL	14090	6161	19.7	43.7	113	1038	17.0	7.4	98	2241	16.7	15.9	96	2882	24.6	20.5	142
SOUTH	24081	9858	31.6	40.9	106	1878	30.7	7.8	103	4666	34.8	19.4	117	3314	28.3	13.8	95
PACIFIC	12969	3845	12.3	29.6	77	*520	8.5	4.0	53	1508	11.2	11.6	70	1817	15.5	14.0	97
COUNTY SIZE A	32439	11485	36.8	35.4	92	2450	40.1	7.6	100	4693	35.0	14.5	87	4342	37.1	13.4	93
COUNTY SIZE B	24915	9738	31.2	39.1	101	1797	29.4	7.2	96	4424	33.0	17.8	107	3517	30.1	14.1	98
COUNTY SIZE C	12930	5294	17.0	40.9	106	1118	18.3	8.6	115	2240	16.7	17.3	105	1937	16.6	15.0	104
COUNTY SIZE D	10703	4701	15.1	43.9	114	744	12.2	7.0	92	2062	15.4	19.3	116	1896	16.2	17.7	123
METRO CENTRAL CITY	24518	8736	28.0	35.6	92	1793	29.4	7.3	97	3777	28.1	15.4	93	3166	27.1	12.9	89
METRO SUBURBAN	35919	13701	43.9	38.1	99	2683	43.9	7.5	99	5689	42.4	15.8	96	5329	45.6	14.8	103
NON METRO	20549	8782	28.1	42.7	111	1634	26.7	8.0	105	3952	29.5	19.2	116	3197	27.3	15.6	108
TOP 5 ADI'S	18341	6294	20.2	34.3	89	1301	21.3	7.1	94	2522	18.8	13.8	83	2471	21.1	13.5	93
TOP 10 ADI'S	25378	8919	28.6	35.1	91	1813	29.7	7.1	95	3798	28.3	15.0	90	3308	28.3	13.0	90
TOP 20 ADI'S	36488	13090	41.9	35.9	93	2472	40.5	6.8	90	5493	40.9	15.1	91	5125	43.8	14.0	97
HHSLD INC. \$50,000 OR MORE	6612	2454	7.9	37.1	96	*342	5.6	5.2	69	811	6.0	12.3	74	1301	11.1	19.7	137
\$40,000 OR MORE	12659	4703	15.1	37.2	96	794	13.0	6.3	83	1596	11.9	12.6	76	2314	19.8	18.3	127
\$30,000 OR MORE	24698	9262	29.7	37.5	97	1609	26.3	6.5	86	3714	27.7	15.0	91	3939	33.7	15.9	110
\$25,000 OR MORE	32077	12284	39.3	38.3	99	2281	37.3	7.1	94	4826	36.0	15.0	91	5177	44.3	16.1	112
\$20,000 - \$24,999	9144	3536	11.3	38.7	100	778	12.7	8.5	113	1478	11.0	16.2	98	1280	10.9	14.0	97
\$15,000 - \$19,999	8728	3233	10.4	37.0	96	549	9.0	6.3	83	1447	10.8	16.6	100	1237	10.6	14.2	98
\$10,000 - \$14,999	12562	4806	15.4	38.3	99	937	15.3	7.5	99	2198	16.4	17.5	106	1672	14.3	13.3	92
UNDER \$10,000	18475	7360	23.6	39.8	103	1564	25.6	8.5	112	3470	25.9	18.8	113	2326	19.9	12.6	87
HOUSEHOLD OF 1 PERSON	11987	3088	9.9	25.8	67	367	6.0	3.1	41	1253	9.3	10.5	63	1468	12.6	12.2	85
2 PEOPLE	26577	8751	28.0	32.9	85	1341	22.0	5.0	67	3617	27.0	13.6	82	3794	32.4	14.3	99
3 OR 4 PEOPLE	30617	13238	42.4	43.2	112	2706	44.3	8.8	117	5870	43.7	19.2	116	4662	39.9	15.2	105
5 OR MORE PEOPLE	11804	6142	19.7	52.0	135	1695	27.7	14.4	190	2678	20.0	22.7	137	1768	15.1	15.0	104
NO CHILD IN HHSLD	46165	14146	45.3	30.6	79	2111	34.6	4.6	61	5911	44.1	12.8	77	6124	52.4	13.3	92
CHILD(REN) UNDER 2 YRS	5325	2383	7.6	44.8	116	690	11.3	13.0	172	913	6.8	17.1	103	781	6.7	14.7	102
2 - 5 YEARS	14221	6942	22.2	48.8	127	1994	32.6	14.0	186	2820	21.0	19.8	120	2129	18.2	15.0	104
6 - 11 YEARS	15117	7914	25.3	52.4	136	2060	33.7	13.6	181	3213	23.9	21.3	128	2641	22.6	17.5	121
12 - 17 YEARS	16611	8358	26.8	50.3	131	1810	29.6	10.9	144	3726	27.8	22.4	135	2823	24.1	17.0	118
RESIDENCE OWNED	55884	21309	68.3	38.1	99	3883	63.6	6.9	92	9087	67.7	16.3	98	8339	71.3	14.9	103
VALUE: \$50,000 OR MORE	31744	11286	36.2	35.6	92	1832	30.0	5.8	77	4451	33.2	14.0	85	5003	42.8	15.8	109
VALUE: UNDER \$50,000	24140	10023	32.1	41.5	108	2051	33.6	8.5	113	4636	34.6	19.2	116	3336	28.5	13.8	96

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	31219	100.0	38.5	100	6109	100.0	7.5	100	13418	100.0	16.6	100	11692	100.0	14.4	100
MAGAZINES	QUINTILE 1	15799	5873	18.8	37.2	96	1214	19.9	7.7	102	2617	19.5	16.6	100	2042	17.5	12.9	90
	QUINTILE 2	17259	6825	21.9	39.5	103	1383	22.6	8.0	106	2556	19.0	14.8	89	2886	24.7	16.7	116
	QUINTILE 3	13545	5324	17.1	39.3	102	978	16.0	7.2	96	2187	16.3	16.1	97	2159	18.5	15.9	110
	QUINTILE 4	15133	6156	19.7	40.7	106	1165	19.1	7.7	102	2702	20.1	17.9	108	2289	19.6	15.1	105
	QUINTILE 5	19250	7041	22.6	36.6	95	1368	22.4	7.1	94	3357	25.0	17.4	105	2316	19.8	12.0	83
NEWSPAPERS	QUINTILE 1	12413	4650	14.9	37.5	97	929	15.2	7.5	99	1710	12.7	13.8	83	2012	17.2	16.2	112
	QUINTILE 2	24116	9086	29.1	37.7	98	1685	27.6	7.0	93	3957	29.5	16.4	99	3444	29.5	14.3	99
	QUINTILE 3	11261	4290	13.7	38.1	99	922	15.1	8.2	109	1800	13.4	16.0	96	1568	13.4	13.9	96
	QUINTILE 4	20255	8270	26.5	40.8	106	1480	24.2	7.3	97	3647	27.2	18.0	109	3143	26.9	15.5	107
	QUINTILE 5	12940	4923	15.8	38.0	99	1093	17.9	8.4	112	2305	17.2	17.8	108	1525	13.0	11.8	82
OUTDOOR	QUINTILE 1	14852	5944	19.0	40.0	104	1341	22.0	9.0	120	2487	18.5	16.7	101	2117	18.1	14.3	99
	QUINTILE 2	15725	6155	19.7	39.1	102	1160	19.0	7.4	98	2437	18.2	15.5	94	2558	21.9	16.3	113
	QUINTILE 3	16330	6220	19.9	38.1	99	1252	20.5	7.7	102	2766	20.6	16.9	102	2201	18.8	13.5	93
	QUINTILE 4	16744	6255	20.0	37.4	97	1178	19.3	7.0	93	2787	20.8	16.6	100	2291	19.6	13.7	95
	QUINTILE 5	17334	6645	21.3	38.3	99	1177	19.3	6.8	90	2942	21.9	17.0	102	2526	21.6	14.6	101
RADIO-DRIVE TIME	QUINTILE 1	15911	6521	20.9	41.0	106	1168	19.1	7.3	97	3028	22.6	19.0	115	2324	19.9	14.6	101
	QUINTILE 2	14837	5540	17.7	37.3	97	1056	17.3	7.1	94	2234	16.6	15.1	91	2250	19.2	15.2	105
	QUINTILE 3	15339	5901	18.9	38.5	100	1094	17.9	7.1	95	2483	18.5	16.2	98	2324	19.9	15.2	105
	QUINTILE 4	16723	6800	21.8	40.7	105	1394	22.8	8.3	111	2808	20.9	16.8	101	2598	22.2	15.5	108
	QUINTILE 5	18176	6458	20.7	35.5	92	1397	22.9	7.7	102	2865	21.4	15.8	95	2196	18.8	12.1	84
RADIO-MID- DAY	TERCILE 1	21020	8494	27.2	40.4	105	1568	25.7	7.5	99	3826	28.5	18.2	110	3101	26.5	14.8	102
	TERCILE 2	21610	9051	29.0	41.9	109	1807	29.6	8.4	111	3821	28.5	17.7	107	3422	29.3	15.8	110
	TERCILE 3	38355	13674	43.8	35.7	92	2734	44.8	7.1	94	5771	43.0	15.0	91	5169	44.2	13.5	93
RADIO-TOTAL	QUINTILE 1	15988	6416	20.6	40.1	104	1160	19.0	7.3	96	2933	21.9	18.3	111	2323	19.9	14.5	101
	QUINTILE 2	15626	6349	20.3	40.6	105	1244	20.4	8.0	106	2642	19.7	16.9	102	2463	21.1	15.8	109
	QUINTILE 3	16723	6329	20.3	37.8	98	1136	18.6	6.8	90	2714	20.2	16.2	98	2479	21.2	14.8	103
	QUINTILE 4	16342	6533	20.9	40.0	104	1334	21.8	8.2	108	2474	18.4	15.1	91	2725	23.3	16.7	116
	QUINTILE 5	16306	5591	17.9	34.3	89	1235	20.2	7.6	100	2655	19.8	16.3	98	1702	14.6	10.4	72
TV-PRIME TIME	QUINTILE 1	15953	5950	19.1	37.3	97	1108	18.1	6.9	92	2771	20.7	17.4	105	2071	17.7	13.0	90
	QUINTILE 2	16137	6580	21.1	40.8	106	1591	26.0	9.9	131	2787	20.8	17.3	104	2202	18.8	13.6	95
	QUINTILE 3	16420	6519	20.9	39.7	103	1055	17.3	6.4	85	2767	20.6	16.9	102	2697	23.1	16.4	114
	QUINTILE 4	16687	6437	20.6	38.6	100	1261	20.6	7.6	100	2596	19.3	15.6	94	2579	22.1	15.5	107
	QUINTILE 5	15789	5734	18.4	36.3	94	1093	17.9	6.9	92	2497	18.6	15.8	95	2143	18.3	13.6	94
TV-DAYTIME	TERCILE 1	27736	11407	36.5	41.1	107	2577	42.2	9.3	123	5026	37.5	18.1	109	3804	32.5	13.7	95
	TERCILE 2	26489	10292	33.0	39.9	101	1908	31.2	7.2	95	4459	33.2	16.8	102	3925	33.6	14.8	103
	TERCILE 3	26761	9520	30.5	35.6	92	1624	26.6	6.1	80	3934	29.3	14.7	89	3963	33.9	14.8	103
TV-TOTAL	QUINTILE 1	16345	6250	20.0	38.2	99	1373	22.5	8.4	111	2899	21.6	17.7	107	1978	16.9	12.1	84
	QUINTILE 2	16447	6852	21.9	41.7	108	1516	24.8	9.2	122	2912	21.7	17.7	107	2424	20.7	14.7	102
	QUINTILE 3	15980	5913	18.9	37.0	96	1179	19.3	7.4	98	2361	17.6	14.8	89	2373	20.3	14.8	103
	QUINTILE 4	15887	6199	19.9	39.0	101	977	16.0	6.1	82	2648	19.7	16.7	101	2574	22.0	16.2	112
	QUINTILE 5	16326	6006	19.2	36.8	95	1064	17.4	6.5	86	2599	19.4	15.9	96	2343	20.0	14.4	99
MAGAZINES-NEWSPAPERS: DUAL		20721	7971	25.5	38.5	100	1567	25.7	7.6	100	3192	23.8	15.4	93	3212	27.5	15.5	107
MAGAZINE IMPERATIVE		19186	7645	24.5	39.8	103	1519	24.9	7.9	105	3298	24.6	17.2	104	2828	24.2	14.7	102
NEWSPAPER IMPERATIVE		21899	8005	25.6	36.6	95	1575	25.8	7.2	95	3408	25.4	15.6	94	3022	25.8	13.8	96
MAGAZINES-OUTDOOR: DUAL		15451	6313	20.2	40.9	106	1315	21.5	8.5	113	2511	18.7	16.3	98	2487	21.3	16.1	111
MAGAZINE IMPERATIVE		25953	9500	30.4	36.6	95	1751	28.7	6.7	89	4050	30.2	15.6	94	3700	31.6	14.3	99
OUTDOOR IMPERATIVE		24400	9537	30.5	39.1	101	1919	31.4	7.9	104	4129	30.8	16.9	102	3490	29.8	14.3	99
MAGAZINES-RADIO: DUAL		18049	7214	23.1	40.0	104	1366	22.4	7.6	100	3042	22.7	16.9	102	2806	24.0	15.5	108
MAGAZINE IMPERATIVE		23571	8761	28.1	37.2	96	1822	29.8	7.7	102	3510	26.2	14.9	90	3429	29.3	14.5	101
RADIO IMPERATIVE		23278	9234	29.6	39.7	103	1627	26.6	7.0	93	4222	31.5	18.1	109	3385	29.0	14.5	101
MAGAZINES-TELEVISION: DUAL		15459	6338	20.3	41.0	106	1395	22.8	9.0	120	2641	19.7	17.1	103	2302	19.7	14.9	103
MAGAZINE IMPERATIVE		25829	9650	30.9	37.4	97	1756	28.7	6.8	90	3781	28.2	14.6	88	4113	35.2	15.9	110
TELEVISION IMPERATIVE		26039	9899	31.7	38.0	99	2087	34.2	8.0	106	4435	33.1	17.0	103	3378	28.9	13.0	90
NEWSPAPERS-OUTDOOR: DUAL		16605	6562	21.0	39.5	103	1269	20.8	7.6	101	2808	20.9	16.9	102	2484	21.2	15.0	104
NEWSPAPER IMPERATIVE		26834	9772	31.3	36.4	94	1864	30.5	6.9	92	3970	29.6	14.8	89	3938	33.7	14.7	102
OUTDOOR IMPERATIVE		23346	9184	29.4	39.3	102	1978	32.4	8.5	112	3828	28.5	16.4	99	3378	28.9	14.5	100
NEWSPAPERS-RADIO: DUAL		17133	6657	21.3	38.9	101	1328	21.7	7.8	103	2771	20.7	16.2	98	2558	21.9	14.9	103
NEWSPAPER IMPERATIVE		25892	9491	30.4	36.7	95	1807	29.6	7.0	93	3915	29.2	15.1	91	3769	32.2	14.6	101
RADIO IMPERATIVE		23167	9308	29.8	40.2	104	1674	27.4	7.2	96	4142	30.9	17.9	108	3492	29.9	15.1	104
NEWSPAPERS-TELEVISION: DUAL		17159	6545	21.0	38.1	99	1451	23.8	8.5	112	2916	21.7	17.0	103	2178	18.6	12.7	88
NEWSPAPER IMPERATIVE		26214	9762	31.3	37.2	97	1637	26.8	6.2	83	3858	28.8	14.7	89	4268	36.5	16.3	113
TELEVISION IMPERATIVE		23412	9568	30.6	40.9	106	2066	33.8	8.8	117	4192	31.2	17.9	108	3309	28.3	14.1	98
OUTDOOR-RADIO: DUAL		15303	6107	19.6	39.9	104	1035	16.9	6.8	90	2488	18.5	16.3	98	2584	22.1	16.9	117
OUTDOOR IMPERATIVE		24901	9485	30.4	38.1	99	2214	36.2	8.9	118	3868	28.8	15.5	94	3404	29.1	13.7	95
RADIO IMPERATIVE		26492	10559	33.8	39.9	103	1944	31.8	7.3	97	4826							

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	31219	100.0	38.5	100	6109	100.0	7.5	100	13418	100.0	16.6	100	11692	100.0	14.4	100
ATLANTIC MONTHLY	415	*113	0.4	27.2	71	**11	0.2	2.7	35	**41	0.3	9.9	60	**61	0.5	14.7	102
BARRON'S	453	**91	0.3	20.1	52	**25	0.4	5.5	73	**44	0.0	0.9	5	**62	0.5	13.7	95
BETTER HOMES & GARDENS	16256	6347	20.3	39.0	101	1181	19.3	7.3	96	2758	20.6	17.0	102	2409	20.6	14.8	103
BON APPETIT	2535	785	2.5	31.0	80	**116	1.9	4.6	61	262	2.0	10.3	62	408	3.5	16.1	111
BUSINESS WEEK	1278	340	1.1	26.6	69	**63	1.0	4.9	65	**149	1.1	11.7	70	*128	1.1	10.0	69
CAR AND DRIVER	378	*167	0.5	44.2	115	**28	0.5	7.4	98	**95	0.7	25.1	152	**44	0.4	11.6	81
CBS MAGAZINE NETWORK (GROSS)	1498	663	2.1	44.3	115	**93	1.5	6.2	82	*269	2.0	18.0	108	*300	2.6	20.0	139
CHANGING TIMES	1505	542	1.7	36.0	93	**67	1.1	4.5	59	*233	1.7	15.5	93	*242	2.1	16.1	111
COLONIAL HOMES	1231	481	1.5	39.1	101	**112	1.8	9.1	121	*201	1.5	16.3	99	*168	1.4	13.6	95
CONDE NAST MAG. PKG. (GROSS)	14146	5531	17.7	39.1	101	1072	17.5	7.6	100	2189	16.3	15.5	93	2270	19.4	16.0	111
CONSUMERS DIGEST	1323	544	1.7	41.1	107	**54	0.9	4.1	54	*208	1.6	15.7	95	*283	2.4	21.4	148
COSMOPOLITAN	7102	2815	9.0	39.6	103	605	9.9	8.5	113	1127	8.4	15.9	96	1083	9.3	15.2	106
COUNTRY LIVING	2481	1001	3.2	40.3	105	*150	2.5	6.0	80	477	3.6	19.2	116	375	3.2	15.1	105
CUISINE	1472	473	1.5	32.1	83	**44	0.7	3.0	40	*260	1.9	17.7	107	*169	1.4	11.5	80
CYCLE WORLD	425	*205	0.7	48.2	125	**35	0.6	8.2	109	**132	1.0	31.1	187	**39	0.3	9.2	64
DCI:CREATIVE IDEAS FOR LIV	2510	924	3.0	36.8	95	*128	2.1	5.1	68	508	3.8	20.2	122	287	2.5	11.4	79
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2475	7.9	37.0	96	382	6.3	5.7	76	1208	9.0	18.0	109	885	7.6	13.2	92
DISCOVER	894	343	1.1	38.4	100	**49	0.8	5.5	73	*191	1.4	21.4	129	*103	0.9	11.5	80
EBONY	3507	1617	5.2	46.1	120	449	7.3	12.8	170	675	5.0	19.2	116	492	4.2	14.0	97
ESQUIRE	1083	464	1.5	42.8	111	**113	1.8	10.4	138	*138	1.0	12.7	77	*212	1.8	19.6	136
ESSENCE	1830	771	2.5	42.1	109	*154	2.5	8.4	112	387	2.9	21.1	128	231	2.0	12.6	87
FAMILY CIRCLE	15930	6265	20.1	39.3	102	1099	18.0	6.9	91	2850	21.2	17.9	108	2316	19.8	14.5	101
THE FAMILY HANDYMAN	1126	424	1.4	37.7	98	**110	1.8	9.8	130	*233	1.7	20.7	125	*80	0.7	7.1	49
FAMILY WEEKLY	11468	4457	14.3	38.9	101	620	10.1	5.4	72	1943	14.5	16.9	102	1894	16.2	16.5	114
FIELD & STREAM	2234	893	2.9	40.0	104	**150	2.5	6.7	89	410	3.1	18.4	111	334	2.9	15.0	104
FOOD & WINE	579	*209	0.7	36.1	94	**27	0.4	4.7	62	**97	0.7	16.8	101	**85	0.7	14.7	102
FORBES	728	*187	0.6	25.7	67	**0	0.0	0.0	0	**102	0.8	14.0	85	**85	0.7	11.7	81
FORTUNE	906	*245	0.8	27.0	70	**17	0.3	1.9	25	**119	0.9	13.1	79	**109	0.9	12.0	83
GENTLEMEN'S QUARTERLY	791	219	0.7	27.7	72	**61	1.0	7.7	102	**62	0.5	7.8	47	**96	0.8	12.1	84
GLAMOUR	5265	2083	6.7	39.6	103	391	6.4	7.4	98	862	6.4	16.4	99	831	7.1	15.8	109
GOLF DIGEST	636	264	0.8	41.5	108	**64	1.0	10.1	133	**118	0.9	18.6	112	**82	0.7	12.9	89
GOLF DIGEST/TENNIS (GROSS)	1186	475	1.5	40.1	104	**80	1.3	6.7	89	*190	1.4	16.0	97	*205	1.8	17.3	120
GOLF MAGAZINE	441	*141	0.5	32.0	83	**35	0.6	7.9	105	**51	0.4	11.6	70	**55	0.5	12.5	86
GOLF MAGAZINE/SKI (GROSS)	922	312	1.0	33.8	88	**47	0.8	5.1	68	**133	1.0	14.4	87	*133	1.1	14.4	100
GOOD HOUSEKEEPING	16487	6420	20.6	38.9	101	1143	18.7	6.9	92	2770	20.6	16.8	101	2507	21.4	15.2	105
HARPER'S BAZAAR	2423	973	3.1	40.2	104	*145	2.4	6.0	79	393	2.9	16.2	98	436	3.7	18.0	125
HEALTH	1994	726	2.3	36.4	94	*170	2.8	8.5	113	326	2.4	16.3	99	*230	2.0	11.5	80
HEARST MAG CORP. BUY (GROSS)	44101	17124	54.9	38.8	101	3291	53.9	7.5	99	7208	53.7	16.3	99	6626	56.7	15.0	104
HEARST MAN POWER (GROSS)	1993	824	2.6	41.3	107	*191	3.1	9.6	127	369	2.8	18.5	112	*264	2.3	13.2	92
HEARST WOMAN POWER (GROSS)	31274	12322	39.5	39.4	102	2398	39.3	7.7	102	5179	38.6	16.6	100	4746	40.6	15.2	105
HOUSE BEAUTIFUL	3623	1195	3.8	33.0	86	*218	3.6	6.0	80	469	3.5	12.9	78	508	4.3	14.0	97
INC.	283	**91	0.3	32.2	83	**25	0.4	8.8	117	**35	0.3	12.4	75	**31	0.3	11.0	76
JET	2928	1267	4.1	43.3	112	379	6.2	12.9	172	511	3.8	17.5	105	377	3.2	12.9	89
LADIES' HOME JOURNAL	11918	4682	15.0	39.3	102	872	14.3	7.3	97	1906	14.2	16.0	97	1903	16.3	16.0	111
LHJ FAMILY GRP COMBO(GROSS)	16764	6519	20.9	38.9	101	1236	20.2	7.4	98	2735	20.4	16.3	98	2548	21.8	15.2	105
LIFE	4254	1642	5.3	38.6	100	348	5.7	8.2	108	721	5.4	16.9	102	572	4.9	13.4	93
L.A. TIMES HOME MAGAZINE	1145	322	1.0	28.1	73	**40	0.7	3.5	46	*157	1.2	13.7	83	**125	1.1	10.9	76
MADEMOISELLE	2884	1108	3.5	38.4	100	*172	2.8	6.0	79	505	3.8	17.5	106	431	3.7	14.9	104
MC CALL'S	13460	5313	17.0	39.5	102	956	15.6	7.1	94	2313	17.2	17.2	104	2044	17.5	15.2	105
MC CALL'S/WRK MOTHER (GROSS)	14606	5725	18.3	39.2	102	1076	17.6	7.4	98	2480	18.5	17.0	102	2169	18.6	14.9	103
MECHANIX ILLUSTRATED	772	307	1.0	39.8	103	**35	0.6	4.5	60	**141	1.1	18.3	110	**131	1.1	17.0	118
METROPOLITAN HOME	967	369	1.2	38.2	99	**68	1.1	7.0	93	*161	1.2	16.6	100	*140	1.2	14.5	100
MONEY	1588	510	1.6	32.1	83	**79	1.3	5.0	66	*227	1.7	14.3	86	*204	1.7	12.8	89
MOTHER EARTH NEWS	1002	369	1.2	36.8	96	**75	1.2	7.5	99	**133	1.0	13.3	80	*162	1.4	16.2	112
MS.	825	303	1.0	36.7	95	**41	0.7	5.0	66	*106	0.8	12.8	78	*156	1.3	18.9	131
NATIONAL ENQUIRER	10336	4443	14.2	43.0	112	1026	16.8	9.9	132	1921	14.3	18.6	112	1496	12.8	14.5	100
NATIONAL GEOGRAPHIC	9597	3359	10.8	35.0	91	464	7.6	4.8	64	1539	11.5	16.0	97	1356	11.6	14.1	98
NATIONAL SUNDAY MAGAZINE PKG	49558	18766	60.1	37.9	98	3654	59.8	7.4	98	7700	57.4	15.5	94	7412	63.4	15.0	104
NATURAL HISTORY	573	*110	0.4	19.2	50	**23	0.4	4.0	53	**50	0.4	8.7	53	*336	0.3	6.3	44
NEW WOMAN	1699	572	1.8	33.7	87	*127	2.1	7.5	99	*221	1.6	13.0	79	*224	1.9	13.2	91
NEW YORK INCLUDING CUE	443	*118	0.4	26.6	69	**35	0.6	7.9	105	**43	0.3	9.7	59	**40	0.3	9.0	63
THE NEW YORKER	1270	383	1.2	30.2	78	**63	1.0	5.0	66	*146	1.1	11.5	69	*175	1.5	13.8	95
NEWSWEEK	6277	2329	7.5	37.1	96	381	6.2	6.1	80	939	7.0	15.0	90	1009	8.6	16.1	111
THE N.Y. TIMES DAILY EDITION	1205	345	1.1	28.6	74	**90	1.5	7.5	99	**78	0.6	6.5	39	*177	1.5	14.7	102
THE N.Y. TIMES MAGAZINE	2081	540	1.7	25.9	67	**90	1.5	4.3	57	*174	1.3	8.4	50	*276	2.4	13.3	92
OMNI	788	299	1.0	37.9	98	**53	0.9	6.7	89	**115	0.9	14.6	88	**130	1.1	16.5	114
ON CABLE	1158	510	1.6	44.0	114	**149	2.4	12.9	171	*215	1.6	18.6	112	*147	1.3	12.7	88
1001 HOME IDEAS	2852	1111	3.6	39.0	101	*194	3.2	6.8	90	502	3.7	17.6	106	414	3.5	14.5	101
ORGANIC GARDENING	1658	556	1.8	33.5	87	**91	1.5	5.5	73	*237	1.8	14.3	86	*228	2.0	13.8	95
OUTDOOR LIFE	896	397	1.3	44.3	115	**92	1.5	10.3	136	*189	1.4	21.1	127	**117	1.0	13.1	90
PARADE MAGAZINE	24275	9212	29.5	37.9	98	1836	30.1	7.6	100	3801	28.3	15.7	95	3574	30.6	14.7	102

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	31219	100.0	38.5	100	6109	100.0	7.5	100	13418	100.0	16.6	100	11692	100.0	14.4	100
PARENTS	3845	1765	5.7	45.9	119	422	6.9	11.0	145	655	4.9	17.0	103	687	5.9	17.9	124
PENTHOUSE	831	289	0.9	34.8	90	**96	1.6	11.6	153	**72	0.5	8.7	52	**121	1.0	14.6	101
PEOPLE	11645	4558	14.6	39.1	102	875	14.3	7.5	100	2018	15.0	17.3	105	1665	14.2	14.3	99
PLAYBOY	2006	638	2.0	31.8	83	*166	2.7	8.3	110	200	1.5	10.0	60	273	2.3	13.6	94
POPULAR HOT RODDING	297	*155	0.5	52.2	135	**52	0.9	17.5	232	**72	0.5	24.2	146	**31	0.3	10.4	72
POPULAR MECHANICS	1018	366	1.2	36.0	93	**41	0.7	4.0	53	*176	1.3	17.3	104	**149	1.3	14.6	101
POPULAR SCIENCE	878	313	1.0	35.6	92	**63	1.0	7.2	95	*179	1.3	20.4	123	**71	0.6	8.1	56
PREVENTION	3913	1312	4.2	33.5	87	*273	4.5	7.0	92	487	3.6	12.4	75	552	4.7	14.1	98
PSYCHOLOGY TODAY	1710	597	1.9	34.9	91	**109	1.8	6.4	85	258	1.9	15.1	91	*230	2.0	13.5	93
READER'S DIGEST	22204	8384	26.9	37.8	98	1615	26.4	7.3	96	3409	25.4	15.4	93	3360	28.7	15.1	105
REDBOOK	7684	3087	9.9	40.2	104	649	10.6	8.4	112	1282	9.6	16.7	101	1156	9.9	15.0	104
ROAD & TRACK	410	*165	0.5	40.2	104	**38	0.6	9.3	123	**63	0.5	15.4	93	**64	0.5	15.6	108
ROLLING STONE	969	442	1.4	45.6	118	**97	1.6	10.0	133	*144	1.1	14.9	90	*202	1.7	20.8	144
RUNNER'S WORLD	298	**63	0.2	21.1	55	**22	0.4	7.4	98	**11	0.1	3.7	22	**30	0.3	10.1	70
SATURDAY EVENING POST	1169	386	1.2	33.0	86	**42	0.7	3.6	48	*178	1.3	15.2	92	*166	1.4	14.2	98
SCIENCE 84	587	*203	0.7	34.6	90	**52	0.9	8.9	117	**91	0.7	15.5	94	**60	0.5	10.2	71
SCIENCE DIGEST	482	*204	0.7	42.3	110	**82	1.3	17.0	226	**89	0.7	18.5	111	**33	0.3	6.8	47
SCIENTIFIC AMERICAN	594	*171	0.5	28.8	75	**39	0.6	6.6	87	**52	0.4	8.8	53	**80	0.7	13.5	93
SELF	2089	882	2.8	42.2	110	*175	2.9	8.4	111	342	2.5	16.4	99	365	3.1	17.5	121
SEVENTEEN	2411	1124	3.6	46.6	121	*224	3.7	9.3	123	499	3.7	20.7	125	402	3.4	16.7	115
SKI	480	*171	0.5	35.6	92	**12	0.2	2.5	33	**82	0.6	17.1	103	**77	0.7	16.0	111
SMITHSONIAN	2760	931	3.0	33.7	88	**142	2.3	5.1	68	354	2.6	12.8	77	435	3.7	15.8	109
SOAP OPERA DIGEST	3013	1463	4.7	48.6	126	352	5.8	11.7	155	632	4.7	21.0	127	479	4.1	15.9	110
SOUTHERN LIVING	4184	1552	5.0	37.1	96	*254	4.2	6.1	80	700	5.2	16.7	101	598	5.1	14.3	99
SPORT	559	*219	0.7	39.2	102	**22	0.4	3.9	52	**118	0.9	21.1	127	**80	0.7	14.3	99
THE SPORTING NEWS	436	*254	0.8	58.3	151	**63	1.0	14.4	192	**51	0.4	11.7	71	**140	1.2	32.1	222
SPORTS AFIELD	493	*254	0.8	51.5	134	**68	1.1	13.8	183	**104	0.8	21.1	127	**82	0.7	16.6	115
SPORTS ILLUSTRATED	2758	1139	3.6	41.3	107	*143	2.3	5.2	69	484	3.6	17.5	106	512	4.4	18.6	129
STAR	7456	3340	10.7	44.8	116	769	12.6	10.3	137	1549	11.5	20.8	125	1022	8.7	13.7	95
SUNDAY	24936	9454	30.3	37.9	98	2012	32.9	8.1	107	3691	27.5	14.8	89	3752	32.1	15.0	104
SUNSET	2124	651	2.1	30.6	80	**78	1.3	3.7	49	*170	1.3	8.0	48	403	3.4	19.0	131
TV GUIDE	21661	8640	27.7	39.9	103	1816	29.7	8.4	111	3476	25.9	16.0	97	3348	28.6	15.5	107
TENNIS	550	*211	0.7	38.4	100	**16	0.3	2.9	39	**72	0.5	13.1	79	**123	1.1	22.4	155
TIME	8880	3153	10.1	35.5	92	709	11.6	8.0	106	1230	9.2	13.9	84	1214	10.4	13.7	95
TONN & COUNTRY	917	283	0.9	30.9	80	**61	1.0	6.7	88	*109	0.8	11.9	72	*112	1.0	12.2	85
TRAVEL & LEISURE	972	355	1.1	36.5	95	**26	0.4	2.7	35	*186	1.4	19.1	115	*143	1.2	14.7	102
TRUE STORY	3356	1546	5.0	46.1	120	346	5.7	10.3	137	823	6.1	24.5	148	377	3.2	11.2	78
U.S. NEWS & WORLD REPORT	3410	1217	3.9	35.7	93	*235	3.8	6.9	91	544	4.1	16.0	96	438	3.7	12.8	89
USA TODAY	1759	508	1.6	28.9	75	**63	1.0	3.6	47	*196	1.5	11.1	67	248	2.1	14.1	98
US	1873	745	2.4	39.8	103	*178	2.9	9.5	126	291	2.2	15.5	94	275	2.4	14.7	102
VOGUE	3909	1459	4.7	37.3	97	335	5.5	8.6	114	480	3.6	12.3	74	644	5.5	16.5	114
WALL STREET JOURNAL	1886	598	1.9	31.7	82	**79	1.3	4.2	56	*199	1.5	10.6	64	321	2.7	17.0	118
WEIGHT WATCHERS	2120	663	2.1	31.3	81	*183	3.0	8.6	114	266	2.0	12.5	76	214	1.8	10.1	70
WOMAN'S DAY	14172	5650	18.1	39.9	103	998	16.3	7.0	93	2476	18.5	17.5	105	2176	18.6	15.4	106
WORKING MOTHER	1146	413	1.3	36.0	93	*121	2.0	10.6	140	*167	1.2	14.6	88	**125	1.1	10.9	76
WORKING WOMAN	1322	439	1.4	33.2	86	*90	1.5	6.8	90	*141	1.1	10.7	64	*207	1.8	15.7	108
WORLD TENNIS	*163	**59	0.2	36.2	94	**7	0.1	4.3	57	**22	0.2	13.5	81	**30	0.3	18.4	127
ZIFF-DAVIS MAG NETWK (GROSS)	2532	989	3.2	39.1	101	*197	3.2	7.8	103	468	3.5	18.5	112	325	2.8	12.8	89
BLAIR INSERTS	43657	16492	52.8	37.8	98	3303	54.1	7.6	100	6619	49.3	15.2	92	6570	56.2	15.0	104
DAILY NEWSPAPERS																	
READ ANY	51633	19804	63.4	38.4	99	3753	61.4	7.3	96	8424	62.8	16.3	98	7626	65.2	14.8	102
READ ONE	43463	16880	54.1	38.8	101	3139	51.4	7.2	96	7301	54.4	16.8	101	6440	55.1	14.8	103
READ TWO OR MORE	8170	2923	9.4	35.8	93	614	10.1	7.5	100	1124	8.4	13.8	83	1186	10.1	14.5	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	19990	64.0	37.9	98	3841	62.9	7.3	97	8311	61.9	15.8	95	7839	67.0	14.9	103
READ ONE	46126	17567	56.3	38.1	99	3481	57.0	7.5	100	7431	55.4	16.1	97	6655	56.9	14.4	100
READ TWO OR MORE	6552	2423	7.8	37.0	96	360	5.9	5.5	73	879	6.6	13.4	81	1184	10.1	18.1	125
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.39				32.98				26.85				27.75			
30 DAY REACH	71455	27472	88.0	38.4	100	5399	88.4	7.6	100	11866	88.4	16.6	100	10206	87.3	14.3	99
50 SHWG - 30 DAY AV FREQ	14.56	14.99				17.20				14.19				14.73			
30 DAY REACH	67742	26078	83.5	38.5	100	5190	85.0	7.7	102	11255	83.9	16.6	100	9632	82.4	14.2	98
25 SHWG - 30 DAY AV FREQ	7.94	8.10				9.20				7.79				7.86			
30 DAY REACH	62117	24093	77.2	38.8	101	4849	79.4	7.8	103	10213	76.1	16.4	99	9032	77.2	14.5	101
CABLE TV: HOME WIRED	32077	12306	39.4	38.4	100	2241	36.7	7.0	93	5204	38.8	16.2	98	4861	41.6	15.2	105
HOME NOT WIRED	48909	18913	60.6	38.7	100	3868	63.3	7.9	105	8214	61.2	16.8	101	6831	58.4	14.0	97
HAVE PAY CABLE	15935	6377	20.4	40.0	104	1429	23.4	9.0	119	2399	17.9	15.1	91	2549	21.8	16.0	111

	TOTAL U.S. '000				ALL USERS A B C D				HEAVY USERS FOUR OR MORE A B C D				MEDIUM USERS TWO-THREE A B C D				LIGHT USERS ONE OR LESS A B C D			
		'000	% DOWN	% ACROSS		'000	% DOWN	% ACROSS		'000	% DOWN	% ACROSS		'000	% DOWN	% ACROSS		'000	% DOWN	% ACROSS
TOTAL FEMALE HOMEMAKERS	80986	31219	100.0	38.5	100	6109	100.0	7.5	100	13418	100.0	16.6	100	11692	100.0	14.4	100			
RADIO AVG. DAILY (M-F) CUME																				
6:00 AM - 10:00 AM	43921	17161	55.0	39.1	101	3062	50.1	7.0	92	7403	55.2	16.9	102	6697	57.3	15.2	106			
10:00 AM - 3:00 PM	30659	12469	39.9	40.7	106	2373	38.8	7.7	103	5431	40.5	17.7	107	4665	39.9	15.2	105			
3:00 PM - 7:00 PM	31045	12548	40.2	40.4	105	2624	43.0	8.5	112	5269	39.3	17.0	102	4654	39.8	15.0	104			
7:00 PM - MIDNIGHT	15767	6202	19.9	39.3	102	1223	20.0	7.8	103	2586	19.3	16.4	99	2394	20.5	15.2	105			
MIDNIGHT - 6:00 AM	9120	3787	12.1	41.5	108	583	9.5	6.4	85	1572	11.7	17.2	104	1632	14.0	17.9	124			
6:00 AM - MIDNIGHT	58527	23184	74.3	39.6	103	4545	74.4	7.8	103	9732	72.5	16.6	100	8907	76.2	15.2	105			
ENTIRE DAY	59311	23466	75.2	39.6	103	4566	74.7	7.7	102	9834	73.3	16.6	100	9066	77.5	15.3	106			
AVG DAILY M-F CUME: 6AM-MDNT																				
FORMATS: ADULT CONTEMPORARY																				
ALL NEWS	16172	6578	21.1	40.7	106	1334	21.8	8.2	109	2734	20.4	16.9	102	2510	21.5	15.5	108			
AOR/PROGRESSIVE	2256	734	2.4	32.5	84	**112	1.8	5.0	66	326	2.4	14.5	87	297	2.5	13.2	91			
BEAUTIFUL MUSIC	3874	1510	4.8	39.0	101	335	5.5	8.6	115	536	4.0	13.8	84	639	5.5	16.5	114			
BLACK	5660	1982	6.3	35.0	91	408	6.7	7.2	96	869	6.5	15.4	93	705	6.0	12.5	86			
CLASSICAL	2204	934	3.0	42.4	110	262	4.3	11.9	158	413	3.1	18.7	113	259	2.2	11.8	81			
CHR/ROCK	1418	509	1.6	35.9	93	**81	1.3	5.7	76	*160	1.2	11.3	68	*268	2.3	18.9	131			
COUNTRY	9538	4109	13.2	43.1	112	865	14.2	9.1	120	1686	12.6	17.7	107	1558	13.3	16.3	113			
GOLDEN OLDIES	12648	5419	17.4	42.8	111	1022	16.7	8.1	107	2351	17.5	18.6	112	2046	17.5	16.2	112			
MOR/NOSTALGIA	1191	535	1.7	44.9	117	**101	1.7	8.5	112	*324	2.4	27.2	164	**110	0.9	9.2	64			
NEWS/TALK	4757	1682	5.4	35.4	92	244	4.0	5.1	68	739	5.5	15.5	94	699	6.0	14.7	102			
RELIGIOUS	3863	1229	3.9	31.8	83	250	4.1	6.5	86	460	3.4	11.9	72	519	4.4	13.4	93			
SOFT ROCK	3084	1368	4.4	44.4	115	*302	4.9	9.8	130	531	4.0	17.2	104	536	4.6	17.4	120			
URBAN CONTEMPORARY	521	*251	0.8	48.2	125	**63	1.0	12.1	160	**118	0.9	22.6	137	**69	0.6	13.2	92			
WIRED NETWORKS:	1585	659	2.1	41.6	108	208	3.4	13.1	174	325	2.4	20.5	124	*126	1.1	7.9	55			
ABC CONTEMPORARY	3261	1529	4.9	46.9	122	333	5.5	10.2	135	717	5.3	22.0	133	479	4.1	14.7	102			
ABC DIRECTION	2316	1004	3.2	43.4	112	*175	2.9	7.6	100	422	3.1	18.2	110	407	3.5	17.6	122			
ABC ENTERTAINMENT	4834	1856	5.9	38.4	100	347	5.7	7.2	95	806	6.0	16.7	101	702	6.0	14.5	101			
ABC FM	2202	934	3.0	42.4	110	249	4.1	11.3	150	320	2.4	14.5	88	365	3.1	16.6	115			
ABC INFORMATION	5425	2101	6.7	38.7	100	421	6.9	7.8	103	789	5.9	14.5	88	891	7.6	16.4	114			
ABC ROCK	1677	720	2.3	42.9	111	*150	2.5	8.9	119	329	2.5	19.6	118	*241	2.1	14.4	100			
CBS	4430	1514	4.8	34.2	89	261	4.3	5.9	78	647	4.8	14.6	88	607	5.2	13.7	95			
MUTUAL	4992	2233	7.2	44.7	116	467	7.6	9.4	124	1027	7.7	20.6	124	739	6.3	14.8	103			
NBC	4679	1853	5.9	39.6	103	346	5.7	7.4	98	754	5.6	16.1	97	753	6.4	16.1	111			
RADIO/AD	1994	948	3.0	47.5	123	*235	3.8	11.8	156	384	2.9	19.3	116	329	2.8	16.5	114			
RKO ONE	2298	859	2.8	37.4	97	246	4.0	10.7	142	289	2.2	12.6	76	325	2.8	14.1	98			
RKO TWO	3311	1233	3.9	37.2	97	*262	4.3	7.9	105	609	4.5	18.4	111	362	3.1	10.9	76			
THE SOURCE	2114	893	2.9	42.2	110	*221	3.6	10.5	139	395	2.9	18.7	113	277	2.4	13.1	91			
NON-HIRED : BLAIR	8654	3472	11.1	40.1	104	629	10.3	7.3	96	1501	11.2	17.3	105	1342	11.5	15.5	107			
INTERNET	12025	4608	14.8	38.3	99	990	16.2	8.2	109	2020	15.1	16.8	101	1599	13.7	13.3	92			
KATZ RADIO GROUP	15359	5962	19.1	38.8	101	1294	21.2	8.4	112	2422	18.1	15.8	95	2245	19.2	14.6	101			
SUPERNET	10628	4241	13.6	39.9	104	918	15.0	8.6	115	1745	13.0	16.4	99	1579	13.5	14.9	103			
TELEVISION AVG. HALF HOUR																				
WKDAY 7:00 AM - 9:00 AM	8659	3174	10.2	36.7	95	703	11.5	8.1	108	1393	10.4	16.1	97	1077	9.2	12.4	86			
WKDAY 9:00 AM - 1:00 PM	12163	4898	15.7	40.3	104	1129	18.5	9.3	123	2116	15.8	17.4	105	1653	14.1	13.6	94			
WKDAY 1:00 PM - 4:30 PM	16150	6648	21.3	41.2	107	1494	24.5	9.3	123	2938	21.9	18.2	110	2216	19.0	13.7	95			
WKDAY 4:30 PM - 7:30 PM	22463	8476	27.2	37.7	98	1673	27.4	7.4	99	3763	28.0	16.8	101	3041	26.0	13.5	94			
WKDAY 7:30 PM - 8:00 PM	31795	12047	38.6	37.9	98	2388	39.1	7.5	100	5298	39.5	16.7	101	4362	37.3	13.7	95			
WKDAY 11:00 PM - 11:30 PM	23977	9703	31.1	40.5	105	1885	30.9	7.9	104	4274	31.9	17.8	108	3544	30.3	14.8	102			
WKDAY 11:30 PM - 1:00 AM	7703	3224	10.3	41.9	109	722	11.8	9.4	124	1372	10.2	17.8	108	1131	9.7	14.7	102			
M-SAT 8-11 PM-SUN 7-11 PM	33800	13139	42.1	38.9	101	2620	42.9	7.8	103	5755	42.9	17.0	103	4764	40.7	14.1	98			
WKDY DAYTIME NTKW 7AM-4:30PM																				
ALL MY CHILDREN	A 6538	2795	9.0	42.8	111	699	11.4	10.7	142	1220	9.1	18.7	113	877	7.5	13.4	93			
ANOTHER WORLD	N 4620	1884	6.0	40.8	106	562	9.2	12.2	161	747	5.6	16.2	98	575	4.9	12.4	86			
AS THE WORLD TURNS	C 5614	2250	7.2	40.1	104	434	7.1	7.7	102	1024	7.6	18.2	110	791	6.8	14.1	98			
CAPITOL	C 3396	1426	4.6	42.0	109	281	4.6	8.3	110	623	4.6	18.3	111	522	4.5	15.4	106			
CBS MORN. NEWS 1	C 1446	449	1.4	31.1	81	*106	1.7	7.3	97	135	1.0	9.3	56	207	1.8	14.3	99			
CBS MORN. NEWS 2	C 1207	355	1.1	29.4	76	*89	1.5	7.4	98	129	1.0	10.7	65	138	1.2	11.4	79			
DAYS OF OUR LIVES	N 5877	2186	7.0	37.2	96	532	8.7	9.1	120	937	7.0	15.9	96	717	6.1	12.2	85			
FACTS OF LIFE - DAYTIME	N 2290	977	3.1	42.7	111	268	4.4	11.7	155	344	2.6	15.0	91	364	3.1	15.9	110			
FAMILY FEUD	A 3023	1146	3.7	37.9	98	228	3.7	7.5	100	436	3.2	14.4	87	482	4.1	15.9	110			
GENERAL HOSPITAL	A 6097	2714	8.7	44.5	115	595	9.7	9.8	129	1282	9.6	21.0	127	837	7.2	13.7	95			
GOOD MORNING, AMERICA-730A	A 3515	1420	4.5	40.4	105	228	3.7	6.5	86	656	4.9	18.7	113	537	4.6	15.3	106			
GOOD MORNING, AMERICA-830A	A 2818	1140	3.7	40.5	105															

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	31219	100.0	38.5	100	6109	100.0	7.5	100	13418	100.0	16.6	100	11692	100.0	14.4	100
MCKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	9481	30.4	36.4	94	1843	30.2	7.1	94	4171	31.1	16.0	97	3467	29.7	13.3	92
NETWORK AFFILIATES - LATE	20261	8008	25.7	39.5	103	1519	24.9	7.5	99	3534	26.3	17.4	105	2955	25.3	14.6	101
INDEPENDENTS - LATE	2076	649	2.1	31.3	81	111	1.8	5.3	71	273	2.0	13.2	79	264	2.3	12.7	88
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	N 10453	4469	14.3	42.8	111	1026	16.8	9.8	130	1936	14.4	18.5	112	1506	12.9	14.4	100
ABC MONDAY NIGHT MOVIE	A 6412	2462	7.9	38.4	100	425	7.0	6.6	88	1088	8.1	17.0	102	949	8.1	14.8	103
ABC SUNDAY NIGHT MOVIE	A 12407	4585	14.7	37.0	96	885	14.5	7.1	95	1982	14.8	16.0	96	1718	14.7	13.8	96
ABC WORLD NEWS TONIGHT	A 6176	2170	7.0	35.1	91	346	5.7	5.6	74	1005	7.5	16.3	98	819	7.0	13.3	92
AFTERMASH	C 5863	2364	7.6	40.3	105	426	7.0	7.3	96	1045	7.8	17.8	108	893	7.6	15.2	106
ALICE	C 9594	3640	11.7	37.9	98	692	11.3	7.2	96	1589	11.8	16.6	100	1360	11.6	14.2	98
AMERICAN PARADE	C 6622	2420	7.8	36.5	95	416	6.8	6.3	83	1097	8.2	16.6	100	907	7.8	13.7	95
BENSON	A 10886	3951	12.7	36.3	94	835	13.7	7.7	102	1641	12.2	15.1	91	1476	12.6	13.6	94
BLUE THUNDER	A 5036	2057	6.6	40.8	106	302	4.9	6.0	79	939	7.0	18.6	113	817	7.0	16.2	112
CAGNEY & LACEY	C 9965	4108	13.2	41.2	107	799	13.1	8.0	106	1840	13.7	18.5	111	1469	12.6	14.7	102
CBS EVENING NEWS-DEAN	C 3491	1178	3.8	33.7	88	*243	4.0	7.0	92	526	3.9	15.1	91	410	3.5	11.7	81
CBS EVENING NEWS-RATHER	C 7123	2574	8.2	36.1	94	438	7.2	6.1	82	1143	8.5	16.0	97	993	8.5	13.9	97
CBS SAT. NEWS-SCHIEFFER	C 3621	1255	4.0	34.7	90	241	3.9	6.7	88	567	4.2	15.7	95	447	3.8	12.3	86
CBS SATURDAY NIGHT MOVIE	C 5436	2206	7.1	40.6	105	390	6.4	7.2	95	1063	7.9	19.6	118	753	6.4	13.9	96
CBS WEDNESDAY NIGHT MOVIE	C 6100	2381	7.6	39.0	101	402	6.6	6.6	87	1162	8.7	19.0	115	816	7.0	13.4	93
CHEERS	N 8889	3768	12.1	42.4	110	669	11.0	7.5	100	1835	13.7	20.6	125	1264	10.8	14.2	98
DALLAS	C 22109	8487	27.2	38.4	100	1703	27.9	7.7	102	3365	25.1	15.2	92	3419	29.2	15.5	107
DIFF'RENT STROKES	N 6940	2736	8.8	39.4	102	619	10.1	8.9	118	1145	8.5	16.5	100	972	8.3	14.0	97
DOUBLE TROUBLE	N 7223	3097	9.9	42.9	111	599	9.8	8.3	110	1268	9.4	17.6	106	1229	10.5	17.0	118
DUCK FACTORY	N 5595	2224	7.1	39.7	103	443	7.3	7.9	105	1047	7.8	18.7	113	734	6.3	13.1	91
DUKES OF HAZZARD	C 5768	2443	7.8	42.4	110	492	8.1	8.5	113	1084	8.1	18.8	113	868	7.4	15.0	104
DYNASTY	A 20053	7811	25.0	39.0	101	1544	25.3	7.7	102	3543	26.4	17.7	107	2725	23.3	13.6	94
FACTS OF LIFE	N 8087	3492	11.2	43.2	112	718	11.8	8.9	118	1438	10.7	17.8	107	1336	11.4	16.5	114
FALCON CREST	C 20046	7828	25.1	39.1	101	1443	23.6	7.2	95	3280	24.4	16.4	99	3105	26.6	15.5	107
FALL GUY	A 9084	3759	12.0	41.4	107	728	11.9	8.0	106	1633	12.2	18.0	109	1398	12.0	15.4	107
FAMILY TIES	N 7964	3428	11.0	43.0	112	629	10.3	7.9	105	1641	12.2	20.6	124	1158	9.9	14.5	101
FANTASY ISLAND	A 7687	3000	9.6	39.0	101	599	9.8	7.8	103	1304	9.7	17.0	102	1097	9.4	14.3	99
FOULUPS, BLEEPs & BLUNDERS	A 8861	3428	11.0	38.7	100	706	11.6	8.0	106	1460	10.9	16.5	99	1262	10.8	14.2	99
FOUR SEASONS	C 5095	1999	6.4	39.2	102	369	6.0	7.2	96	877	6.5	17.2	104	753	6.4	14.8	102
GIMME A BREAK	N 8838	3596	11.5	40.7	106	686	11.2	7.8	103	1723	12.8	19.5	118	1188	10.2	13.4	93
HART TO HART	A 8978	3460	11.1	38.5	100	572	9.4	6.4	84	1549	11.5	17.3	104	1339	11.5	14.9	103
HILL STREET BLUES	N 8590	3631	11.6	42.3	110	641	10.5	7.5	99	1523	11.4	17.7	107	1467	12.5	17.1	118
HOTEL	A 14085	5212	16.7	37.0	96	983	16.1	7.0	93	2243	16.7	15.9	96	1986	17.0	14.1	98
JEFFERSONS	C 9360	3555	11.4	38.0	99	680	11.1	7.3	96	1600	11.9	17.1	103	1275	10.9	13.6	94
JENNIFER SLEPT HERE	N 5841	2343	7.5	40.1	104	528	8.6	9.0	120	1031	7.7	17.7	107	785	6.7	13.4	93
KATE & ALLIE	C 9206	3745	12.0	40.7	106	641	10.5	7.0	92	1671	12.5	18.2	110	1433	12.3	15.6	108
KNIGHT RIDER	N 7076	2782	8.9	39.3	102	575	9.4	8.1	108	1231	9.2	17.4	105	976	8.3	13.8	96
LOVE BOAT	A 12219	4492	14.4	36.8	95	856	14.0	7.0	93	2021	15.1	16.5	100	1615	13.8	13.2	92
MAGNUM PI	C 11199	4485	14.4	40.0	104	959	15.7	8.6	114	1907	14.2	17.0	103	1619	13.8	14.5	100
MAMA'S FAMILY	N 6057	2339	7.5	38.6	100	473	7.7	7.8	104	1008	7.5	16.6	100	857	7.3	14.1	98
MASTER, THE	N 3598	1495	4.8	41.6	108	316	5.2	8.8	116	668	5.0	18.6	112	511	4.4	14.2	98
MATT HOUSTON	A 6344	2462	7.9	38.8	101	512	8.4	8.1	107	1122	8.4	17.7	107	828	7.1	13.1	90
NBC MONDAY NIGHT MOVIE	N 11994	4963	15.9	41.4	107	1010	16.5	8.4	112	2227	16.6	18.6	112	1726	14.8	14.4	100
NBC NIGHTLY NEWS	N 5132	1869	6.0	36.4	94	403	6.6	7.9	104	759	5.7	14.8	89	707	6.0	13.8	95
NBC NIGHTLY NEWS-SAT	N 3375	1154	3.7	34.2	89	*171	2.8	5.1	67	514	3.8	15.2	92	469	4.0	13.9	96
NBC NIGHTLY NEWS-SUN	N 3130	1021	3.3	32.6	85	*225	3.7	7.2	95	344	2.6	11.0	66	452	3.9	14.4	100
NBC SUNDAY NIGHT MOVIE	N 8284	3521	11.3	42.5	110	759	12.4	9.2	121	1763	13.1	21.3	128	999	8.5	12.1	84
NEWMART	C 9240	3764	12.1	40.7	106	679	11.1	7.3	97	1652	12.3	17.9	108	1433	12.3	15.5	107
ONE DAY AT A TIME	C 7288	2864	9.2	39.3	102	533	8.7	7.3	97	1218	9.1	16.7	101	1112	9.5	15.3	106
PEOPLE ARE FUNNY	N 4855	1848	5.9	38.1	99	389	6.4	8.0	106	763	5.7	15.7	95	695	5.9	14.3	99
REAL PEOPLE	N 8869	3462	11.1	39.0	101	605	9.9	6.8	90	1579	11.8	17.8	107	1278	10.9	14.4	100
REMINGTON STEELE	N 7743	3077	9.9	39.7	103	716	11.7	9.2	123	1219	9.1	15.7	95	1143	9.8	14.8	102
RIPLEY'S BELIEVE IT - NOT	A 5345	1956	6.3	36.6	95	392	6.4	7.3	97	893	6.7	16.7	101	672	5.7	12.6	87
RIPTIDE	N 6988	3015	9.7	43.1	112	759	12.4	10.9	144	1210	9.0	17.3	105	1046	8.9	15.0	104
SCARECROW & MRS. KING	C 10002	3522	11.3	35.2	91	723	11.8	7.2	96	1492	11.1	14.9	90	1307	11.2	13.1	91
SIMON & SIMON	C 10638	4467	14.3	42.0	109	1022	16.7	9.6	127	1896	14.1	17.8	108	1549	13.2	14.6	101
60 MINUTES	C 13293	4708	15.1	35.4	92	853	14.0	6.4	85	2025	15.1	15.2	92	1829	15.6	13.8	95
ST. ELSEWHERE	N 7017	3273	10.5	46.6	121	594	9.7	8.5	112	1480	11.0	21.1	127	1199	10.3	17.1	118
THREE'S COMPANY	A 10917	4529	14.5	41.5	108	841	13.8	7.7	102	1999	14.9	18.3	111				

	TOTAL U.S. '000	WITH MEAT				WITHOUT MEAT				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL FEMALE HOMEOWNERS	80986	20945	100.0	25.9	100	14918	100.0	18.4	100								
18 - 24	9282	2824	13.5	30.4	118	1771	11.9	19.1	104								
25 - 34	19072	5734	27.4	30.1	116	4390	29.4	23.0	125								
35 - 44	14591	4714	22.5	32.3	125	3009	20.2	20.6	112								
45 - 54	11345	2601	12.4	22.9	89	2029	13.6	17.9	97								
55 - 64	11635	2443	11.7	21.0	81	1704	11.4	14.6	80								
65 OR OLDER	15061	2630	12.6	17.5	68	2015	13.5	13.4	73								
18 - 34	28354	8557	40.9	30.2	117	6162	41.3	21.7	118								
18 - 49	48339	14771	70.5	30.6	118	10230	68.6	21.2	115								
25 - 54	45008	13049	62.3	29.0	112	9428	63.2	20.9	114								
35 - 49	19985	6213	29.7	31.1	120	4069	27.3	20.4	111								
50 OR OLDER	32647	6175	29.5	18.9	73	4688	31.4	14.4	78								
GRADUATED COLLEGE	11155	2267	10.8	20.3	79	1929	12.9	17.3	94								
ATTENDED COLLEGE	13682	3305	15.8	24.2	93	2626	17.6	19.2	104								
GRADUATED HIGH SCHOOL	33880	9177	43.8	27.1	105	6759	45.3	19.9	108								
DID NOT GRADUATE HIGH SCHOOL	22270	6196	29.6	27.8	108	3604	24.2	16.2	88								
EMPLOYED	40306	10636	50.8	26.4	102	7678	51.5	19.0	103								
EMPLOYED FULL-TIME	32850	8438	40.3	25.7	99	6079	40.7	18.5	100								
EMPLOYED PART-TIME	7456	2198	10.5	29.5	114	1599	10.7	21.4	116								
NOT EMPLOYED	40680	10309	49.2	25.3	98	7240	48.5	17.8	97								
PROFESSIONAL/MANAGER	10392	2123	10.1	20.4	79	1854	12.4	17.8	97								
TECH/CLERICAL/SALES	17574	4668	22.3	26.6	103	3640	24.4	20.7	112								
PRECISION/CRAFT	985	**162	0.8	16.4	64	**214	1.4	21.7	118								
OTHER EMPLOYED	11354	3683	17.6	32.4	125	1970	13.2	17.4	94								
SINGLE	9863	2488	11.9	25.2	98	1729	11.6	17.5	95								
MARRIED	51375	13846	66.1	27.0	104	9962	66.8	19.4	105								
DIVORCED/SEPARATED/WIDOWED	19748	4611	22.0	23.3	90	3228	21.6	16.3	89								
PARENTS	32590	11595	55.4	35.6	138	7651	51.3	23.5	127								
WHITE	70416	17618	84.1	25.0	97	12898	86.5	18.3	99								
BLACK	8778	2839	13.6	32.3	125	1794	12.0	20.4	111								
OTHER	1791	**488	2.3	27.2	105	**227	1.5	12.7	69								
NORTHEAST-CENSUS	17786	3763	18.0	21.2	82	3386	22.7	19.0	103								
NORTH CENTRAL	20741	6162	29.4	29.7	115	4728	31.7	22.8	124								
SOUTH	27775	8114	38.7	29.2	113	4672	31.3	16.8	91								
WEST	14683	2906	13.9	19.8	77	2133	14.3	14.5	79								
NORTHEAST-MKTG.	17961	3926	18.7	21.9	85	3486	23.4	19.4	105								
EAST CENTRAL	11885	3189	15.2	26.8	104	2412	16.2	20.3	110								
WEST CENTRAL	14090	4140	19.8	29.4	114	3270	21.9	23.2	126								
SOUTH	24081	7203	34.4	29.9	116	3893	26.1	16.2	88								
PACIFIC	12969	2487	11.9	19.2	74	1857	12.4	14.3	78								
COUNTY SIZE A	32439	7330	35.0	22.6	87	5983	40.1	18.4	100								
COUNTY SIZE B	24915	6543	31.2	26.3	102	4577	30.7	18.4	100								
COUNTY SIZE C	12930	3909	18.7	30.2	117	2141	14.4	16.6	90								
COUNTY SIZE D	10703	3163	15.1	29.6	114	2218	14.9	20.7	113								
METRO CENTRAL CITY	24518	5935	28.3	24.2	94	4285	28.7	17.5	95								
METRO SUBURBAN	35919	8942	42.7	24.9	96	6694	44.9	18.6	101								
NON METRO	20549	6068	29.0	29.5	114	3939	26.4	19.2	104								
TOP 5 ADI'S	18341	4031	19.2	22.0	85	3260	21.9	17.8	96								
TOP 10 ADI'S	25378	5456	26.0	21.5	83	4764	31.9	18.8	102								
TOP 20 ADI'S	36488	8252	39.4	22.6	87	6794	45.5	18.6	101								
MSHLD INC. \$50,000 OR MORE	6612	1687	8.1	25.5	99	1197	8.0	18.1	98								
\$40,000 OR MORE	12659	3219	15.4	25.4	98	2344	15.7	18.5	101								
\$30,000 OR MORE	24698	6223	29.7	25.2	97	4646	31.1	18.8	102								
\$25,000 OR MORE	32077	8141	38.9	25.4	98	6329	42.4	19.7	107								
\$20,000 - \$24,999	9144	2331	11.1	25.5	99	1789	12.0	19.6	106								
\$15,000 - \$19,999	8728	2165	10.3	24.8	96	1591	10.7	18.2	99								
\$10,000 - \$14,999	12562	3322	15.9	26.4	102	2130	14.3	17.0	92								
UNDER \$10,000	18475	4986	23.8	27.0	104	3080	20.6	16.7	91								
HOUSEHOLD OF 1 PERSON	11987	1757	8.4	14.7	57	1372	9.2	11.4	62								
2 PEOPLE	26577	5600	26.7	21.1	81	4276	28.7	16.1	87								
3 OR 4 PEOPLE	30617	8959	42.8	29.3	113	6533	43.8	21.3	116								
5 OR MORE PEOPLE	11804	4630	22.1	39.2	152	2738	18.4	23.2	126								
NO CHILD IN MSHLD	46165	8591	41.0	18.6	72	6805	45.6	14.7	80								
CHILD(REN) UNDER 2 YRS	5325	1776	8.5	33.4	129	1157	7.8	21.7	118								
2 - 5 YEARS	14221	5102	24.4	35.9	139	3439	23.1	24.2	131								
6 - 11 YEARS	15117	5653	27.0	37.4	145	3717	24.9	24.6	133								
12 - 17 YEARS	16611	6118	29.2	36.8	142	3773	25.3	22.7	123								
RESIDENCE OWNED	55884	14246	68.0	25.5	99	10154	68.1	18.2	99								
VALUE: \$50,000 OR MORE	31744	7428	35.5	23.4	90	5583	37.4	17.6	95								
VALUE: UNDER \$50,000	24140	6817	32.5	28.2	109	4571	30.6	18.9	103								

		TOTAL U.S. '000	WITH MEAT				WITHOUT MEAT											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	20945	100.0	25.9	100	14918	100.0	18.4	100								
MAGAZINES	QUINTILE 1	15799	4073	19.4	25.8	100	3040	20.4	19.2	104								
	QUINTILE 2	17259	4464	21.3	25.9	100	3429	23.0	19.9	108								
	QUINTILE 3	13545	3648	17.4	26.9	104	2522	16.9	18.6	101								
	QUINTILE 4	15133	3910	18.7	25.8	100	3047	20.4	20.1	109								
	QUINTILE 5	19250	4850	23.2	25.2	97	2881	19.3	15.0	81								
NEWSPAPERS	QUINTILE 1	12413	2854	13.6	23.0	89	2518	16.9	20.3	110								
	QUINTILE 2	24116	6055	28.9	25.1	97	4396	29.5	18.2	99								
	QUINTILE 3	11261	2785	13.3	24.7	96	2251	15.1	20.0	109								
	QUINTILE 4	20255	5914	28.2	29.2	113	3556	23.8	17.6	95								
	QUINTILE 5	12940	3337	15.9	25.8	100	2199	14.7	17.0	92								
OUTDOOR	QUINTILE 1	14852	4077	19.5	27.5	106	3061	20.5	20.6	112								
	QUINTILE 2	15725	4126	19.7	26.2	101	3049	20.4	19.4	105								
	QUINTILE 3	16330	4299	20.5	26.3	102	2939	19.7	18.0	98								
	QUINTILE 4	16744	4093	19.5	24.4	95	2857	19.2	17.1	93								
	QUINTILE 5	17334	4351	20.8	25.1	97	3014	20.2	17.4	94								
RADIO-DRIVE TIME	QUINTILE 1	15911	4474	21.4	28.1	109	3284	22.0	20.6	112								
	QUINTILE 2	14837	3813	18.2	25.7	99	2651	17.8	17.9	97								
	QUINTILE 3	15339	3827	18.3	24.9	96	2978	20.0	19.4	105								
	QUINTILE 4	16723	4638	22.1	27.7	107	3265	21.9	19.5	106								
	QUINTILE 5	18176	4194	20.0	23.1	89	2742	18.4	15.1	82								
RADIO-MID- DAY	TERCILE 1	21020	5807	27.7	27.6	107	4136	27.7	19.7	107								
	TERCILE 2	21610	6167	29.4	28.5	110	4392	29.4	20.3	110								
	TERCILE 3	38355	8971	42.8	23.4	90	6391	42.8	16.7	90								
RADIO-TOTAL	QUINTILE 1	15988	4376	20.9	27.4	106	3164	21.2	19.8	107								
	QUINTILE 2	15626	4255	20.3	27.2	105	3209	21.5	20.5	111								
	QUINTILE 3	16723	4389	21.0	26.2	101	3024	20.3	18.1	98								
	QUINTILE 4	16342	4270	20.4	26.1	101	3089	20.7	18.9	103								
	QUINTILE 5	16306	3655	17.5	22.4	87	2434	16.3	14.9	81								
TV-PRIME TIME	QUINTILE 1	15953	4103	19.6	25.7	99	2696	18.1	16.9	92								
	QUINTILE 2	16137	4147	19.8	25.7	99	3185	21.4	19.7	107								
	QUINTILE 3	16420	4498	21.5	27.4	106	3060	20.5	18.6	101								
	QUINTILE 4	16687	4360	20.8	26.1	101	3150	21.1	18.9	102								
	QUINTILE 5	15789	3838	18.3	24.3	94	2828	19.0	17.9	97								
TV-DAYTIME	TERCILE 1	27736	8029	38.3	28.9	112	5074	34.0	18.3	99								
	TERCILE 2	26489	6650	31.7	25.1	97	5248	35.2	19.8	108								
	TERCILE 3	26761	6266	29.9	23.4	91	4597	30.8	17.2	93								
TV-TOTAL	QUINTILE 1	16345	4293	20.5	26.3	102	2643	17.7	16.2	88								
	QUINTILE 2	16447	4508	21.5	27.4	106	3296	22.1	20.0	109								
	QUINTILE 3	15980	3978	19.0	24.9	96	2718	18.2	17.0	92								
	QUINTILE 4	15887	4138	19.8	26.0	101	3288	22.0	20.7	112								
	QUINTILE 5	16326	4029	19.2	24.7	95	2973	19.9	18.2	99								
MAGAZINES-NEWSPAPERS: DUAL		20721	5321	25.4	25.7	99	4122	27.6	19.9	108								
MAGAZINE IMPERATIVE		19186	5244	25.0	27.3	106	3692	24.7	19.2	104								
NEWSPAPER IMPERATIVE		21899	5095	24.3	23.3	90	3879	26.0	17.7	96								
MAGAZINES-OUTDOOR: DUAL		15451	4315	20.6	27.9	108	3186	21.4	20.6	112								
MAGAZINE IMPERATIVE		25953	6369	30.4	24.5	95	4705	31.5	18.1	98								
OUTDOOR IMPERATIVE		24400	6453	30.8	26.4	102	4588	30.8	18.8	102								
MAGAZINES-RADIO: DUAL		18049	4953	23.6	27.4	106	3730	25.0	20.7	112								
MAGAZINE IMPERATIVE		23571	5843	27.9	24.8	96	4236	28.4	18.0	98								
RADIO IMPERATIVE		23278	6315	30.2	27.1	105	4185	28.1	18.0	98								
MAGAZINES-TELEVISION: DUAL		15459	4297	20.5	27.8	107	3042	20.4	19.7	107								
MAGAZINE IMPERATIVE		25829	6537	31.2	25.3	98	5005	33.6	19.4	105								
TELEVISION IMPERATIVE		26039	6653	31.8	25.6	99	4279	28.7	16.4	89								
NEWSPAPERS-OUTDOOR: DUAL		16605	4307	20.6	25.9	100	3465	23.2	20.9	113								
NEWSPAPER IMPERATIVE		26834	6259	29.9	23.3	90	4802	32.2	17.9	97								
OUTDOOR IMPERATIVE		23346	6422	30.7	27.5	106	4429	29.7	19.0	103								
NEWSPAPERS-RADIO: DUAL		17133	4029	19.2	23.5	91	3606	24.2	21.0	114								
NEWSPAPER IMPERATIVE		25892	6261	29.9	24.2	93	4519	30.3	17.5	95								
RADIO IMPERATIVE		23167	6865	32.8	29.6	115	4200	28.2	18.1	98								
NEWSPAPERS-TELEVISION: DUAL		17159	4302	20.5	25.1	97	3121	20.9	18.2	99								
NEWSPAPER IMPERATIVE		26214	6289	30.0	24.0	93	5202	34.9	19.8	108								
TELEVISION IMPERATIVE		23412	6687	31.9	28.6	110	4076	27.3	17.4	95								
OUTDOOR-RADIO: DUAL		15303	4167	19.9	27.2	105	3115	20.9	20.4	111								
OUTDOOR IMPERATIVE		24901	6423	30.7	25.8	100	4588	30.8	18.4	100								
RADIO IMPERATIVE		26492	7152	34.1	27.0	104	5023	33.7	19.0	103								
OUTDOOR-TELEVISION: DUAL		14794	3830	18.3	25.9	100	2761	18.5	18.7	101								
OUTDOOR IMPERATIVE		25437	6823	32.6	26.8	104	5099	34.2	20.0	109								
TELEVISION IMPERATIVE		27877	7418	35.4	26.6	103	4783	32.1	17.2	93								
RADIO-TELEVISION: DUAL		15996	4572	21.8	28.6	111	2671	17.9	16.7	91								
RADIO IMPERATIVE		25478	6484	31.0	25.4	98	5365	36.0	21.1	114								
TELEVISION IMPERATIVE		26573	6639	31.7	25.0	97	4710	31.6	17.7	96								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	WITH MEAT				WITHOUT MEAT				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL FEMALE HOMEOWNERS	104785	20945	100.0	25.9	100	14918	100.0	18.4	100								
ATLANTIC MONTHLY	415	**74	0.1	17.8	69	**68	0.5	16.4	89								
BARRON'S	453	**30	0.1	6.6	26	**59	0.4	13.0	71								
BETTER HOMES & GARDENS	16256	4315	20.6	26.5	103	3184	21.3	19.6	106								
BON APPETIT	2535	503	2.4	19.8	77	**62	3.1	18.2	99								
BUSINESS WEEK	1278	*244	1.2	19.1	74	*144	1.0	11.3	61								
CAR AND DRIVER	378	**103	0.5	27.2	105	**73	0.5	19.3	105								
CBS MAGAZINE NETWORK (GROSS)	1498	460	2.2	30.7	119	272	1.8	18.2	99								
CHANGING TIMES	1505	369	1.8	24.5	95	315	2.1	20.9	114								
COLONIAL HOMES	1231	336	1.6	27.3	106	241	1.6	19.6	106								
CONDE NAST MAG. PKG. (GROSS)	14146	3673	17.5	26.0	100	3002	20.1	21.2	115								
CONSUMERS DIGEST	1327	422	2.0	31.9	123	279	1.9	21.1	114								
COSMOPOLITAN	7102	1766	8.4	24.9	96	1550	10.4	21.8	118								
COUNTRY LIVING	2481	754	3.6	30.4	118	383	2.6	15.4	84								
CUISINE	1472	*252	1.2	17.1	66	*306	2.1	20.8	113								
CYCLE WORLD	427	*163	0.8	38.4	148	**59	0.4	13.9	75								
DCI:CREATIVE IDEAS FOR LIV	2510	656	3.1	26.1	101	391	2.6	15.6	85								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1676	8.0	25.0	97	1068	7.2	16.0	87								
DISCOVER	874	279	1.3	31.2	121	*132	0.9	14.8	80								
EBONY	3507	1151	5.5	32.8	127	727	4.9	20.7	113								
ESQUIRE	1082	331	1.6	30.6	118	*167	1.1	15.4	84								
ESSENCE	1830	522	2.5	28.5	110	358	2.4	19.6	106								
FAMILY CIRCLE	15930	4248	20.3	26.7	103	3243	21.7	20.4	111								
THE FAMILY HANDYMAN	1126	303	1.4	26.9	104	*230	1.5	20.4	111								
FAMILY WEEKLY	11468	2965	14.2	25.9	100	2185	14.6	19.1	103								
FIELD & STREAM	2234	599	2.9	26.8	104	344	2.3	15.4	84								
FOOD & WINE	579	*153	0.7	26.4	102	**56	0.4	9.7	53								
FORBES	728	*128	0.6	17.6	68	**89	0.6	12.2	66								
FORTUNE	906	*164	0.8	18.1	70	**110	0.7	12.1	66								
GENTLEMEN'S QUARTERLY	791	*166	0.8	21.0	81	*115	0.8	14.5	79								
GLAMOUR	5265	1440	6.9	27.4	106	1081	7.2	20.5	111								
GOLF DIGEST	836	*225	1.1	35.4	137	*127	0.9	20.0	108								
GOLF DIGEST/TENNIS (GROSS)	1186	340	1.6	28.7	111	*239	1.6	20.2	109								
GOLF MAGAZINE	441	**120	0.6	27.2	105	**45	0.3	10.2	55								
GOLF MAGAZINE/SKI (GROSS)	922	*248	1.2	26.9	104	**132	0.9	14.3	78								
GOOD HOUSEKEEPING	16487	4182	20.0	25.4	98	3345	22.4	20.3	110								
HARPER'S BAZAAR	2423	603	2.9	24.9	96	613	4.1	25.3	137								
HEALTH	1994	503	2.4	25.2	98	347	2.3	17.4	94								
HEARST MAG CORP. BUY (GROSS)	44101	11300	54.0	25.6	99	9010	60.4	20.4	111								
HEARST MAN POWER (GROSS)	1993	592	2.8	29.7	115	478	3.2	24.0	130								
HEARST WOMAN POWER (GROSS)	31274	7998	38.2	25.6	99	6538	43.8	20.9	113								
HOUSE BEAUTIFUL	3623	825	3.9	22.8	88	559	3.7	15.4	84								
INC.	283	**53	0.3	18.7	72	**47	0.3	16.6	90								
JET	2928	848	4.0	29.0	112	570	3.8	19.5	106								
LADIES' HOME JOURNAL	11918	3221	15.4	27.0	105	2396	16.1	20.1	109								
LHJ FAMILY GRP COMBO(GROSS)	16764	4454	21.3	26.6	103	3374	22.6	20.1	109								
LIFE	4254	1220	5.8	28.7	111	743	5.0	17.5	95								
L.A. TIMES HOME MAGAZINE	1145	*172	0.8	15.0	58	*204	1.4	17.8	97								
MADMOISELLE	2855	761	3.6	26.4	102	561	3.8	19.5	106								
MC CALL'S	13460	3712	17.7	27.6	107	2663	17.9	19.8	107								
MC CALL'S/WRK MOTHER (GROSS)	14606	4028	19.2	27.6	107	2880	19.3	19.7	107								
MECHANIX ILLUSTRATED	772	*189	0.9	24.5	95	**149	1.0	19.3	105								
METROPOLITAN HOME	967	*250	1.2	25.9	100	*227	1.5	23.5	127								
MONEY	1585	330	1.6	20.8	80	291	2.0	18.3	99								
MOTHER EARTH NEWS	1002	271	1.3	27.0	105	*196	1.3	19.6	106								
MS.	825	210	1.0	25.5	98	*175	1.2	21.2	115								
NATIONAL ENQUIRER	10370	3049	14.6	29.5	114	2059	13.8	19.9	108								
NATIONAL GEOGRAPHIC	9597	2062	9.8	21.5	83	1895	12.7	19.7	107								
NATIONAL SUNDAY MAGAZINE PKG	49555	12214	58.3	24.6	95	9393	63.0	19.0	103								
NATURAL HISTORY	573	**63	0.3	11.0	43	**55	0.4	9.6	52								
NEW WOMAN	1699	394	1.9	23.2	90	302	2.0	17.8	96								
NEW YORK INCLUDING CUE	443	**85	0.4	19.2	74	**55	0.4	12.4	67								
THE NEW YORKER	1270	256	1.2	20.2	78	*193	1.3	15.2	82								
NEWSWEEK	6277	1535	7.3	24.5	95	1271	8.5	20.2	110								
THE N.Y. TIMES DAILY EDITION	1205	*211	1.0	17.5	68	*174	1.2	14.4	78								
THE N.Y. TIMES MAGAZINE	2081	346	1.7	16.6	64	303	2.0	14.6	79								
OWN	788	*227	1.1	28.8	111	*165	1.1	20.9	114								
ON CABLE	1158	362	1.7	31.3	121	*214	1.4	18.5	100								
1001 HOME IDEAS	2852	731	3.5	25.6	99	630	4.2	22.1	120								
ORGANIC GARDENING	1655	374	1.8	22.6	87	290	1.9	17.5	95								
OUTDOOR LIFE	898	*299	1.4	33.4	129	*131	0.9	14.6	79								
PARADE MAGAZINE	24275	6004	28.7	24.7	96	4540	30.4	18.7	102								

	TOTAL U.S. '000	WITH MEAT				WITHOUT MEAT											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEMAKERS	80986	20945	100.0	25.9	100	14918	100.0	18.4	100								
PARENTS	3845	1193	5.7	31.0	120	986	6.6	25.6	139								
PENTHOUSE	831	*183	0.9	22.0	85	*186	1.2	22.4	122								
PEOPLE	11645	3091	14.8	26.5	103	2230	14.9	19.1	104								
PLAYBOY	2006	406	1.9	20.2	78	326	2.2	16.3	88								
POPULAR HOT RODDING	297	**97	0.5	32.7	126	**84	0.6	28.3	154								
POPULAR MECHANICS	1018	*251	1.2	24.7	95	*222	1.5	21.8	118								
POPULAR SCIENCE	878	*194	0.9	22.1	85	*156	1.0	17.8	96								
PREVENTION	3913	811	3.9	20.7	80	636	4.3	16.3	88								
PSYCHOLOGY TODAY	1710	407	1.9	23.8	92	315	2.1	18.4	100								
READER'S DIGEST	22204	5359	25.6	24.1	93	4161	27.9	18.7	102								
REDBOOK	7684	2050	9.8	26.7	103	1643	11.0	21.4	116								
ROAD & TRACK	410	**81	0.4	19.8	76	**97	0.7	23.7	128								
ROLLING STONE	969	326	1.6	33.6	130	240	1.6	24.8	134								
RUNNER'S WORLD	298	**48	0.2	16.1	62	**44	0.3	14.8	80								
SATURDAY EVENING POST	1169	237	1.1	20.3	78	*188	1.3	16.1	87								
SCIENCE 84	587	*148	0.7	25.2	97	**90	0.6	15.3	83								
SCIENCE DIGEST	482	*170	0.8	35.3	136	**118	0.8	24.5	133								
SCIENTIFIC AMERICAN	594	**127	0.6	21.4	83	**100	0.7	16.8	91								
SELF	2089	578	2.8	27.7	107	519	3.5	24.8	135								
SEVENTEEN	2411	734	3.5	30.4	118	578	3.9	24.0	130								
SKI	480	**128	0.6	26.7	103	**88	0.6	18.3	100								
SMITHSONIAN	2760	591	2.8	21.4	83	607	4.1	22.0	119								
SOAP OPERA DIGEST	3013	1094	5.2	36.3	140	586	3.9	19.4	106								
SOUTHERN LIVING	4184	1020	4.9	24.4	94	677	4.5	16.2	88								
SPORT	559	**144	0.7	25.8	100	*126	0.8	22.5	122								
THE SPORTING NEWS	436	**223	1.1	51.1	198	**90	0.6	20.6	112								
SPORTS AFIELD	493	*171	0.8	34.7	134	**138	0.9	28.0	152								
SPORTS ILLUSTRATED	2758	812	3.9	29.4	114	568	3.8	20.6	112								
STAR	7456	2314	11.0	31.0	120	1374	9.2	18.4	100								
SUNDAY	24936	5935	28.3	23.8	92	4918	33.0	19.7	107								
SUNSET	2124	394	1.9	18.5	72	430	2.9	20.2	110								
TV GUIDE	21661	5808	27.7	26.8	104	4215	28.3	19.5	106								
TENNIS	550	**115	0.5	20.9	81	**112	0.8	20.4	111								
TIME	8880	2038	9.7	23.0	89	1721	11.5	19.4	105								
TOWN & COUNTRY	917	*177	0.8	19.3	75	*168	1.1	18.3	99								
TRAVEL & LEISURE	972	259	1.2	26.6	103	*150	1.0	15.4	84								
TRUE STORY	3356	1123	5.4	33.5	129	663	4.4	19.8	107								
U.S. NEWS & WORLD REPORT	3410	733	3.5	21.5	83	653	4.4	19.1	104								
USA TODAY	1759	346	1.7	19.7	76	255	1.7	14.5	79								
US	1873	484	2.3	25.8	100	462	3.1	24.7	134								
VOGUE	3909	895	4.3	22.9	89	840	5.6	21.5	117								
WALL STREET JOURNAL	1886	350	1.7	18.6	72	348	2.3	18.5	100								
WEIGHT WATCHERS	2120	475	2.3	22.4	87	338	2.3	15.9	87								
WOMAN'S DAY	14172	3627	17.3	25.6	99	3012	20.2	21.3	115								
WORKING MOTHER	1146	316	1.5	27.6	107	*218	1.5	19.0	103								
WORKING WOMAN	1322	238	1.1	18.0	70	281	1.9	21.3	115								
WORLD TENNIS	*163	**23	0.1	14.1	55	**45	0.3	27.6	150								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	691	3.3	27.3	106	467	3.1	18.4	100								
BLAIR INSERTS	43657	10589	50.6	24.3	94	8465	56.7	19.4	105								
DAILY NEWSPAPERS																	
READ ANY	51633	13143	62.8	25.5	98	9635	64.6	18.7	101								
READ ONE	43463	11236	53.6	25.9	100	8159	54.7	18.8	102								
READ TWO OR MORE	8170	1906	9.1	23.3	90	1476	9.9	18.1	98								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	13039	62.3	24.8	96	10124	67.9	19.2	104								
READ ONE	46126	11605	55.4	25.2	97	8794	58.9	19.1	103								
READ TWO OR MORE	6552	1433	6.8	21.9	85	1330	8.9	20.3	110								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.82				29.98											
30 DAY REACH	71455	18469	88.2	25.8	100	13266	88.9	18.6	101								
50 SHWG - 30 DAY AV FREQ	14.56	15.22				15.81											
30 DAY REACH	67742	17531	83.7	25.9	100	12622	84.6	18.6	101								
25 SHWG - 30 DAY AV FREQ	7.94	8.19				8.52											
30 DAY REACH	62117	16301	77.8	26.2	101	11664	78.2	18.8	102								
CABLE TV: HOME WIRED	32077	8678	41.4	27.1	105	5705	38.2	17.8	97								
HOME NOT WIRED	48909	12267	58.6	25.1	97	9213	61.8	18.8	102								
HAVE PAY CABLE	15935	4631	22.1	29.1	112	2940	19.7	18.4	100								

	TOTAL U.S. '000	WITH MEAT				WITHOUT MEAT				A	B % DOWN	C ACROSS		D	A	B % DOWN	C ACROSS		D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX			%	INDX				%	INDX	
TOTAL FEMALE HOMEMAKERS	80986	20945	100.0	25.9	100	14918	100.0	18.4	100										
RADIO AVG. DAILY (M-F) CUME																			
6:00 AM - 10:00 AM	43921	11500	54.9	26.2	101	8559	57.4	19.5	106										
10:00 AM - 3:00 PM	30659	8558	40.9	27.9	108	6018	40.3	19.6	107										
3:00 PM - 7:00 PM	31045	8589	41.0	27.7	107	6236	41.8	20.1	109										
7:00 PM - MIDNIGHT	15767	4077	19.5	25.9	100	3109	20.8	19.7	107										
MIDNIGHT - 6:00 AM	9120	2596	12.4	28.5	110	1793	12.0	19.7	107										
6:00 AM - MIDNIGHT	58527	15737	75.1	26.9	104	11280	75.6	19.3	105										
ENTIRE DAY	59311	15926	76.0	26.9	104	11393	76.4	19.2	104										
AVG DAILY M-F CUME: 6AM-MDNT																			
FORMATS: ADULT CONTEMPORARY	16172	4318	20.6	26.7	103	3476	23.3	21.5	117										
ALL NEWS	2256	384	1.8	17.0	66	458	3.1	20.3	110										
AOR/PROGRESSIVE	3874	1041	5.0	26.9	104	718	4.8	18.5	101										
BEAUTIFUL MUSIC	5660	1331	6.4	23.5	91	965	6.5	17.0	93										
BLACK	2204	612	2.9	27.8	107	487	3.3	22.1	120										
CLASSICAL	1418	355	1.7	25.0	97	*263	1.8	18.5	101										
CHR/ROCK	9538	2970	14.2	31.1	120	1896	12.7	19.9	108										
COUNTRY	12648	3932	18.8	31.1	120	2322	15.6	18.4	100										
GOLDEN OLDIES	1191	422	2.0	35.4	137	*242	1.6	20.3	110										
MOR/NOSTALGIA	4757	1115	5.3	23.4	91	850	5.7	17.9	97										
NEWS/TALK	3863	780	3.7	20.2	78	784	5.3	20.3	110										
RELIGIOUS	3084	786	3.8	25.5	99	637	4.3	20.7	112										
SOFT ROCK	521	*208	1.0	39.9	154	**143	1.0	27.4	149										
URBAN CONTEMPORARY	1585	505	2.4	31.9	123	267	1.8	16.8	91										
WIRED NETWORKS:																			
ABC CONTEMPORARY	3261	1105	5.3	33.9	131	754	5.1	23.1	126										
ABC DIRECTION	2316	566	2.7	24.4	94	530	3.6	22.9	124										
ABC ENTERTAINMENT	4834	1348	6.4	27.9	108	871	5.8	18.0	98										
ABC FM	2202	641	3.1	29.1	113	523	3.5	23.8	129										
ABC INFORMATION	5425	1386	6.6	25.5	99	1116	7.5	20.6	112										
ABC ROCK	1677	549	2.6	32.7	127	362	2.4	21.6	117										
CBS	4430	975	4.7	22.0	85	851	5.7	19.2	104										
MUTUAL	4992	1480	7.1	29.6	115	1150	7.7	23.0	125										
NBC	4679	1101	5.3	23.5	91	1007	6.8	21.5	117										
RADIORADIO	1994	667	3.2	33.5	129	440	2.9	22.1	120										
RKO ONE	2298	628	3.0	27.3	106	396	2.7	17.2	94										
RKO TWO	3311	979	4.7	29.6	114	538	3.6	16.2	88										
THE SOURCE	2114	598	2.9	28.3	109	369	2.5	17.5	95										
NON-WIRED: BLAIR	8654	2421	11.6	28.0	108	1577	10.6	18.2	99										
INTERNET	12025	3279	15.7	27.3	105	2262	15.2	18.8	102										
KATZ RADIO GROUP	15359	4107	19.6	26.7	103	2998	20.1	19.5	106										
SUPERNET	10628	2921	13.9	27.5	106	2198	14.7	20.7	112										
TELEVISION AVG. HALF HOUR																			
WKDAY 7:00 AM - 9:00 AM	8659	2075	9.9	24.0	93	1423	9.5	16.4	89										
WKDAY 9:00 AM - 1:00 PM	12163	3386	16.2	27.8	108	2138	14.3	17.6	95										
WKDAY 1:00 PM - 4:30 PM	16150	4633	22.1	28.7	111	2984	20.0	18.5	100										
WKDAY 4:30 PM - 7:30 PM	22463	5651	27.0	25.2	97	3817	25.6	17.0	92										
WKDAY 7:30 PM - 8:00 PM	31795	8043	38.4	25.3	98	5595	37.5	17.6	96										
WKDAY 11:00 PM - 11:30 PM	23977	6356	30.3	26.5	102	4613	30.9	19.2	104										
WKDAY 11:30 PM - 1:00 AM	7703	2096	10.0	27.2	105	1580	10.6	20.5	111										
M-SAT 8-11 PM+SUN 7-11 PM	33800	8852	42.3	26.2	101	6137	41.1	18.2	99										
WKDY DAYTIME NTKW 7AM-4:30PM																			
ALL MY CHILDREN	A 6538	1982	9.5	30.3	117	1227	8.2	18.8	102										
ANOTHER WORLD	N 4620	1339	6.4	29.0	112	816	5.5	17.7	96										
AS THE WORLD TURNS	C 5614	1669	8.0	29.7	115	956	6.4	17.0	92										
CAPITOL	C 3396	1139	5.4	33.5	130	575	3.9	16.9	92										
CBS MORN. NEWS 1	C 1446	310	1.5	21.4	83	143	1.0	9.9	54										
CBS MORN. NEWS 2	C 1207	267	1.3	22.1	86	119	0.8	9.9	54										
DAYS OF OUR LIVES	N 5877	1462	7.0	24.9	96	1033	6.9	17.6	95										
FACTS OF LIFE - DAYTIME	N 2290	697	3.3	30.4	118	402	2.7	17.6	95										
FAMILY FEUD	A 3023	783	3.7	25.9	100	437	2.9	14.5	78										
GENERAL HOSPITAL	A 6097	1742	8.3	28.6	110	1321	8.9	21.7	118										
GOOD MORNING, AMERICA-730	A 3515	906	4.3	25.8	100	647	4.3	18.4	100										
GOOD MORNING, AMERICA-830	A 2818	741	3.5	26.3	102	517	3.5	18.3	100										
GUIDING LIGHT	C 5339	1518	7.2	28.4	110	911	6.1	17.1	93										
ONE LIFE TO LIVE	A 4478	1287	6.1	28.7	111	899	6.0	20.1	109										
PRESS YOUR LUCK	C 2244	707	3.4	31.5	122	402	2.7	17.9	97										
PRICE IS RIGHT 1	C 4348	1340	6.4	30.8	119	735	4.9	16.9	92										
PRICE IS RIGHT 2	C 5014	1541	7.4	30.7	119	876	5.9	17.5	95										
RYAN'S HOPE	A 3150	874	4.2	27.7	107	612	4.1	19.4	105										
SALE OF THE CENTURY	N 2695	740	3.5	27.5	106	529	3.5	19.6	107										
SEARCH FOR TOMORROW	N 2319	595	2.8	25.7	99	376	2.5	16.2	88										
TODAY SHOW 1	N 2693	632	3.0	23.5	91	426	2.9	15.8	86										
TODAY SHOW 2	N 2428	554	2.6	22.2	86	379	2.5	15.2	82										
\$25,000 PYRAMID	C 2753	716	3.4	26.0	101	418	2.8	15.2	82										
WHEEL OF FORTUNE	N 4388	1247	6.0	28.4	110	803	5.4	18.3	99										
YOUNG AND THE RESTLESS	C 5695	1998	9.5	35.1	136	1016	6.8	17.8	97										
WEEKEND DAYTIME NTKW PRE 6PM																			
ABC WIDE WORLD-SPORTS SAT A	1760	420	2.0	23.9	92	281	1.9	16.0	87										
NBA PLAYOFF GAME -1 C	1136	330	1.6	29.0	112	220	1.5	19.4	105										
NBC MAJOR LEAGUE PRE-GAME N	953	*231	1.1	24.2	94	**95	0.6	10.0	54										
SPORTSWORLD - SUN N	1233	333	1.6	27.0	104	199	1.3	16.1	88										
SUNDAY MORNING C	1611	294	1.4	18.2	71	206	1.4	12.8	69										

CANNED SPAGHETTI & MACARONI PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	20945	100.0	25.9	100	14918	100.0	18.4	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	6231	29.7	23.9	92	4242	28.4	16.3	88								
NETWORK AFFILIATES - LATE	20261	5260	25.1	26.0	100	3805	25.5	18.8	102								
INDEPENDENTS - LATE	2076	426	2.0	20.5	79	329	2.2	15.8	86								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	3162	15.1	30.2	117	1993	13.4	19.1	104								
ABC MONDAY NIGHT MOVIE	A 6412	1670	8.0	26.0	101	1166	7.8	18.2	99								
ABC SUNDAY NIGHT MOVIE	A 12407	3156	15.1	25.4	98	2171	14.6	17.5	95								
ABC WORLD NEWS TONIGHT	A 6176	1267	6.0	20.5	79	1090	7.3	17.6	96								
AFTERMASH	C 5863	1679	8.0	28.6	111	1017	6.8	17.3	94								
ALICE	C 9594	2538	12.1	26.5	102	1736	11.6	18.1	98								
AMERICAN PARADE	C 6622	1559	7.4	23.5	91	1094	7.3	16.5	90								
BENSON	A 10886	2549	12.2	23.4	91	1916	12.8	17.6	96								
BLUE THUNDER	A 5036	1356	6.5	26.9	104	951	6.4	18.9	103								
CAGNEY & LACEY	C 9965	2828	13.5	28.4	110	1943	13.0	19.5	106								
CBS EVENING NEWS-DEAN	C 3491	785	3.7	22.5	87	551	3.7	15.8	86								
CBS EVENING NEWS-RATHER	C 7123	1750	8.4	24.6	95	1112	7.5	15.6	85								
CBS SAT. NEWS-SCHIEFFER	C 3621	880	4.2	24.3	94	493	3.3	13.6	74								
CBS SATURDAY NIGHT MOVIE	C 5436	1481	7.1	27.2	105	1074	7.2	19.8	107								
CBS WEDNESDAY NIGHT MOVIE	C 6100	1687	8.1	27.7	107	1043	7.0	17.1	93								
CHEERS	N 8889	2487	11.9	28.0	108	1794	12.0	20.2	110								
DALLAS	C 22109	5551	26.5	25.1	97	4017	26.9	18.2	99								
DIFF'RENT STROKES	N 6940	1985	9.5	28.6	111	1240	8.3	17.9	97								
DOUBLE TROUBLE	N 7223	2021	9.6	28.0	108	1526	10.2	21.1	115								
DUCK FACTORY	N 5595	1476	7.0	26.4	102	1058	7.1	18.9	103								
DUKES OF HAZZARD	C 5768	1760	8.4	30.5	118	978	6.6	17.0	92								
DYNASTY	A 20053	5198	24.8	25.9	100	3666	24.6	18.3	99								
FACTS OF LIFE	N 8087	2397	11.4	29.6	115	1595	10.7	19.7	107								
FALCON CREST	C 20046	5035	24.0	25.1	97	3840	25.7	19.2	104								
FALL GUY	A 9084	2509	12.0	27.6	107	1652	11.1	18.2	99								
FAMILY TIES	N 7964	2274	10.9	28.6	110	1618	10.8	20.3	110								
FANTASY ISLAND	A 7687	1958	9.3	25.5	98	1352	9.1	17.6	95								
FOULUPS, BLEEPs & BLUNDERS	A 8861	2361	11.3	26.6	103	1715	11.5	19.4	105								
FOUR SEASONS	C 5095	1384	6.6	27.2	105	889	6.0	17.4	95								
GIMME A BREAK	N 8838	2331	11.1	26.4	102	1680	11.3	19.0	103								
HART TO HART	A 8978	2309	11.0	25.7	99	1628	10.9	18.1	98								
HILL STREET BLUES	N 8590	2415	11.5	28.1	109	1687	11.3	19.6	107								
HOTEL	A 14085	3396	16.2	24.1	93	2547	17.1	18.1	98								
JEFFERSONS	C 9360	2527	12.1	27.0	104	1639	11.0	17.5	95								
JENNIFER SLEPT HERE	N 5841	1607	7.7	27.5	106	1138	7.6	19.5	106								
KATE & ALLIE	C 9206	2536	12.1	27.5	107	1763	11.8	19.2	104								
KNIGHT RIDER	N 7076	1970	9.4	27.8	108	1266	8.5	17.9	97								
LOVE BOAT	A 12219	2980	14.2	24.4	94	1962	13.2	16.1	87								
MAGNUM PI	C 11199	3115	14.9	27.8	108	1961	13.1	17.5	95								
MAMA'S FAMILY	N 6057	1547	7.4	25.5	99	1103	7.4	18.2	99								
MASTER, THE	N 3598	1027	4.9	28.5	110	629	4.2	17.5	95								
MATT HOUSTON	A 6344	1640	7.8	25.9	100	1159	7.8	18.3	99								
NBC MONDAY NIGHT MOVIE	N 11994	3424	16.3	28.5	110	2275	15.3	19.0	103								
NBC NIGHTLY NEWS	N 5132	1239	5.9	24.1	93	777	5.2	15.1	82								
NBC NIGHTLY NEWS-SAT	N 3375	763	3.6	22.6	87	491	3.3	14.5	79								
NBC NIGHTLY NEWS-SUN	N 3130	602	2.9	19.2	74	495	3.3	15.8	86								
NBC SUNDAY NIGHT MOVIE	N 8284	2495	11.9	30.1	116	1481	9.9	17.9	97								
NEWHART	C 9240	2564	12.2	27.7	107	1860	12.5	20.1	109								
ONE DAY AT A TIME	C 7288	2009	9.6	27.6	107	1329	8.9	18.2	99								
PEOPLE ARE FUNNY	N 4855	1304	6.2	26.9	104	905	6.1	18.6	101								
REAL PEOPLE	N 8869	2256	10.8	25.4	98	1632	10.9	18.4	100								
REMINGTON STEELE	N 7743	2052	9.8	26.5	102	1548	10.4	20.0	109								
RIPLEY'S BELIEVE IT - NOT	A 5345	1316	6.3	24.6	95	871	5.8	16.3	88								
RIP TIDE	N 6988	2068	9.9	29.6	114	1424	9.5	20.4	111								
SCARECROW & MRS. KING	C 10002	2476	11.8	24.8	96	1408	9.4	14.1	76								
SIMON & SIMON	C 10638	3021	14.4	28.4	110	1944	13.0	18.3	99								
60 MINUTES	C 13293	2961	14.1	22.3	86	2244	15.0	16.9	92								
ST. ELSEWHERE	N 7017	2152	10.3	30.7	119	1539	10.3	21.9	119								
THREE'S COMPANY	A 10917	3101	14.8	28.4	110	2202	14.8	20.2	109								
T.J. HOOKER	A 9204	2158	10.3	23.4	91	1324	8.9	14.4	78								
TONIGHT SHOW	N 2372	540	2.6	22.8	88	501	3.4	21.1	115								
TRAPPER JOHN, M.D.	C 9846	2566	12.3	26.1	101	1655	11.1	16.8	91								
TV BLOOPERS & PRAC. JOKES	N 9105	2332	11.1	25.6	99	1627	10.9	17.9	97								
20/20	A 9387	2383	11.4	25.4	98	1615	10.8	17.2	93								
WEBSTER	A 11067	2603	12.4	23.5	91	1997	13.4	18.0	98								
WORLD NEWS - SUN	A 3062	709	3.4	23.2	90	527	3.5	17.2	93								
YELLOW ROSE	N 4978	1325	6.3	26.6	103	886	5.9	17.8	97								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	2541	12.1	28.6	111	1811	12.1	20.4	111								
BASKETBALL - COLLEGE GAMES	4080	1102	5.3	27.0	104	872	5.8	21.4	116								
BASKETBALL - PRO GAMES	3607	1101	5.3	30.5	118	878	5.9	24.3	132								
BOWLING	3883	1188	5.7	30.6	118	995	6.7	25.6	139								
BOXING	3928	1326	6.3	33.8	131	837	5.6	21.3	116								
FOOTBALL - COLLEGE GAMES	6366	1870	8.9	29.4	114	1286	8.6	20.2	110								
FOOTBALL - PRO GAMES	11300	3073	14.7	27.2	105	2331	15.6	20.6	112								
GOLF	3378	1070	5.1	31.7	122	631	4.2	18.7	101								
POST-SEASON COLL. FOOTBALL	4906	1275	6.1	26.0	100	984	6.6	20.1	109								
POST-SEASON PRO FOOTBALL	6120	1746	8.3	28.5	110	1150	7.7	18.8	102								
TENNIS	3033	744															

	TOTAL U.S. '000	CHEF BOY-AR-DEE				FRANCO AMERICAN MACARONI				FRANCO AMERICAN SPAGHETTI O'S				OTHER FRANCO AMERICAN (CAMPBELL'S)			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	17510	100.0	21.6	100	6093	100.0	7.5	100	12419	100.0	15.3	100	6842	100.0	8.4	100
18 - 24	9282	2224	12.7	24.0	111	688	11.3	7.4	99	1424	11.5	15.3	100	562	8.2	6.1	72
25 - 34	19072	5073	29.0	26.6	123	1466	24.1	7.7	102	3774	30.4	19.8	129	1988	29.1	10.4	123
35 - 44	14591	3891	22.2	26.7	123	985	16.2	6.8	90	2576	20.7	17.7	115	1434	21.0	9.8	116
45 - 54	11345	2058	11.8	18.1	84	741	12.2	6.5	87	1681	13.5	14.8	97	918	13.4	8.1	96
55 - 64	11635	1881	10.7	16.2	75	1023	16.8	8.8	117	1390	11.2	11.9	78	952	13.9	8.2	97
65 OR OLDER	15061	2384	13.6	15.8	73	1190	19.5	7.9	105	1574	12.7	10.5	68	988	14.4	6.6	78
18 - 34	28354	7297	41.7	25.7	119	2154	35.4	7.6	101	5198	41.9	18.3	120	2550	37.3	9.0	106
18 - 49	48339	12271	70.1	25.4	117	3565	58.5	7.4	98	8618	69.4	17.8	116	4534	66.3	9.4	111
25 - 54	45008	11021	62.9	24.5	113	3192	52.4	7.1	94	8031	64.7	17.8	116	4340	63.4	9.6	114
35 - 49	19985	4975	28.4	24.9	115	1411	23.2	7.1	94	3420	27.5	17.1	112	1984	29.0	9.9	118
50 OR OLDER	32647	5238	29.9	16.0	74	2528	41.5	7.7	103	3801	30.6	11.6	76	2308	33.7	7.1	84
GRADUATED COLLEGE	11155	1781	10.2	16.0	74	663	10.9	5.9	79	1252	10.1	11.2	73	902	13.2	8.1	96
ATTENDED COLLEGE	13682	2739	15.6	20.0	93	882	14.5	6.4	86	2119	17.1	15.5	101	1300	19.0	9.5	112
GRADUATED HIGH SCHOOL	33880	7896	45.1	23.3	108	2512	41.2	7.4	99	6036	48.6	17.8	116	3026	44.2	7.9	106
DID NOT GRADUATE HIGH SCHOOL	22270	5094	29.1	22.9	106	2036	33.4	9.1	122	3013	24.3	13.5	88	1614	23.6	8.2	86
EMPLOYED	40306	9117	52.1	22.6	105	2771	45.5	6.9	91	6297	50.7	15.6	102	3237	47.3	8.0	95
EMPLOYED FULL-TIME	32850	7200	41.1	21.9	101	2218	36.4	6.8	90	4943	39.8	15.0	98	2448	35.8	7.5	88
EMPLOYED PART-TIME	7456	1917	10.9	25.7	119	553	9.1	7.4	99	1354	10.9	18.2	118	789	11.5	10.6	125
NOT EMPLOYED	40680	8393	47.9	20.6	95	3323	54.5	8.2	109	6123	49.3	15.1	98	3605	52.7	8.9	105
PROFESSIONAL/MANAGER	10392	1926	11.0	18.5	86	**451	7.4	4.3	57	1119	9.0	10.8	70	807	11.8	7.8	92
TECH/CLERICAL/SALES	17574	4054	23.2	23.1	107	1288	21.1	7.3	97	3014	24.3	17.2	112	1363	19.9	7.8	92
PRECISION/CRAFT	985	**171	1.0	17.4	80	**117	0.3	1.7	23	**222	1.8	22.5	147	**75	1.1	7.6	90
OTHER EMPLOYED	11354	2965	16.9	26.1	121	1014	16.6	8.9	119	1941	15.6	17.1	111	991	14.5	8.7	103
SINGLE	9863	1975	11.3	20.0	93	852	14.0	8.6	115	1194	9.6	12.1	79	559	8.2	5.7	67
MARRIED	51375	11572	66.1	22.5	104	3538	58.1	6.9	92	8607	69.3	16.8	109	5043	73.7	9.8	116
DIVORCED/SEPARATED/WIDOWED	19748	3963	22.6	20.1	93	1703	28.0	8.6	115	2618	21.1	13.3	86	1240	18.1	6.3	74
PARENTS	32590	9583	54.7	29.4	136	2595	42.6	8.0	106	7412	59.7	22.7	148	3856	56.4	11.8	140
WHITE	70416	15041	85.9	21.4	99	4946	81.2	7.0	93	10542	84.9	15.0	98	6074	88.8	8.6	102
BLACK	8778	2153	12.3	24.5	113	1037	17.0	11.8	157	1630	13.1	18.6	121	681	10.0	7.8	92
OTHER	1791	**316	1.8	17.6	82	**109	1.8	6.1	81	**247	2.0	13.8	90	**87	1.3	4.9	57
NORTHEAST-CENSUS	17786	3233	18.5	18.2	84	1376	22.6	7.7	103	2744	22.1	15.4	101	1486	21.7	8.4	99
NORTH CENTRAL	20741	5290	30.2	25.5	118	1580	25.9	7.6	101	3905	31.4	18.8	123	2369	34.6	11.4	135
SOUTH	27775	6875	39.3	24.8	114	2095	34.4	7.5	100	3918	31.5	14.1	92	1931	28.2	7.0	82
WEST	14683	2112	12.1	14.4	67	1043	17.1	7.1	94	1852	14.9	12.6	82	1056	15.4	7.2	85
NORTHEAST-MKTG.	17961	3206	18.3	17.8	83	1408	23.1	7.8	104	2814	22.7	15.7	102	1466	21.4	8.2	97
EAST CENTRAL	11885	3112	17.8	26.2	121	863	14.2	7.3	97	1903	15.3	16.0	104	979	14.3	8.2	98
WEST CENTRAL	14090	3346	19.1	23.7	110	1088	17.9	7.7	103	2733	22.0	19.4	126	1716	25.1	12.2	144
SOUTH	24081	6066	34.6	25.2	117	1788	29.3	7.4	99	3387	27.3	14.1	92	1746	25.5	7.3	86
PACIFIC	12969	1780	10.2	13.7	63	947	15.5	7.3	97	1582	12.7	12.2	80	934	13.7	7.2	85
COUNTY SIZE A	32439	5815	33.2	17.9	83	2545	41.8	7.8	104	4627	37.3	14.3	93	2605	38.1	8.0	95
COUNTY SIZE B	24915	5711	32.6	22.9	106	1700	27.9	6.8	91	4041	32.5	16.2	106	2151	31.4	8.6	102
COUNTY SIZE C	12930	3215	18.4	24.9	115	995	16.3	7.7	102	2042	16.4	15.8	103	1151	16.8	8.9	105
COUNTY SIZE D	10703	2769	15.8	25.9	120	854	14.0	8.0	106	1709	13.8	16.0	104	934	13.7	8.7	103
METRO CENTRAL CITY	24518	5017	28.7	20.5	95	1710	28.1	7.0	93	3188	25.7	13.0	85	1867	27.3	7.6	90
METRO SUBURBAN	35919	7426	42.4	20.7	96	2614	42.9	7.3	97	5994	48.3	16.7	109	3175	46.4	8.8	105
NON METRO	20549	5067	28.9	24.7	114	1769	29.0	8.6	114	3237	26.1	15.8	103	1801	26.3	8.8	104
TOP 5 ADI'S	18341	3195	18.2	17.4	81	1266	20.8	6.9	92	2637	21.2	14.4	94	1613	23.6	8.8	104
TOP 10 ADI'S	25378	4199	24.0	16.5	77	1977	32.4	7.8	104	3706	29.8	14.6	95	2120	31.0	8.4	99
TOP 20 ADI'S	36488	6583	37.6	18.0	83	2847	46.7	7.8	104	5334	43.0	14.6	95	2789	40.8	7.6	90
HSGLD INC. \$50,000 OR MORE	6612	1328	7.6	20.1	93	**474	7.8	7.2	95	1001	8.1	15.1	99	**601	8.8	9.1	108
\$40,000 OR MORE	12659	2512	14.3	19.8	92	778	12.8	6.1	82	1951	15.7	15.4	101	1221	17.8	9.6	114
\$30,000 OR MORE	24698	5280	30.2	21.4	99	1545	25.4	6.3	83	3959	31.9	16.0	105	2206	32.2	8.9	106
\$25,000 OR MORE	32077	7049	40.3	22.0	102	2061	33.8	6.4	85	5180	41.7	16.1	105	2950	43.1	9.2	109
\$20,000 - \$24,999	9144	1991	11.4	21.8	101	**588	9.7	6.4	85	1529	12.3	16.7	109	887	13.0	9.7	115
\$15,000 - \$19,999	8728	1719	9.8	19.7	91	726	11.9	8.3	111	1424	11.5	16.3	106	714	10.4	8.2	97
\$10,000 - \$14,999	12562	2729	15.6	21.7	100	1142	18.7	9.1	121	1770	14.3	14.1	92	1073	15.7	8.5	101
UNDER \$10,000	18475	4021	23.0	21.8	101	1576	25.9	8.5	113	2516	20.3	13.6	89	1217	17.8	6.6	78
HOUSEHOLD OF 1 PERSON	11987	1578	9.0	13.2	61	674	11.1	5.6	75	793	5.7	5.9	39	494	7.2	4.1	49
2 PEOPLE	26577	4551	26.0	17.1	79	2011	33.0	7.6	101	2108	23.4	10.9	71	1756	25.7	6.6	78
3 OR 4 PEOPLE	30617	7702	44.0	25.2	116	2168	35.6	7.1	94	5942	47.8	19.4	127	2974	43.5	9.7	115
5 OR MORE PEOPLE	11804	3678	21.0	31.2	144	1239	20.3	10.5	140	2856	23.0	24.2	158	1618	23.6	13.7	162
NO CHILD IN HSGLD	46165	7256	41.4	15.7	73	3221	52.9	7.0	93	4481	36.1	9.7	63	2777	40.6	6.0	71
CHILD(REN) UNDER 2 YRS	5325	1527	8.7	28.7	133	**439	7.2	8.2	110	1135	9.1	21.3	139	557	8.1	10.5	124
2 - 5 YEARS	14221	4160	23.8	29.3	135	1210	19.9	8.5	113	3607	29.0	25.4	165	1841	26.9	12.9	153
6 - 11 YEARS	15117	4736	27.0	31.3	145	1197	19.6	7.9	105	3795	30.6	25.1	164	1811	26.5	12.0	142
12 - 17 YEARS	16611	4959	28.3	29.9	138	1392	22.8	8.4	111	3518	28.3	21.2	138	1793	26.2	10.8	128
RESIDENCE OWNED	55884	11926	68.1	21.3	99	3954	64.9	7.1	94	8674	69.8	15.5	101	4949	72.3	8.9	105
VALUE: \$50,000 OR MORE	31744	6099	34.8	19.2	89	2007	32.9	6.3	84	4741	38.2	14.9	97	2867	41.9	9.0	107
VALUE: UNDER \$50,000	24140	5827	33.3	24.1	112	1947	32.0	8.1	107	3933	31.7	16.3	106	2081	30.4	8.6	102

CANNED SPAGHETTI & MACARONI PRODUCTS: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	CHEF BOY-AR-DEE				FRANCO AMERICAN MACARONI				FRANCO AMERICAN SPAGHETTI O'S				OTHER FRANCO AMERICAN (CAMPBELL'S)			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS	'000
TOTAL FEMALE HOMEMAKERS		80986	17510	100.0	21.6	100	6093	100.0	7.5	100	12419	100.0	15.3	100	6842	100.0	8.4	100
MAGAZINES	QUINTILE 1	15799	3267	18.7	20.7	96	1352	22.2	8.6	114	2501	20.1	15.8	103	1491	21.8	9.4	112
	QUINTILE 2	17259	3923	22.4	22.7	105	1300	21.3	7.5	100	2939	23.7	17.0	111	1381	20.2	8.0	95
	QUINTILE 3	13545	3137	17.9	23.2	107	990	16.2	7.3	97	2231	18.0	16.5	107	1365	20.0	10.1	119
	QUINTILE 4	15133	3371	19.3	22.3	103	1075	17.6	7.1	94	2385	19.2	15.8	103	1249	18.3	8.3	98
	QUINTILE 5	19250	3813	21.8	19.8	92	1376	22.6	7.1	95	2365	19.0	12.3	80	1356	19.8	7.0	83
NEWSPAPERS	QUINTILE 1	12413	2517	14.4	20.3	94	976	16.0	7.9	105	2006	16.2	16.2	105	1014	14.8	8.2	97
	QUINTILE 2	24116	5154	29.4	21.4	99	1755	28.8	7.3	97	3580	28.8	14.8	97	2229	32.6	9.2	109
	QUINTILE 3	11261	2490	14.2	22.1	102	977	16.0	8.7	115	1830	14.7	16.3	106	942	13.8	8.4	99
	QUINTILE 4	20255	4705	26.9	23.2	107	1431	23.5	7.1	94	3267	26.3	16.1	105	1738	25.4	8.6	102
	QUINTILE 5	12940	2644	15.1	20.4	95	955	15.7	7.4	98	1737	14.0	13.4	88	919	13.4	7.1	84
OUTDOOR	QUINTILE 1	14852	3314	18.9	22.3	103	1150	18.9	7.7	103	2524	20.3	17.0	111	1538	22.5	10.4	123
	QUINTILE 2	15725	3451	19.7	21.9	102	1362	22.4	8.7	115	2318	18.7	14.7	96	1489	21.8	9.5	112
	QUINTILE 3	16330	3712	21.2	22.7	105	1035	17.0	6.3	84	2560	20.6	15.7	102	1219	17.8	7.5	88
	QUINTILE 4	16744	3519	20.1	21.0	97	1220	20.0	7.3	97	2550	20.5	15.2	99	1330	19.4	7.9	94
	QUINTILE 5	17334	3514	20.1	20.3	94	1326	21.8	7.6	102	2468	19.9	14.2	93	1265	18.5	7.3	86
RADIO-DRIVE TIME	QUINTILE 1	15911	3819	21.8	24.0	111	1363	22.4	8.6	114	2664	21.5	16.7	109	1373	20.1	8.6	102
	QUINTILE 2	14837	3226	18.4	21.7	101	1081	17.7	7.3	97	2113	17.0	14.2	93	1102	16.1	7.4	88
	QUINTILE 3	15339	3292	18.8	21.5	99	1269	20.8	8.3	110	2441	19.7	15.9	104	1298	19.0	8.5	100
	QUINTILE 4	16723	3853	22.0	23.0	107	1261	20.7	7.5	100	2684	21.6	16.0	105	1552	22.7	9.3	110
	QUINTILE 5	18176	3320	19.0	18.3	84	1118	18.3	6.2	82	2518	20.3	13.9	90	1516	22.2	8.3	99
RADIO-MID- DAY	QUINTILE 1	21020	4883	27.9	23.2	107	1745	28.6	8.3	110	3338	26.9	15.9	104	1797	26.3	8.5	101
	QUINTILE 2	21610	5210	29.8	24.1	112	1766	29.0	8.2	109	3902	31.4	18.1	118	1982	29.0	12.2	109
	QUINTILE 3	38355	7417	42.4	19.3	89	2582	42.4	6.7	89	5180	41.7	13.5	88	3063	44.8	8.0	95
	QUINTILE 4	15988	3673	21.0	23.0	106	1407	23.1	8.8	117	2503	20.2	15.7	102	1286	18.8	8.0	95
	QUINTILE 5	15626	3679	21.0	23.5	109	1224	20.1	7.8	104	2635	21.2	16.9	110	1459	21.3	9.3	111
RADIO-TOTAL	QUINTILE 1	16723	3626	20.7	21.7	100	1164	19.1	7.0	93	2598	20.9	15.5	101	1459	21.3	8.7	103
	QUINTILE 2	16342	3755	21.4	23.0	106	1284	21.1	7.9	104	2515	20.3	15.4	100	1295	18.9	7.9	94
	QUINTILE 3	16306	2778	15.9	17.0	79	1014	16.6	6.2	83	2167	17.4	13.3	87	1343	19.6	8.2	97
	QUINTILE 4																	
	QUINTILE 5																	
TV-PRIME TIME	QUINTILE 1	15953	3392	19.4	21.3	98	1357	22.3	8.5	113	2469	19.9	15.5	101	1200	17.5	7.5	89
	QUINTILE 2	16137	3484	19.9	21.6	100	1174	19.3	7.3	97	2684	21.6	16.6	108	1436	21.0	8.9	105
	QUINTILE 3	16420	3984	22.8	24.3	112	1232	20.2	7.5	100	2649	21.3	16.1	105	1452	21.2	8.8	105
	QUINTILE 4	16687	3542	20.2	21.2	98	1227	20.1	7.4	98	2421	19.5	14.5	95	1428	20.9	8.6	101
	QUINTILE 5	15789	3107	17.7	19.7	91	1103	18.1	7.0	93	2196	17.7	13.9	91	1327	19.4	8.4	99
TV-DAYTIME	QUINTILE 1	27736	6757	38.6	24.4	113	2351	38.6	8.5	113	4686	37.7	16.9	110	2430	35.5	8.8	104
	QUINTILE 2	26489	5354	30.6	20.2	93	1998	32.8	7.5	100	4200	33.8	15.9	103	2394	35.0	9.0	107
	QUINTILE 3	26761	5399	30.8	20.2	93	1744	28.6	6.5	87	3533	28.4	13.2	86	2018	29.5	7.5	89
	QUINTILE 4	16345	3575	20.4	21.9	101	1365	22.4	8.4	111	2480	20.0	15.2	99	1251	18.3	7.7	91
	QUINTILE 5	16447	3867	22.1	23.5	109	1388	22.8	8.4	112	2768	22.3	16.8	110	1515	22.1	9.2	109
TV-TOTAL	QUINTILE 1	15980	3382	19.3	21.2	98	1127	18.5	7.1	94	2416	19.5	15.1	99	1317	19.2	8.2	98
	QUINTILE 2	15887	3379	19.3	21.3	98	1123	18.4	7.1	94	2523	20.3	15.9	104	1337	19.5	8.4	100
	QUINTILE 3	16326	3307	18.9	20.3	94	1090	17.9	6.7	89	2233	18.0	13.7	89	1421	20.8	8.7	103
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-NEWSPAPERS: DUAL		20721	4533	25.9	21.9	101	1678	27.5	8.1	108	3335	26.9	16.1	105	1864	27.2	9.0	106
MAGAZINE IMPERATIVE		19186	4320	24.7	22.5	104	1509	24.8	7.9	105	3320	26.7	17.3	113	1725	25.2	9.0	106
NEWSPAPER IMPERATIVE		21899	4493	25.7	20.5	95	1516	24.9	6.9	92	3143	25.3	14.4	94	1880	27.5	8.6	102
MAGAZINES-OUTDOOR: DUAL		15451	3645	20.8	23.6	109	1234	20.3	8.0	106	2625	21.1	17.0	111	1474	21.5	9.5	113
MAGAZINE IMPERATIVE		25953	5355	30.6	20.6	95	1900	31.2	7.3	97	4145	33.4	16.0	104	2102	30.7	8.1	96
OUTDOOR IMPERATIVE		24400	5350	30.6	21.9	101	1851	30.4	7.6	101	3647	29.4	14.9	97	2301	33.6	9.4	112
MAGAZINES-RADIO: DUAL		18049	4198	24.0	23.3	108	1585	26.0	8.8	117	3131	25.2	17.3	113	1643	24.0	9.1	108
MAGAZINE IMPERATIVE		23571	4810	27.5	20.4	94	1675	27.5	7.1	94	3738	30.1	15.9	103	2113	30.9	9.0	106
RADIO IMPERATIVE		23278	5295	30.2	22.7	105	1618	26.6	7.0	92	3433	27.6	14.7	96	1921	28.1	8.3	98
MAGAZINES-TELEVISION: DUAL		15459	3740	21.4	24.2	112	1472	24.2	9.5	127	2639	21.2	17.1	111	1338	19.6	8.7	102
MAGAZINE IMPERATIVE		25829	5508	31.5	21.3	99	1725	28.3	6.7	89	4003	32.2	15.5	101	2295	33.5	8.9	105
TELEVISION IMPERATIVE		26039	5462	31.2	21.0	97	1838	30.2	7.1	94	3843	30.9	14.8	96	2092	30.6	8.0	95
NEWSPAPERS-OUTDOOR: DUAL		16605	3921	22.4	23.6	109	1260	20.7	7.6	101	2491	20.1	15.0	98	1626	23.8	9.8	116
NEWSPAPER IMPERATIVE		26834	5309	30.3	19.8	92	2003	32.9	7.5	99	4175	33.6	15.6	101	2127	31.1	7.9	94
OUTDOOR IMPERATIVE		23346	5044	28.8	21.6	100	1861	30.5	8.0	106	3812	30.7	16.3	106	2046	29.9	8.8	104
NEWSPAPERS-RADIO: DUAL		17133	3701	21.1	21.6	100	1351	22.2	7.9	105	2612	21.0	15.2	99	1451	21.2	8.5	100
NEWSPAPER IMPERATIVE		25892	5264	30.1	20.3	94	1800	29.5	7.0	92	3921	31.6	15.1	99	2325	34.0	9.0	106
RADIO IMPERATIVE		23167	5466	31.2	23.6	109	1836	30.1	7.9	105	3773	30.4	16.3	106	2096	30.6	9.0	107
NEWSPAPERS-TELEVISION: DUAL		17159	3577	20.4	20.8	96	1466	24.1	8.5	114	2691	21.7	15.7	102	1387	20.3	8.1	96
NEWSPAPER IMPERATIVE		26214	5475	31.3	20.9	97	1785	29.3	6.8	91	3964	31.9	15.1	99	2393	35.0	9.1	108
TELEVISION IMPERATIVE		23412	5562	31.8	23.8	110	1849	30.3	7.9	105	3760	30.3	16.1	105	2011	29.4		

	TOTAL U.S. '000	CHEF BOY-AR-DEE				FRANCO AMERICAN MACARONI				FRANCO AMERICAN SPAGHETTI O'S				OTHER FRANCO AMERICAN (CAMPBELL'S)			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	17510	100.0	21.6	100	6093	100.0	7.5	100	12419	100.0	15.3	100	6842	100.0	8.4	100
ATLANTIC MONTHLY	415	**50	0.3	12.0	56	**25	0.4	6.0	80	**36	0.3	8.7	57	**39	0.6	9.4	111
BARRON'S	453	**22	0.1	4.9	22	**13	0.2	2.9	38	**21	0.2	4.6	30	**34	0.5	7.5	89
BETTER HOMES & GARDENS	16256	3588	20.5	22.1	102	1257	20.6	7.7	103	2550	20.5	15.7	102	1615	23.6	9.9	118
BON APPETIT	2535	438	2.5	17.3	80	*157	2.6	6.2	82	392	3.2	15.5	101	*171	2.5	6.7	80
BUSINESS WEEK	1278	**118	0.7	9.2	43	**51	0.8	4.0	53	*161	1.3	12.6	82	**127	1.9	9.9	118
CAR AND DRIVER	378	**49	0.3	13.0	60	**24	0.4	6.3	84	**87	0.7	23.0	150	**24	0.4	6.3	75
CBS MAGAZINE NETWORK (GROSS)	1498	375	2.1	25.0	116	*127	2.1	8.5	113	261	2.1	17.4	114	*117	1.7	7.8	92
CHANGING TIMES	1505	340	1.9	22.6	104	*199	3.3	13.2	176	*201	1.6	13.4	87	*150	2.2	10.0	118
COLONIAL HOMES	1231	*228	1.3	18.5	86	**143	2.3	11.6	154	*234	1.9	19.0	124	*136	2.0	11.0	131
CONDE NAST MAG. PKG. (GROSS)	14146	3145	18.0	22.2	103	1205	19.8	8.5	113	2308	18.6	16.3	106	1040	15.2	7.4	87
CONSUMERS DIGEST	1323	*306	1.7	23.1	107	**124	2.0	9.4	125	*242	1.9	18.3	119	*192	2.8	14.5	172
COSMOPOLITAN	7102	1522	8.7	21.4	99	621	10.2	8.7	116	1145	9.2	16.1	105	484	7.1	6.8	81
COUNTRY LIVING	2481	594	3.4	23.9	111	*107	1.8	4.3	57	409	3.3	16.5	108	*151	2.2	6.1	72
CUISINE	1472	*259	1.5	17.6	81	**92	1.5	6.3	83	*205	1.7	13.9	91	**129	1.9	8.8	104
CYCLE WORLD	425	**121	0.7	28.5	132	**51	0.8	12.0	159	**98	0.8	23.1	150	**54	0.8	12.7	150
DCI:CREATIVE IDEAS FOR LIV	2510	547	3.1	21.8	101	*128	2.1	5.1	68	340	2.7	13.5	88	234	3.4	9.3	110
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1467	8.4	21.9	101	433	7.1	6.5	86	884	7.1	13.2	86	535	7.8	8.0	95
DISCOVER	894	*170	1.0	19.0	88	**76	1.2	8.5	113	*132	1.1	14.8	96	**112	1.6	12.5	148
EBONY	3507	892	5.1	25.4	118	474	7.8	13.5	180	625	5.0	17.8	116	282	4.1	8.0	95
ESQUIRE	1083	*268	1.5	24.7	114	*133	2.2	12.3	163	*171	1.4	15.8	103	**86	1.3	7.9	94
ESSENCE	1830	396	2.3	21.6	100	209	3.4	11.4	152	340	2.7	18.6	121	*144	2.1	7.9	93
FAMILY CIRCLE	15930	3386	19.3	21.3	98	1420	23.3	8.9	118	2941	23.7	18.5	120	1509	22.1	9.5	112
THE FAMILY HANDYMAN	1126	*255	1.5	22.6	105	**121	2.0	10.7	143	*184	1.5	16.3	107	**157	2.3	13.9	165
FAMILY WEEKLY	11468	2745	15.7	23.9	111	789	12.9	6.9	91	1849	14.9	16.1	105	1105	16.2	9.6	114
FIELD & STREAM	2234	538	3.1	24.1	111	*125	2.1	5.6	74	323	2.6	14.5	94	*221	3.2	9.9	117
FOOD & WINE	579	**116	0.7	20.0	93	**44	0.7	7.6	101	**112	0.9	19.3	126	**46	0.7	7.9	94
FORBES	728	**54	0.3	7.4	34	**39	0.6	5.4	71	**78	0.6	10.7	70	**58	0.8	8.0	94
FORTUNE	906	**101	0.6	11.1	52	**6	0.1	0.7	9	**96	0.8	10.6	69	**104	1.5	11.5	136
GENTLEMEN'S QUARTERLY	791	*127	0.7	16.1	74	**62	1.0	7.8	104	*141	1.1	17.8	116	**59	0.9	7.5	88
GLAMOUR	5265	1242	7.1	23.6	109	376	6.2	7.1	95	853	6.9	16.2	106	338	4.9	6.4	76
GOLF DIGEST	636	*143	0.8	22.5	104	**37	0.6	5.8	77	*120	1.0	18.9	123	**122	1.8	19.2	227
GOLF DIGEST/TENNIS (GROSS)	1186	*235	1.3	19.8	92	**87	1.4	7.3	98	*203	1.6	17.1	112	*144	2.1	12.1	144
GOLF MAGAZINE	441	**59	0.3	13.4	62	**50	0.8	11.3	151	**24	0.2	5.4	35	**62	0.9	14.1	166
GOLF MAGAZINE/SKI (GROSS)	922	*176	1.0	19.1	88	**66	1.1	7.2	95	*116	0.9	12.6	82	**95	1.4	10.3	122
GOOD HOUSEKEEPING	16487	3547	20.3	21.5	100	1249	20.5	7.6	101	2815	22.7	17.1	111	1477	21.6	9.0	106
HARPER'S BAZAAR	2423	476	2.7	19.6	91	*280	4.6	11.6	154	485	3.9	20.0	131	*174	2.5	7.2	85
HEALTH	1994	426	2.4	21.4	99	*145	2.4	7.3	97	*228	1.8	11.4	75	*172	2.5	8.6	102
HEARST MAG CORP. BUY (GROSS)	44101	9444	53.9	21.4	99	3525	57.9	8.0	106	7360	59.3	16.7	109	3590	52.5	8.1	96
HEARST MAN POWER (GROSS)	1993	559	3.2	28.0	130	*198	3.2	9.9	132	398	3.2	20.0	130	*193	2.8	9.7	115
HEARST WOMAN POWER (GROSS)	31274	6823	39.0	21.8	101	2515	41.3	8.0	107	5222	42.0	16.7	109	2659	38.9	8.5	101
HOUSE BEAUTIFUL	3623	623	3.6	17.2	80	*237	3.9	6.5	87	450	3.6	12.4	81	221	3.2	6.1	72
INC.	283	**44	0.3	15.5	72	**16	0.3	5.7	75	**54	0.4	19.1	124	**9	0.1	3.2	38
JET	2928	757	4.3	25.9	120	380	6.2	13.0	173	546	4.4	18.6	122	241	3.5	8.2	97
LADIES' HOME JOURNAL	11918	2726	15.6	22.9	106	962	15.8	8.1	107	2091	16.8	17.5	114	1109	16.2	9.3	110
LHJ FAMILY GRP COMBO(GROSS)	16764	3835	21.9	22.9	106	1280	21.0	7.6	101	2798	22.5	16.7	109	1583	23.1	9.4	112
LIFE	4254	908	5.2	21.3	99	400	6.6	9.4	125	725	5.8	17.0	111	410	6.0	9.6	114
L.A. TIMES HOME MAGAZINE	1145	*172	1.0	15.0	69	**118	1.9	10.3	137	**119	1.0	10.4	68	**58	0.8	5.1	60
MADMOISELLE	2884	617	3.5	21.4	99	*190	3.1	6.6	88	444	3.6	15.4	100	*231	3.4	8.0	95
MC CALL'S	13460	2934	16.8	21.8	101	1104	18.1	8.2	109	2274	18.3	16.9	110	1270	18.6	9.4	112
MC CALL'S/WRK MOTHER (GROSS)	14606	3231	18.5	22.1	102	1215	19.9	8.3	111	2480	20.0	17.0	111	1370	20.0	9.4	111
MECHANIX ILLUSTRATED	772	*189	1.1	24.5	113	**103	1.7	13.3	177	**143	1.2	18.5	121	**109	1.6	14.1	167
METROPOLITAN HOME	967	*159	0.9	16.4	76	**127	2.1	13.1	175	*205	1.7	21.2	138	**102	1.5	10.5	125
MONEY	1588	*201	1.1	12.7	59	*189	3.1	11.9	158	*210	1.7	13.2	86	**134	2.0	8.4	100
MOTHER EARTH NEWS	1002	*173	1.0	17.3	80	**57	0.9	5.7	76	*150	1.2	15.0	98	**115	1.7	11.5	136
MS.	825	*148	0.8	17.9	83	**80	1.3	9.7	129	*104	0.8	12.6	82	**57	0.8	6.9	82
NATIONAL ENQUIRER	10336	2777	15.9	26.9	124	876	14.4	8.5	113	1834	14.8	17.7	116	860	12.6	8.3	98
NATIONAL GEOGRAPHIC	9597	1618	9.2	16.9	78	555	9.1	5.8	77	1430	11.5	14.9	97	928	13.6	9.7	114
NATIONAL SUNDAY MAGAZINE PKG	49558	10643	60.8	21.5	99	3588	58.9	7.2	96	7745	62.4	15.6	102	4362	63.8	8.8	104
NATURAL HISTORY	573	**52	0.3	9.1	42	**13	0.2	2.3	30	**56	0.5	9.8	64	**32	0.5	5.6	66
NEW WOMAN	1699	372	2.1	21.9	101	**80	1.3	4.7	63	*213	1.7	12.5	82	**73	1.1	4.3	51
NEW YORK INCLUDING CUE	443	**78	0.4	17.6	81	**15	0.2	3.4	45	**44	0.4	9.9	65	**30	0.4	6.8	80
THE NEW YORKER	1270	*212	1.2	16.7	77	**94	1.5	7.4	98	*186	1.5	14.6	96	**94	1.4	7.4	88
NEWSWEEK	6277	1344	7.7	21.4	99	567	9.3	9.0	120	908	7.3	14.5	94	616	9.0	9.8	116
THE N.Y. TIMES DAILY EDITION	1205	*172	1.0	14.3	66	**70	1.1	5.8	77	**119	1.0	9.9	64	*176	1.1	6.3	75
THE N.Y. TIMES MAGAZINE	2081	*268	1.5	12.9	60	*170	2.8	8.2	109	*195	1.6	9.4	61	**140	2.0	6.7	80
OMNI	788	*170	1.0	21.6	100	**97	1.6	12.3	164	**140	1.1	17.8	116	**96	1.4	12.2	144
ON CABLE	1158	324	1.9	28.0	129	**62	1.0	5.4	71	*236	1.9	20.4	133	**153	2.2	13.2	156
1001 HOME IDEAS	2852	683	3.9	23.9	111	*172	2.8	6.0	80	479	3.9	16.8	110	302	4.4	10.6	125
ORGANIC GARDENING	1658	277	1.6	16.7	77	**112	1.8	6.8	90	334	2.7	20.1	131	*114	1.7	6.9	81
OUTDOOR LIFE	896	*210	1.2	23.4	108	**77	1.3	8.6	114	*169	1.4	18.9	123	**69	1.0	7.7	91
PARADE MAGAZINE	24275	4997	28.5	20.6	95	1836	30.1	7.6	101	3731	30.0	15.4	100	2014	29.4	8.3	98

	TOTAL U.S. '000	CHEF BOY-AR-DEE A B C D '000 % ACROSS % INDX				FRANCO AMERICAN MACARONI A B C D '000 % ACROSS % INDX				FRANCO AMERICAN SPAGHETTI O'S A B C D '000 % ACROSS % INDX				OTHER FRANCO AMERICAN (CAMPBELL'S) A B C D '000 % ACROSS % INDX			
TOTAL FEMALE HOMEMAKERS	80986	17510	100.0	21.6	100	6093	100.0	7.5	100	12419	100.0	15.3	100	6842	100.0	8.4	100
PARENTS	3845	948	5.4	24.7	114	372	6.1	9.7	129	871	7.0	22.7	148	437	6.4	11.4	135
PENTHOUSE	831	*154	0.9	18.5	86	**38	0.6	4.6	61	*161	1.3	19.4	126	**72	1.1	8.7	103
PEOPLE	11645	2510	14.3	21.6	100	1020	16.7	8.8	116	1795	14.5	15.4	101	1007	14.7	8.6	102
PLAYBOY	2006	365	2.1	18.2	84	*197	3.2	9.8	131	283	2.3	14.1	92	*109	1.6	5.4	64
POPULAR HOT RODDING	297	**105	0.6	35.4	164	**15	0.2	5.1	67	**62	0.5	20.9	136	**40	0.6	13.5	159
POPULAR MECHANICS	1018	*256	1.5	25.1	116	**96	1.6	9.4	125	*178	1.4	17.5	114	**103	1.5	10.1	120
POPULAR SCIENCE	878	*167	1.0	19.0	88	**24	0.4	2.7	36	*153	1.2	17.4	114	**98	1.4	11.2	132
PREVENTION	3913	716	4.1	18.3	85	304	5.0	7.8	103	558	4.5	14.3	93	370	5.4	9.5	112
PSYCHOLOGY TODAY	1710	360	2.1	21.1	97	**93	1.5	5.4	72	282	2.3	16.5	108	*134	2.0	7.8	93
READER'S DIGEST	22204	4569	26.1	20.6	95	1640	26.9	7.4	98	3516	28.3	15.8	103	1997	29.2	9.0	106
REDBOOK	7684	1754	10.0	22.8	106	645	10.6	8.4	112	1262	10.2	16.4	107	697	10.2	9.1	107
ROAD & TRACK	410	**71	0.4	17.3	80	**23	0.4	5.6	75	**62	0.5	15.1	99	**29	0.4	7.1	84
ROLLING STONE	969	*252	1.4	26.0	120	**83	1.4	8.6	114	*154	1.2	15.9	104	**112	1.6	11.6	137
RUNNER'S WORLD	298	**45	0.3	15.1	70	**10	0.2	3.4	45	**30	0.2	10.1	66	**24	0.4	8.1	95
SATURDAY EVENING POST	1169	231	1.3	19.8	91	**63	1.0	5.4	72	*192	1.5	16.4	107	**83	1.2	7.1	84
SCIENCE 84	587	**113	0.6	19.3	89	**44	0.7	7.5	100	**122	1.0	20.8	136	**51	0.7	8.7	103
SCIENCE DIGEST	482	*127	0.7	26.3	122	**40	0.7	8.3	110	**108	0.9	22.4	146	**64	0.9	13.3	157
SCIENTIFIC AMERICAN	594	**55	0.3	9.3	43	**42	0.7	7.1	94	**104	0.8	17.5	114	**20	0.3	3.4	40
SELF	2089	541	3.1	25.9	120	*242	4.0	11.6	154	372	3.0	17.8	116	*135	2.0	6.5	76
SEVENTEEN	2411	573	3.3	23.8	110	*232	3.8	9.6	128	432	3.5	17.9	117	*265	3.9	11.0	130
SKI	480	**116	0.7	24.2	112	**17	0.3	3.5	47	**92	0.7	19.2	125	**33	0.5	6.9	81
SMITHSONIAN	2760	398	2.3	14.4	67	*237	3.9	8.6	114	413	3.3	15.0	98	*206	3.0	7.5	88
SOAP OPERA DIGEST	3013	865	4.9	28.7	133	303	5.0	10.1	134	659	5.3	21.9	143	320	4.7	10.6	126
SOUTHERN LIVING	4184	920	5.3	22.0	102	305	5.0	7.3	97	544	4.4	13.0	85	*301	4.4	7.2	85
SPORT	559	*129	0.7	23.1	107	**75	1.2	13.4	178	**125	1.0	22.4	146	**61	0.9	10.9	129
THE SPORTING NEWS	436	**206	1.2	47.2	219	**75	1.2	17.2	229	**130	1.0	29.8	194	**38	0.6	8.7	103
SPORTS AFIELD	493	*176	1.0	35.7	165	**62	1.0	12.6	167	**112	0.9	22.7	148	**26	0.4	5.3	62
SPORTS ILLUSTRATED	2758	701	4.0	25.4	118	*235	3.9	8.5	113	466	3.8	16.9	110	271	4.0	9.8	116
STAR	7456	1958	11.2	26.3	121	641	10.5	8.6	114	1282	10.3	17.2	112	726	10.6	9.7	115
SUNDAY	24936	5033	28.7	20.2	93	1908	31.3	7.7	102	3944	31.8	15.8	103	2240	32.7	9.0	103
SUNSET	2124	*310	1.8	14.6	68	*207	3.4	9.7	130	353	2.8	16.6	108	*275	4.0	12.9	153
TV GUIDE	21661	4951	28.3	22.9	106	1713	28.1	7.9	105	3683	29.7	17.0	111	1957	28.6	9.0	107
TENNIS	550	**92	0.5	16.7	77	**50	0.8	9.1	121	**83	0.7	15.1	98	**22	0.3	4.0	47
TIME	8880	1630	9.3	18.4	85	658	10.8	7.4	98	1311	10.6	14.8	96	854	12.5	9.6	114
TOHNN & COUNTRY	917	*139	0.8	15.2	70	**41	0.7	4.5	59	*129	1.0	14.1	92	**46	0.7	5.0	59
TRAVEL & LEISURE	972	*184	1.1	18.9	88	**75	1.2	7.7	103	*174	1.4	17.9	117	**111	1.6	11.4	135
TRUE STORY	3356	875	5.0	26.1	121	370	6.1	11.0	147	729	5.9	21.7	142	435	6.4	13.0	153
U.S. NEWS & WORLD REPORT	3410	626	3.6	18.4	85	280	4.6	8.2	109	463	3.7	13.6	89	296	4.3	8.7	103
USA TODAY	1759	252	1.4	14.3	66	**110	1.8	6.3	83	*169	1.4	9.6	63	**131	1.9	7.4	88
US	1873	412	2.4	22.0	102	*188	3.1	10.0	133	356	2.9	19.0	124	*176	2.6	9.4	111
VOGUE	3909	746	4.3	19.1	88	398	6.5	10.2	135	639	5.1	16.3	107	335	4.9	8.6	101
WALL STREET JOURNAL	1886	289	1.7	15.3	71	*160	2.6	8.5	113	*219	1.8	11.6	76	*223	3.3	11.8	140
WEIGHT WATCHERS	2120	420	2.4	19.8	92	*159	2.6	7.5	100	331	2.7	15.6	102	*133	1.9	6.3	74
WOMAN'S DAY	14172	3075	17.6	21.7	100	1158	19.0	8.2	109	2529	20.4	17.8	116	1358	19.8	9.6	113
WORKING WOMAN	1146	297	1.7	25.9	120	**111	1.8	9.7	129	*206	1.7	18.0	117	**100	1.5	8.7	103
WORKING WOMAN	1322	274	1.6	20.7	96	**139	2.3	10.5	140	207	1.7	15.7	102	*104	1.5	7.9	93
WORLD TENNIS	*163	**24	0.1	14.7	68	**11	0.2	6.7	90	**26	0.2	16.0	104	**11	0.2	6.7	80
ZIFF-DAVIS MAG NETWK (GROSS)	2532	538	3.1	21.2	98	*131	2.2	5.2	69	518	4.2	20.5	133	210	3.1	8.3	98
BLAIR INSERTS	43657	9209	52.6	21.1	98	3215	52.8	7.4	98	6743	54.3	15.4	101	3635	53.1	8.3	99
DAILY NEWSPAPERS																	
READ ANY	51633	11074	63.2	21.4	99	3952	64.9	7.7	102	7962	64.1	15.4	101	4565	66.7	8.8	105
READ ONE	43463	9514	54.3	21.9	101	3289	54.0	7.6	101	6731	54.2	15.5	101	3914	57.2	9.0	107
READ TWO OR MORE	8170	1560	8.9	19.1	88	664	10.9	8.1	108	1231	9.9	15.1	98	652	9.5	8.0	94
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	11271	64.4	21.4	99	3943	64.7	7.5	99	8283	66.7	15.7	103	4645	67.9	8.8	104
READ ONE	46126	10029	57.3	21.7	101	3394	55.7	7.4	98	7235	58.3	15.7	102	4093	59.8	8.9	105
READ TWO OR MORE	6552	1241	7.1	18.9	88	549	9.0	8.4	111	1048	8.4	16.0	104	552	8.1	8.4	100
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	28.64				27.52				29.76				31.03			
30 DAY REACH	71455	15495	88.5	21.7	100	5353	87.9	7.5	100	11060	89.1	15.5	101	6055	88.5	8.5	100
50 SHMG - 30 DAY AV FREQ	14.56	15.04				14.52				15.90				16.35			
30 DAY REACH	67742	14792	84.5	21.8	101	5090	83.5	7.5	100	10367	83.5	15.3	100	5782	84.5	8.5	101
25 SHMG - 30 DAY AV FREQ	7.94	8.10				7.86				8.45				8.66			
30 DAY REACH	62117	13730	78.4	22.1	102	4704	77.2	7.6	101	9732	78.4	15.7	102	5451	79.7	8.8	104
CABLE TV: HOME WIRED	32077	7248	41.4	22.6	105	2300	37.7	7.2	95	4968	40.0	15.5	101	3125	45.7	9.7	115
HOME NOT WIRED	48909	10262	58.6	21.0	97	3793	62.3	7.8	103	7451	60.0	15.2	99	3717	54.3	7.6	90
HAVE PAY CABLE	15935	4112	23.5	25.8	119	1049	17.2	6.6	87	2747	22.1	17.2	112	1765	25.8	11.1	131

CANNED SPAGHETTI & MACARONI PRODUCTS: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CHEF BOY-AR-DEE				FRANCO AMERICAN MACARONI				FRANCO AMERICAN SPAGHETTI O'S				OTHER FRANCO AMERICAN (CAMPBELL'S)				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALE HOMEMAKERS		80986	17510	100.0	21.6	100	6093	100.0	7.5	100	12419	100.0	15.3	100	6842	100.0	8.4	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	9771	55.8	22.2	103	3406	55.9	7.8	103	6715	54.1	15.3	100	3639	53.2	8.3	98	
10:00 AM - 3:00 PM	30659	7259	41.5	23.7	110	2452	40.2	8.0	106	5112	41.2	16.7	109	2661	38.9	8.7	103	
3:00 PM - 7:00 PM	31045	7265	41.5	23.4	108	2403	39.4	7.7	103	5166	41.6	16.6	109	2602	38.0	8.4	99	
7:00 PM - MIDNIGHT	15767	3518	20.1	22.3	103	1096	18.0	7.0	92	2515	20.3	16.0	104	1361	19.9	8.6	102	
MIDNIGHT - 6:00 AM	9120	2188	12.5	24.0	111	745	12.2	8.2	109	1533	12.3	16.8	110	642	9.4	7.0	83	
6:00 AM - MIDNIGHT	58527	13310	76.0	22.7	105	4484	73.6	7.7	102	9294	74.8	15.9	104	4999	73.1	8.5	101	
ENTIRE DAY	59311	13512	77.2	22.8	105	4535	74.4	7.6	102	9393	75.6	15.8	103	5046	73.8	8.5	101	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	3570	22.1	23.9	111	1257	20.6	7.8	103	2853	23.0	17.6	115	1443	21.1	8.9	106	
ALL NEWS	2256	288	1.7	12.8	59	*193	3.2	8.6	114	*289	2.3	12.8	84	*173	2.5	7.7	91	
AOR/PROGRESSIVE	3874	907	5.2	23.4	108	275	4.5	7.1	94	451	3.6	11.6	76	317	4.6	8.2	97	
BEAUTIFUL MUSIC	5660	1144	6.5	20.2	93	321	5.3	5.7	75	823	6.6	14.5	95	383	5.6	6.8	80	
BLACK	2204	540	3.1	24.5	113	*206	3.4	9.3	124	328	3.1	17.6	115	*178	2.6	8.1	96	
CLASSICAL	1418	303	1.7	21.4	99	*73	1.2	5.1	68	*179	1.4	12.6	82	*118	1.7	8.3	98	
CHR/ROCK	9538	2474	14.1	25.9	120	703	11.5	7.4	98	1597	12.9	16.7	109	810	11.8	8.5	101	
COUNTRY	12648	3360	19.2	26.6	123	970	15.9	7.7	102	2033	16.4	16.1	105	1068	15.6	8.4	100	
GOLDEN OLDIES	1191	*293	1.7	24.6	114	*80	1.3	6.7	89	*266	2.1	22.3	146	*116	1.7	9.7	115	
MOR/NOSTALGIA	4757	929	5.3	19.5	90	396	6.5	8.3	111	749	6.0	15.7	103	379	5.5	8.0	94	
NEWS/TALK	3863	823	3.6	16.1	75	329	5.4	8.5	113	491	4.0	12.7	83	297	4.3	7.7	91	
RELIGIOUS	3084	730	4.2	23.7	109	*217	3.6	7.0	94	532	4.3	17.3	112	*303	4.4	9.8	116	
SOFT ROCK	521	**180	1.0	34.5	160	*89	1.5	17.1	227	*133	1.1	25.5	166	*103	1.5	19.8	234	
URBAN CONTEMPORARY	1585	428	2.4	27.0	125	*109	1.8	6.9	91	*239	1.9	15.1	98	*122	1.8	7.7	91	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	1002	5.7	30.7	142	*253	4.2	7.8	103	625	5.0	19.2	125	*291	4.3	8.9	106	
ABC DIRECTION	2316	448	2.6	19.3	89	*182	3.0	7.9	104	367	3.0	15.8	103	*286	4.2	12.3	146	
ABC ENTERTAINMENT	4834	1116	6.4	23.1	107	442	7.3	9.1	122	644	5.2	13.3	87	367	5.4	7.6	90	
ABC FM	2202	560	3.2	25.4	118	*189	3.1	8.6	114	339	2.7	15.4	100	*198	2.9	9.0	106	
ABC INFORMATION	5425	1142	6.5	21.1	97	486	8.0	9.0	119	920	7.4	17.0	111	545	8.0	10.0	119	
ABC ROCK	1677	482	2.8	28.7	133	*128	2.1	7.6	101	280	2.3	16.7	109	*122	1.8	7.3	86	
CBS	4430	743	4.2	16.8	78	364	6.0	8.2	109	584	4.7	13.2	86	417	6.1	9.4	111	
MUTUAL	4992	1294	7.4	25.9	120	409	6.7	8.2	109	958	7.7	19.2	125	460	6.7	9.2	109	
NBC	4679	1019	5.8	21.8	101	285	4.7	6.1	81	839	6.8	17.9	117	428	6.3	9.1	108	
RADIO/AD	1994	555	3.2	27.8	129	*129	2.1	6.5	86	417	3.4	20.9	136	*248	3.6	12.4	147	
RKO ONE	2298	539	3.1	23.5	108	*110	1.8	4.8	64	314	2.5	13.7	89	*188	2.7	8.2	97	
RKO TWO	3311	746	4.3	22.5	104	299	4.9	9.0	120	512	4.1	15.5	101	256	3.7	7.7	92	
THE SOURCE	2114	500	2.9	23.7	109	*110	1.8	5.2	69	297	2.4	14.0	92	*217	3.2	10.3	122	
NON-WIRED : BLAIR	8654	1953	11.2	22.6	104	722	11.8	8.3	111	1295	10.4	15.0	98	711	10.4	8.2	97	
INTERNET	12025	2646	15.1	22.0	102	918	15.1	7.6	101	2011	16.2	16.7	109	1136	16.6	9.4	112	
KATZ RADIO GROUP	15359	3418	19.5	22.3	103	1290	21.2	8.4	112	2400	19.3	15.6	102	1213	17.7	7.9	93	
SUPERNET	10628	2636	15.1	24.8	115	826	13.6	7.8	103	1721	13.9	16.2	106	942	13.8	8.9	105	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	1839	10.5	21.2	98	721	11.8	8.3	111	1274	10.3	14.7	96	689	10.1	8.0	94	
WKDAY 9:00 AM - 1:00 PM	12163	2841	16.2	23.4	108	1000	16.4	8.2	109	2013	16.2	16.6	108	1046	15.3	8.6	102	
WKDAY 1:00 PM - 4:30 PM	16150	3806	22.3	24.2	112	1323	21.7	8.2	109	2633	21.2	16.3	106	1397	20.4	8.7	102	
WKDAY 4:30 PM - 7:30 PM	22463	4787	27.3	21.3	99	1731	28.4	7.7	102	3180	25.6	14.2	92	1727	25.2	7.7	91	
WKDAY 7:30 PM - 8:00 PM	31795	6827	39.0	21.5	99	2400	39.4	7.5	100	4671	37.6	14.7	96	2421	35.4	7.6	90	
WKDAY 11:00 PM - 11:30 PM	23977	5101	29.1	21.3	98	2076	34.1	8.7	115	4083	32.9	17.0	111	2219	32.4	9.3	110	
WKDAY 11:30 PM - 1:00 AM	7703	1707	9.7	22.2	102	645	10.6	8.4	111	1332	10.7	17.3	113	788	11.5	10.2	121	
M-SAT 8-11 PM-SUN 7-11 PM	33800	7430	42.4	22.0	102	2631	43.2	7.8	103	5341	43.0	15.8	103	2844	41.6	8.4	100	
WKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A 6538	1701	9.7	26.0	120	482	7.9	7.4	98	1131	9.1	17.3	113	671	9.8	10.3	121	
ANOTHER WORLD	N 4620	1180	6.7	25.5	118	362	5.9	7.8	104	692	5.6	15.0	98	346	5.1	7.5	89	
AS THE WORLD TURNS	C 5614	1340	7.7	23.9	110	391	6.4	7.0	93	896	7.2	16.0	104	525	7.7	9.4	111	
CAPITOL	C 3396	931	5.3	27.4	127	268	4.4	7.9	105	538	4.3	15.8	103	331	4.8	9.7	115	
CBS MORN. NEWS 1	C 1446	303	1.7	21.0	97	*82	1.3	5.7	75	129	1.0	8.9	58	*83	1.2	5.7	68	
CBS MORN. NEWS 2	C 1207	229	1.3	19.0	88	*49	0.8	4.1	54	150	1.2	12.4	81	*63	0.9	5.2	62	
DAYS OF OUR LIVES	N 5877	1274	7.3	21.7	100	522	8.6	8.9	118	815	6.6	13.9	90	437	6.4	7.4	88	
FACTS OF LIFE - DAYTIME	N 2290	600	3.4	26.2	121	204	3.3	8.9	118	363	2.9	15.9	103	168	2.5	7.3	87	
FAMILY FEUD	A 3023	687	3.8	22.1	102	250	4.1	8.3	110	391	3.1	12.9	84	236	3.4	7.8	92	
GENERAL HOSPITAL	A 6097	1538	8.8	25.2	117	613	10.1	10.1	134	1111	8.9	18.2	119	546	8.0	9.0	106	
GOOD MORNING, AMERICA-730A	A 3515	874	5.0	24.9	115	253	4.2	7.2	96	524	4.2	14.9	97	244	3.6	6.9	82	
GOOD MORNING, AMERICA-830A	A 2818	668	3.8	23.7	110	227	3.7	8.1	107	492	4.0	17.5	114	211	3.1	7.5	89	
GUDING LIGHT	C 5339	1319	7.5	24.7	114	422	6.9	7.9	105	794	6.4	14.9	97	519	7.6	9.7	115	
ONE LIFE TO LIVE	A 4478	1110	6.3	24.8	115	421	6.9	9.4	125	841	6.8	18.8	122	368	5.4	8.2	97	
PRESS YOUR LUCK	C 2244	646	3.7	28.8	133	187	3.1	8.3	111	449	3.6	20.0	130	206	3.0	9.2	109	
PRICE IS RIGHT 1	C 4348	1085	6.2	25.0	115	372	6.1	8.6	114	746	6.							

		CHEF BOY-AR-DEE				FRANCO AMERICAN MACARONI				FRANCO AMERICAN SPAGHETTI O'S				OTHER FRANCO AMERICAN (CAMPBELL'S)				
		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALE HOMEMAKERS		80986	17510	100.0	21.6	100	6093	100.0	7.5	100	12419	100.0	15.3	100	6842	100.0	8.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY	26063	5219	29.8	20.0	93	2110	34.6	8.1	108	3508	28.2	13.5	88	1958	28.6	7.5	89	
NETWORK AFFILIATES - LATE	20261	4293	24.5	21.2	98	1754	28.8	8.7	115	3330	26.8	16.4	107	1705	24.9	8.4	100	
INDEPENDENTS - LATE	2076	333	1.9	16.0	74	149	2.4	7.2	95	285	2.3	13.7	90	134	2.0	6.5	76	
TV EVENING NTKM 6 PM - 2 AM																		
A TEAM	N 10453	2669	15.2	25.5	118	853	14.0	8.2	108	1993	16.0	19.1	124	972	14.2	9.3	110	
ABC MONDAY NIGHT MOVIE	A 6412	1328	7.6	20.7	96	517	8.5	8.1	107	1020	8.2	15.9	104	613	9.0	9.6	113	
ABC SUNDAY NIGHT MOVIE	A 12407	2589	14.8	20.9	97	897	14.7	7.2	96	1924	15.5	15.5	101	1061	15.5	8.6	101	
ABC WORLD NEWS TONIGHT	A 6176	1148	6.6	18.6	86	533	8.7	8.6	115	763	6.1	12.4	81	422	6.2	6.8	81	
AFTERMASH	C 5863	1505	8.6	25.7	119	478	7.8	8.2	108	886	7.1	15.1	99	512	7.5	8.7	103	
ALICE	C 9594	2238	12.8	23.3	108	771	12.7	8.0	107	1462	11.8	15.2	99	818	12.0	8.5	101	
AMERICAN PARADE	C 6622	1256	7.2	19.0	88	447	7.3	6.8	90	832	6.7	12.6	82	462	6.8	7.0	83	
BENSON	A 10886	2166	12.4	19.9	92	854	14.0	7.8	104	1538	12.4	14.1	92	913	13.3	8.4	99	
BLUE THUNDER	A 5036	1116	6.4	22.2	102	491	8.1	9.7	130	753	6.1	15.0	98	456	6.7	9.1	107	
CAGNEY & LACEY	C 9965	2213	12.6	22.2	103	811	13.3	8.1	108	1756	14.1	17.6	115	999	14.6	10.0	119	
CBS EVENING NEWS-DEAN	C 3491	642	3.7	18.4	85	245	4.0	7.0	93	492	4.0	14.1	92	*193	2.8	5.5	65	
CBS EVENING NEWS-RATHER	C 7123	1497	8.5	21.0	97	496	8.1	7.0	93	955	7.7	13.4	87	600	8.8	8.4	100	
CBS SAT. NEWS-SCHIEFFER	C 3621	690	3.9	19.1	88	296	4.9	8.2	109	439	3.5	12.1	79	315	4.6	8.7	103	
CBS SATURDAY NIGHT MOVIE	C 5436	1250	7.1	23.0	106	499	8.2	9.2	122	874	7.0	16.1	105	475	6.9	8.7	103	
CBS WEDNESDAY NIGHT MOVIE	C 6100	1315	7.5	21.6	100	440	7.2	7.2	96	916	7.4	15.0	98	593	8.7	9.7	115	
CHEERS	N 8889	2058	11.8	23.2	107	784	12.9	8.8	117	1679	13.5	18.9	123	707	10.3	8.0	94	
DALLAS	C 22109	5036	28.8	22.8	105	1494	24.5	6.8	90	3240	26.1	14.7	96	1765	25.8	8.0	94	
DIFF'RENT STROKES	N 6940	1695	9.7	24.4	113	536	8.8	7.7	103	1217	9.8	17.5	114	542	7.9	7.8	92	
DOUBLE TROUBLE	N 7223	1937	11.1	26.8	124	658	10.8	9.1	121	1345	10.8	18.6	121	616	9.0	8.5	101	
DUCK FACTORY	N 5595	1212	6.9	21.7	100	519	8.5	9.3	123	1079	8.7	19.3	126	379	5.5	6.8	80	
DUKES OF HAZZARD	C 5768	1618	9.2	28.1	130	439	7.2	7.6	101	988	8.0	17.1	112	395	5.8	6.8	81	
DYNASTY	A 20053	4288	24.5	21.4	99	1473	24.2	7.3	98	3026	24.4	15.1	98	1660	24.3	8.3	98	
FACETS OF LIFE	N 8087	2130	12.2	26.3	122	641	10.5	7.9	105	1439	11.6	17.8	116	743	10.9	9.2	109	
FALCON CREST	C 20046	4464	25.5	22.3	103	1398	22.9	7.0	93	3017	24.3	15.1	98	1641	24.0	8.2	97	
FALL GUY	A 9084	2354	13.4	25.9	120	671	11.0	7.4	98	1350	10.9	14.9	97	751	11.0	8.3	98	
FAMILY TIES	N 7964	1859	10.6	23.3	108	668	11.0	8.4	111	1393	11.2	17.5	114	743	10.9	9.3	110	
FANTASY ISLAND	A 7687	1650	9.4	21.5	99	667	10.9	8.7	115	1182	9.5	15.4	100	696	10.2	9.1	107	
FOULUPS, BLEEP & BLUNDERS	A 8861	2191	12.5	24.7	114	716	11.8	8.1	107	1259	10.1	14.2	93	720	10.5	8.1	96	
FOUR SEASONS	C 5095	1308	7.5	25.7	119	381	6.3	7.5	99	757	6.1	14.9	97	398	5.8	7.8	92	
GIMME A BREAK	N 8838	1879	10.7	21.3	98	707	11.6	8.0	106	1437	11.6	16.3	106	710	10.4	8.0	95	
HART TO HART	A 8978	2025	11.6	22.6	104	763	12.5	8.5	113	1137	9.2	12.7	83	670	9.8	7.5	88	
HILL STREET BLUES	N 8590	2057	11.7	23.9	111	627	10.3	7.3	97	1452	11.7	16.9	110	795	11.6	9.3	110	
HOTEL	A 14085	2860	16.3	20.3	94	1154	18.9	8.2	109	2060	16.6	14.6	95	1119	16.4	7.9	94	
JEFFERSONS	C 9360	2140	12.2	22.9	106	677	11.1	7.2	96	1395	11.2	14.9	97	774	11.3	8.3	98	
JENNIFER SLEPT HERE	N 5841	1329	7.6	22.8	105	495	8.1	8.5	113	1125	9.1	19.3	126	497	7.3	8.5	101	
KATE & ALLIE	C 9206	2103	12.0	22.8	106	700	11.5	7.6	101	1509	12.2	16.4	107	911	13.3	9.9	117	
KNIGHT RIDER	N 7076	1593	9.1	22.5	104	471	7.7	6.7	88	1035	8.3	14.6	95	613	9.0	8.7	103	
LOVE BOAT	A 12219	2384	13.6	19.5	90	843	13.8	6.9	92	1726	13.9	14.1	92	944	13.8	7.7	91	
MAGNUM PI	C 11199	2661	15.2	23.8	110	827	13.6	7.4	98	1801	14.5	16.1	105	903	13.2	8.1	95	
MAMA'S FAMILY	N 6057	1265	7.2	20.9	97	503	8.3	8.3	110	1005	8.1	16.6	108	483	7.1	8.0	94	
MASTER, THE	N 3598	875	5.0	24.3	112	314	5.2	8.7	116	688	5.5	19.1	125	339	5.0	9.4	112	
MATT HOUSTON	A 6344	1465	8.4	23.1	107	607	10.0	9.6	127	1037	8.4	16.3	107	527	7.7	8.3	98	
NBC MONDAY NIGHT MOVIE	N 11994	2712	15.5	22.6	105	913	15.0	7.6	101	1953	15.7	16.3	106	1088	15.9	9.1	107	
NBC NIGHTLY NEWS	N 5132	969	5.5	18.9	87	397	6.5	7.7	103	707	5.7	13.8	90	336	4.9	6.5	77	
NBC NIGHTLY NEWS-SAT	N 3375	589	3.4	17.5	81	*209	3.4	6.2	82	411	3.3	12.2	79	*315	4.6	9.3	110	
NBC NIGHTLY NEWS-SUN	N 3130	521	3.0	16.6	77	261	4.3	8.3	111	333	2.7	10.6	69	*173	2.5	5.5	65	
NBC SUNDAY NIGHT MOVIE	N 8284	2003	11.4	24.2	112	685	11.2	8.3	110	1440	11.6	17.4	113	819	12.0	9.9	117	
NEWMART	C 9240	2168	12.4	23.5	109	692	11.4	7.5	100	1529	12.3	16.5	108	926	13.5	10.0	119	
ONE DAY AT A TIME	C 7288	1561	8.9	21.4	99	465	7.6	6.4	85	1040	8.4	14.3	93	651	9.5	8.9	106	
PEOPLE ARE FUNNY	N 4855	1150	6.6	23.7	110	403	6.6	8.3	110	817	6.6	16.8	110	391	5.7	8.1	95	
REAL PEOPLE	N 8869	2038	11.6	23.0	106	716	11.8	8.1	107	1380	11.1	15.6	101	714	10.4	8.1	95	
REMINGTON STEELE	N 7743	1736	9.9	22.4	104	560	9.2	7.2	96	1398	11.3	18.1	118	650	9.5	8.4	99	
RIPLEY'S BELIEVE IT - NOT	A 5345	1126	6.4	21.1	97	475	7.8	8.9	118	782	6.3	14.6	95	495	7.2	9.3	110	
RIPIDE	N 6988	1780	10.2	25.5	118	498	8.2	7.1	95	1314	10.6	18.8	123	575	8.4	8.2	97	
SCARECROW & MRS. KING	C 10002	2031	11.6	20.3	94	624	10.2	6.2	83	1424	11.5	14.2	93	663	9.7	6.6	78	
SIMON & SIMON	C 10638	2628	15.0	24.7	114	926	15.2	8.7	116	1762	14.2	16.6	108	917	13.4	8.6	102	
60 MINUTES	C 13293	2613	14.9	19.7	91	957	15.7	7.2	96	1848	14.9	13.9	91	901	13.2	6.8	80	
ST. ELSEWHERE	N 7017	1991	11.4	28.4	131	578	9.5	8.2	109	1366	11.0	19.5	127	651	9.5	9.3	110	
THREE'S COMPANY	A 10917	2605	14.9	23.9	110	952	15.6	8.7	116	1781	14.3	16.3	106	1027	15.0	9.4	111	
T.J. HOOKER	A 9204	1921	11.0	20.9	97	640	10.5	7.0	92	1079	8.7	11.7	76	718	10.5			





SPAGHETTI SAUCE (IN JARS OR CANS)

BASE = FEMALE HOMEOWNERS (80986)

QUESTIONNAIRE PAGE H-8

		'000	%	UNWEIGHTED													
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?		YES	49937	61.7		5727											
		NO	31049	38.3		3708											
		ALL		SOLE		PRIMARY		SECONDARY									
		'000	%	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED					
IF YES																	
3B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?																	
ANN PAGE (A & P)		1029	1.3	244	.3	388	.5	397	.5							118	
AUNT MILLIE'S		3400	4.2	672	.8	1591	2.0	1137	1.4							383	
BETTY CROCKER		733	.9	96	.1	542	.7	95	.1							102	
BUITONI		1049	1.3	134	.2	598	.7	317	.4							139	
CAMPBELL'S PREGO		6744	8.3	1142	1.4	3765	4.6	1838	2.3							768	
CHEF BOY-AR-DEE		6828	8.4	1747	2.2	3624	4.5	1457	1.8							774	
HEINZ		3246	4.0	544	.7	2060	2.5	642	.8							393	
HUNT'S PRIMA SALSA		4662	5.8	878	1.1	2211	2.7	1574	1.9							523	
OTHER HUNT'S		3241	4.0	840	1.0	1683	2.1	719	.9							375	
PORTOVISTA		517	.6	70	.1	313	.4	133	.2							60	
PRINCE		2344	2.9	288	.4	1338	1.7	717	.9							294	
PROGRESSO		4638	5.7	781	1.0	2362	2.9	1495	1.8							540	
RAGU		33138	40.9	16651	20.6	13834	17.1	2654	3.3							3702	
REDPACK		910	1.1	218	.3	517	.6	175	.2							111	
RONZONI		1848	2.3	199	.2	939	1.2	710	.9							209	
OTHER BRANDS		10014	12.4	3465	4.3	4223	5.2	2327	2.9							1091	
DO NOT KNOW		323	.4													50	

		'000	%	UNWEIGHTED
3C. ABOUT HOW MANY JARS OR CANS OF SPAGHETTI SAUCE WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
SIX OR MORE	H	1740	2.1	186
FIVE	H	798	1.0	91
FOUR	H	3367	4.2	346
THREE	H	4880	6.0	536
TWO	M	12361	15.3	1331
ONE	M	15508	19.1	1792
LESS THAN ONE	L	5959	7.4	763
NONE	L	5324	6.6	682

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	49937	100.0	61.7	100	10785	100.0	13.3	100	27869	100.0	34.4	100	11282	100.0	13.9	100
18 - 24	9282	5779	11.6	62.3	101	1199	11.1	12.9	97	3325	11.9	35.8	104	1255	11.1	13.5	97
25 - 34	19072	12492	25.0	65.5	106	2620	24.3	13.7	103	6898	24.8	36.2	105	2974	26.4	15.6	112
35 - 44	14591	10000	20.0	68.5	111	2729	25.3	18.7	140	5436	19.5	37.3	108	1834	16.3	12.6	90
45 - 54	11345	7111	14.2	62.7	102	1867	17.3	16.5	124	3806	13.7	33.5	97	1438	12.7	12.7	91
55 - 64	11635	6979	14.0	60.0	97	1471	13.6	12.6	95	3837	13.8	33.0	96	1671	14.8	14.4	103
65 OR OLDER	15061	7577	15.2	50.3	82	899	8.3	6.0	45	4567	16.4	30.3	88	2111	18.7	14.0	101
18 - 34	28354	18270	36.6	64.4	104	3819	35.4	13.5	101	10223	36.7	36.1	105	4229	37.5	14.9	107
18 - 49	48339	31830	63.7	65.8	107	7532	69.8	15.6	117	17524	62.9	36.3	105	6774	60.0	14.0	101
25 - 54	45008	29602	59.3	65.8	107	7216	66.9	16.0	120	16140	57.9	35.9	104	6246	55.4	13.9	100
35 - 49	19985	13560	27.2	67.9	110	3714	34.4	18.6	140	7301	26.2	36.5	106	2545	22.6	12.7	91
50 OR OLDER	32647	18106	36.3	55.5	90	3253	30.2	10.0	75	10345	37.1	31.7	92	4509	40.0	13.8	99
GRADUATED COLLEGE	11155	6773	13.6	60.7	98	1288	11.9	11.5	87	3637	13.1	32.6	95	1848	16.4	16.6	119
ATTENDED COLLEGE	13682	8471	17.0	61.9	100	1450	13.4	10.6	80	4908	17.6	35.9	104	2113	18.7	15.4	111
GRADUATED HIGH SCHOOL	33880	22321	44.7	65.9	107	5212	48.3	15.4	116	12334	44.3	36.4	106	4775	42.3	14.1	101
DID NOT GRADUATE HIGH SCHOOL	22270	12372	24.8	55.6	90	2835	26.3	12.7	96	6990	25.1	31.4	91	2547	22.6	11.4	82
EMPLOYED	40306	25597	51.3	63.5	103	5323	49.4	13.2	99	14311	51.4	35.5	103	5964	52.9	14.8	106
EMPLOYED FULL-TIME	32850	20813	41.7	63.4	103	4428	41.1	13.5	101	11507	41.3	35.0	102	4878	43.2	14.8	107
EMPLOYED PART-TIME	7456	4785	9.6	64.2	104	894	8.3	12.0	90	2805	10.1	37.6	109	1086	9.6	14.6	105
NOT EMPLOYED	40680	24339	48.7	59.8	97	5463	50.7	13.4	101	13558	48.6	33.3	97	5319	47.1	13.1	94
PROFESSIONAL/MANAGER	10392	6495	13.0	62.5	101	1268	11.8	12.2	92	3587	12.9	34.5	100	1640	14.5	15.8	113
TECH/CLERICAL/SALES	17574	11610	23.2	66.1	107	2375	22.0	13.5	101	6424	23.9	36.6	106	2810	24.9	16.0	115
PRECISION/CRAFT	985	634	1.3	64.4	104	**62	0.6	6.3	47	*431	1.5	43.8	127	**141	1.2	14.3	103
OTHER EMPLOYED	11354	6859	13.7	60.4	98	1618	15.0	14.3	107	3868	13.9	34.1	99	1373	12.2	12.1	87
SINGLE	9863	5627	11.3	57.1	93	1151	10.7	11.7	88	2633	9.4	26.7	78	1843	16.3	18.7	134
MARRIED	51375	32681	65.4	63.6	103	7641	70.8	14.9	112	18538	66.5	36.1	105	6503	57.6	12.7	91
DIVORCED/SEPARATED/WIDOWED	19748	11629	23.3	58.9	96	1993	18.5	10.1	76	6699	24.0	33.9	99	2937	26.0	14.9	107
PARENTS	32590	22144	44.3	67.9	110	6037	56.0	18.5	139	12383	44.4	38.0	110	3724	33.0	11.4	82
WHITE	70416	44128	88.4	62.7	102	9412	87.3	13.4	100	24647	88.4	35.0	102	10069	89.2	14.3	103
BLACK	8778	4868	9.7	55.9	90	1207	11.2	13.8	103	2636	9.5	30.0	87	1024	9.1	11.7	84
OTHER	1791	941	1.9	52.5	85	**166	1.5	9.3	70	*586	2.1	32.7	95	**189	1.7	10.6	76
NORTHEAST-CENSUS	17786	12556	25.1	70.6	114	4197	38.9	23.6	177	6654	23.9	37.4	109	1704	15.1	9.6	69
NORTH CENTRAL	20741	13242	26.5	63.8	104	2472	22.9	11.9	89	7269	26.1	35.0	102	3500	31.0	16.9	123
SOUTH	27775	15893	31.8	57.2	93	2918	27.1	10.5	79	9161	32.9	33.0	96	3814	33.8	13.7	95
WEST	14683	8247	16.5	56.2	91	1199	11.1	8.2	61	4785	17.2	32.6	95	2264	20.1	15.4	111
NORTHEAST-MKTG.	17961	12790	25.6	71.2	115	4013	37.2	22.3	168	7067	25.4	39.3	114	1710	15.2	9.5	68
EAST CENTRAL	11885	7788	15.6	65.5	106	1759	16.3	14.8	111	4447	16.0	37.4	109	1582	14.0	13.3	96
WEST CENTRAL	14090	8587	17.2	60.9	99	1479	13.7	10.5	79	4502	16.2	32.0	93	2606	23.1	18.5	133
SOUTH	24081	13442	26.9	55.8	91	2451	22.7	10.2	76	7588	27.2	31.5	92	3403	30.2	14.1	101
PACIFIC	12969	7330	14.7	56.5	92	1084	10.1	8.4	63	4265	15.3	32.9	96	1982	17.6	15.3	110
COUNTY SIZE A	32439	19924	39.9	61.4	100	4413	40.9	13.6	102	10941	39.3	33.7	98	4570	40.5	14.1	101
COUNTY SIZE B	24915	15694	31.4	63.0	102	3441	31.9	13.8	104	8712	31.3	35.0	102	3542	31.4	14.2	102
COUNTY SIZE C	12930	8124	16.3	62.8	102	1779	16.5	13.8	103	4617	16.6	35.7	104	1728	15.3	13.4	96
COUNTY SIZE D	10703	6195	12.4	57.9	94	1153	10.7	10.8	81	3599	12.9	33.6	98	1443	12.8	13.5	97
METRO CENTRAL CITY	24518	14792	29.6	60.3	98	3250	30.1	13.3	100	7864	28.2	32.1	93	3679	32.6	15.0	101
METRO SUBURBAN	35919	22942	45.9	63.9	104	5056	46.9	14.1	106	12837	46.1	35.7	104	5049	44.8	14.1	101
NON METRO	20549	12203	24.4	59.4	96	2480	23.0	12.1	91	7168	25.7	34.9	101	2554	22.6	12.4	89
TOP 5 ADI'S	18341	11584	23.2	63.2	102	3097	28.7	16.9	127	6114	21.9	33.3	97	2374	21.0	12.9	97
TOP 10 ADI'S	25378	15410	30.9	60.7	98	3855	35.7	15.2	114	8411	30.2	33.1	96	3144	27.9	12.4	88
TOP 20 ADI'S	36488	22399	44.9	61.4	100	5127	47.5	14.1	106	12443	44.6	34.1	99	4829	42.8	13.2	99
HSOLD INC. \$50,000 OR MORE	6612	4498	9.0	68.0	110	962	8.9	14.5	109	2358	8.5	35.7	104	1177	10.4	17.8	111
\$40,000 OR MORE	12659	8222	16.5	64.9	105	1781	16.5	14.1	106	4422	15.9	34.9	102	2019	17.9	15.9	111
\$30,000 OR MORE	24698	16120	32.3	65.3	106	3446	32.0	14.0	105	8942	32.1	36.2	105	3731	33.1	15.1	101
\$25,000 OR MORE	32077	21227	42.5	66.2	107	4763	44.2	14.8	112	11555	41.5	36.0	105	4908	43.5	15.3	111
\$20,000 - \$24,999	9144	5688	11.4	62.2	101	1315	12.2	14.4	108	3230	11.6	35.3	103	1144	10.1	12.5	99
\$15,000 - \$19,999	8728	5124	10.3	58.7	95	1135	10.5	13.0	98	2848	10.2	32.6	95	1140	10.1	13.1	99
\$10,000 - \$14,999	12562	7997	16.0	63.7	103	1456	13.5	11.6	87	4767	17.1	37.9	110	1774	15.7	14.1	101
UNDER \$10,000	18475	9901	19.8	53.6	87	2116	19.6	11.5	86	5469	19.6	29.6	86	2316	20.5	12.5	99
HOUSEHOLD OF 1 PERSON	11987	6079	12.2	50.7	82	639	5.9	5.3	40	3012	10.8	25.1	73	2427	21.5	20.2	141
2 PEOPLE	26577	15832	31.7	59.6	97	2400	22.3	9.0	68	9499	34.1	35.7	104	3933	34.9	14.8	101
3 OR 4 PEOPLE	30617	19711	39.5	64.4	104	4865	45.1	15.9	119	10974	39.4	35.8	104	3873	34.3	12.6	99
5 OR MORE PEOPLE	11804	8315	16.7	70.4	114	2882	26.7	24.4	183	4383	15.7	37.1	108	1050	9.3	8.9	66
NO CHILD IN HSHLD	46165	26323	52.7	57.0	92	4376	40.6	9.5	71	14643	52.5	31.7	92	7304	64.7	15.8	111
CHILD(REN) UNDER 2 YRS	5325	3538	7.1	66.4	108	791	7.3	14.9	112	1967	7.1	36.9	107	780	6.9	14.6	101
2 - 5 YEARS	14221	9179	18.4	64.5	105	2378	22.0	16.7	126	4983	17.9	35.0	102	1819	16.1	12.8	99
6 - 11 YEARS	15117	10510	21.0	69.5	113	3009	27.9	19.9	149	5969	21.4	39.5	115	1532	13.6	10.1	79
12 - 17 YEARS	16611	11593	23.2	69.8	113	3674	34.1	22.1	166	6276	22.5	37.8	110	1643	14.6	9.9	79
RESIDENCE OWNED	55884	34840	69.8	62.3	101	7390	68.5	13.2	99	19633	70.4	35.1	102	7817	69.3	14.0	101
VALUE: \$50,000 OR MORE	31744	20222	40.5	63.7	103	4298	39.9	13.5	102	11271	40.4	35.5	103	4653	41.2	14.7	101
VALUE: UNDER \$50,000	24140	14619	29.3	60.6	98	3092	28.7	12.8	96	8362	30.0	34.6	101	3164	28.0	13.1	99

SPAGHETTI SAUCE (IN JARS OR CANS): USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS LESS THAN ONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	49937	100.0	61.7	100	10785	100.0	13.3	100	27869	100.0	34.4	100	11282	100.0	13.9	100
MAGAZINES	QUINTILE 1	15799	10654	21.3	67.4	109	2679	24.8	17.0	127	5801	20.8	36.7	107	2174	19.3	13.8	99
	QUINTILE 2	17259	11387	22.8	66.0	107	2573	23.9	14.9	112	6368	22.8	36.9	107	2446	21.7	14.2	102
	QUINTILE 3	13545	8219	16.5	60.7	98	1618	15.0	11.9	90	4750	17.0	35.1	102	1851	16.4	13.7	98
	QUINTILE 4	15133	8872	17.8	58.6	95	1753	16.3	11.6	87	4855	17.4	32.1	93	2265	20.1	15.0	107
	QUINTILE 5	19250	10803	21.6	56.1	91	2162	20.0	11.2	84	6095	21.9	31.7	92	2547	22.6	13.2	95
NEWSPAPERS	QUINTILE 1	12413	8135	16.3	65.5	106	2221	20.6	17.9	134	4250	15.2	34.2	99	1663	14.7	13.4	96
	QUINTILE 2	24116	15382	30.8	63.8	103	3211	29.8	13.3	100	8414	30.2	34.9	101	3758	33.3	15.6	111
	QUINTILE 3	11261	7222	14.5	64.1	104	1541	14.3	13.7	103	4303	15.4	38.2	111	1378	12.2	12.2	88
	QUINTILE 4	20255	12453	24.9	61.5	100	2517	23.3	12.4	93	7072	25.4	34.9	101	2864	25.4	14.1	101
	QUINTILE 5	12940	6745	13.5	52.1	85	1295	12.0	10.0	75	3830	13.7	29.6	86	1620	14.4	12.5	90
OUTDOOR	QUINTILE 1	14852	9640	19.3	64.9	105	2015	18.7	13.6	102	5276	18.9	35.5	103	2350	20.8	15.8	114
	QUINTILE 2	15725	10050	20.1	63.9	104	2237	20.7	14.2	107	5343	19.2	34.0	99	2470	21.9	15.7	113
	QUINTILE 3	16330	10118	20.3	62.0	100	2140	19.8	13.1	98	5882	21.1	36.0	105	2096	18.6	12.8	92
	QUINTILE 4	16744	9893	19.8	59.1	96	2296	21.3	13.7	103	5453	19.6	32.6	95	2144	19.0	12.8	92
	QUINTILE 5	17334	10235	20.5	59.0	96	2097	19.4	12.1	91	5916	21.2	34.1	99	2222	19.7	12.8	92
RADIO-DRIVE TIME	QUINTILE 1	15911	10733	21.5	67.5	109	2320	21.5	14.6	109	6074	21.8	38.2	111	2338	20.7	14.7	105
	QUINTILE 2	14837	9262	18.5	62.4	101	2175	20.2	14.7	110	5076	18.2	34.2	99	2011	17.8	13.6	97
	QUINTILE 3	15339	9506	19.0	62.0	101	2231	20.7	14.5	109	4750	17.0	31.0	90	2525	22.4	16.5	118
	QUINTILE 4	16723	10021	20.1	59.9	97	2171	20.1	13.0	97	5768	20.7	34.5	100	2081	18.4	12.4	89
	QUINTILE 5	18176	10415	20.9	57.3	93	1888	17.5	10.4	78	6200	22.2	34.1	99	2327	20.6	12.8	92
RADIO-MID- DAY	TERCILE 1	21020	13511	27.1	64.3	104	3364	31.2	16.0	120	7349	26.4	35.0	102	2799	24.8	13.3	96
	TERCILE 2	21610	13945	27.9	64.5	105	2919	27.1	13.5	101	7895	28.3	36.5	106	3131	27.8	14.5	104
	TERCILE 3	38355	22481	45.0	58.6	95	4503	41.8	11.7	88	12626	45.3	32.9	96	5352	47.4	14.0	100
	QUINTILE 1	15988	10609	21.2	66.4	108	2378	22.0	14.9	112	5974	21.4	37.4	109	2257	20.0	14.1	101
	QUINTILE 2	15626	9552	19.1	61.1	99	2538	23.5	16.2	122	5017	18.0	32.1	93	1997	17.7	12.8	92
RADIO-TOTAL	QUINTILE 3	16723	10898	21.8	65.2	106	2385	22.1	14.3	107	5875	21.1	35.1	102	2638	23.4	15.8	113
	QUINTILE 4	16342	9723	19.5	59.5	96	1785	16.6	10.9	82	5462	19.6	33.4	97	2476	21.9	15.2	109
	QUINTILE 5	16306	9155	18.3	56.1	91	1699	15.8	10.4	78	5540	19.9	34.0	99	1915	17.0	11.7	84
	QUINTILE 1	15953	9491	19.0	59.5	96	2204	20.4	13.8	104	5361	19.2	33.6	98	1926	17.1	12.1	87
	QUINTILE 2	16137	10151	20.3	62.9	102	2421	22.4	15.0	113	5649	20.3	35.0	102	2081	18.4	12.9	93
TV-PRIME TIME	QUINTILE 3	16420	10223	20.5	62.3	101	2175	20.2	13.2	99	5564	20.0	33.9	98	2485	22.0	15.1	109
	QUINTILE 4	16687	10563	21.2	63.3	103	2261	21.0	13.5	102	5837	20.9	35.0	102	2464	21.8	14.8	106
	QUINTILE 5	15789	9509	19.0	60.2	98	1724	16.0	10.9	82	5458	19.6	34.6	100	2327	20.6	14.7	106
	TERCILE 1	27736	16694	33.4	60.2	98	3762	34.9	13.6	102	9339	33.5	33.7	98	3593	31.8	13.0	93
	TERCILE 2	26489	16852	33.7	63.6	103	3788	35.1	14.3	107	9437	33.9	35.6	104	3627	32.1	13.7	98
TV-DAYTIME	TERCILE 3	26761	16390	32.8	61.2	99	3235	30.0	12.1	91	9093	32.6	34.0	99	4062	36.0	15.2	109
	QUINTILE 1	16345	9696	19.4	59.3	96	2183	20.2	13.4	100	5540	19.9	33.9	98	1974	17.5	12.1	87
	QUINTILE 2	16447	10247	20.5	62.3	101	2326	21.6	14.1	106	5663	20.3	34.4	100	2259	20.0	13.7	99
	QUINTILE 3	15980	10033	20.1	62.8	102	2204	20.4	13.8	104	5511	19.8	34.5	100	2318	20.5	14.5	104
	QUINTILE 4	15887	9819	19.7	61.8	100	2193	20.3	13.8	104	5315	19.1	33.5	97	2311	20.5	14.5	104
TV-TOTAL	QUINTILE 5	16326	10141	20.3	62.1	101	1881	17.4	11.5	87	5840	21.0	35.8	104	2421	21.5	14.8	106
	MAGAZINES-NEWSPAPERS: DUAL	20721	13869	27.8	66.9	109	3366	31.2	16.2	122	7504	26.9	36.2	105	3000	26.6	14.5	104
	MAGAZINE IMPERATIVE	19186	12348	24.7	64.4	104	2590	24.0	13.5	101	7132	25.6	37.2	108	2626	23.3	13.7	98
	NEWSPAPER IMPERATIVE	21899	13404	26.8	61.2	99	2727	25.3	12.5	94	7455	26.8	34.0	99	3222	28.6	14.7	106
	MAGAZINES-OUTDOOR: DUAL	15451	10530	21.1	68.2	111	2185	20.3	14.1	106	5824	20.9	37.7	110	2521	22.3	16.3	117
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	25953	16304	32.6	62.8	102	3906	36.2	15.1	113	9244	33.2	35.6	104	3154	28.0	12.2	87
	OUTDOOR IMPERATIVE	24400	14649	29.3	60.0	97	3041	28.2	12.5	94	8055	28.9	33.0	96	3552	31.5	14.6	104
	MAGAZINES-RADIO: DUAL	18049	11846	23.7	65.6	106	2823	26.2	15.6	117	6637	23.8	36.8	107	2386	21.1	13.2	95
	MAGAZINE IMPERATIVE	23571	15380	30.8	65.2	106	3245	30.1	13.8	103	8693	31.2	36.9	107	3442	30.5	14.6	105
	RADIO IMPERATIVE	23278	14176	28.4	60.9	99	3216	29.8	13.8	104	7638	27.4	32.8	95	3321	29.4	14.3	102
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	10137	20.3	65.6	106	2372	22.0	15.3	115	5630	20.2	36.4	106	2135	18.9	13.8	99
	TELEVISION IMPERATIVE	25829	16976	34.0	65.7	107	3831	35.5	14.8	111	9413	33.8	36.4	106	3732	33.1	14.4	104
	TELEVISION IMPERATIVE	26039	14926	29.9	57.3	93	3013	27.9	11.6	87	8523	30.6	32.7	95	3390	30.0	13.0	93
	NEWSPAPERS-OUTDOOR: DUAL	16605	10868	21.8	65.5	106	2650	24.6	16.0	120	5521	19.8	33.2	97	2697	23.9	16.2	117
	NEWSPAPER IMPERATIVE	26834	16775	33.6	62.5	101	3771	35.0	14.1	106	9495	34.1	35.4	103	3509	31.1	13.1	94
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	23346	14455	28.9	61.9	100	2909	27.0	12.5	94	8248	29.6	35.3	103	3298	29.2	14.1	101
	NEWSPAPERS-RADIO: DUAL	17133	11355	22.7	66.3	107	2831	26.2	16.5	124	6070	21.8	35.4	103	2455	21.8	14.3	103
	NEWSPAPER IMPERATIVE	25892	16282	32.6	62.9	102	3318	30.8	12.8	96	9145	32.8	35.3	103	3819	33.9	14.7	106
	RADIO IMPERATIVE	23167	14370	28.8	62.0	101	3200	29.7	13.8	104	7982	28.6	34.5	100	3188	28.3	13.8	99
	NEWSPAPERS-TELEVISION: DUAL	17159	11038	22.1	64.3	104	2623	24.3	15.3	115	6052	21.7	35.3	102	2363	20.9	13.8	99
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	26214	16931	33.9	64.6	105	3617	33.5	13.8	104	9277	33.3	35.4	103	4037	35.8	15.4	111
	TELEVISION IMPERATIVE	23412	13733	27.5	58.7	95	2903	26.9	12.4	93	7945	28.5	33.9	99	2885	25.6	12.3	88
	OUTDOOR-RADIO: DUAL	15303	10192	20.4	66.6	108	2400	22.3	15.7	118	5460	19.6	35.7	104	2332	20.7	15.2	109
	OUTDOOR IMPERATIVE	24901	15415	30.9														

SPAGHETTI SAUCE (IN JARS OR CANS): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	50785	49937	100.0	61.7	100	10785	100.0	13.3	100	27869	100.0	34.4	100	11282	100.0	13.9	100
ATLANTIC MONTHLY	415	*223	0.4	53.7	87	**59	0.5	14.2	107	**126	0.5	30.4	88	**39	0.3	9.4	67
BARRON'S	453	*322	0.6	71.1	115	**107	1.0	23.6	177	**178	0.6	39.3	114	**37	0.3	8.2	59
BETTER HOMES & GARDENS	16256	10764	21.6	66.2	107	2436	22.6	15.0	113	5963	21.4	36.7	107	2365	21.0	14.5	104
BON APPETIT	2535	1499	3.0	59.1	96	*270	2.5	10.7	80	829	3.0	32.7	95	*40	3.5	15.8	113
BUSINESS WEEK	1278	868	1.7	67.9	110	*221	2.0	17.3	130	391	1.4	30.6	89	*256	2.3	20.0	144
CAR AND DRIVER	378	*228	0.5	60.3	98	**33	0.3	8.7	66	*129	0.5	34.1	99	**65	0.6	17.2	123
CBS MAGAZINE NETWORK (GROSS)	1498	898	1.8	59.9	97	*273	2.5	18.2	137	477	1.7	31.8	93	*148	1.3	9.9	71
CHANGING TIMES	1505	933	1.9	62.0	101	*215	2.0	14.3	107	447	1.6	29.7	86	271	2.4	18.0	129
COLONIAL HOMES	1231	789	1.6	64.1	104	*162	1.5	13.2	99	*432	1.6	35.1	102	*195	1.7	15.8	114
CONDE NAST MAG. PKG. (GROSS)	14146	9393	18.8	66.4	108	2144	19.9	15.2	114	4965	17.8	35.1	102	2285	20.3	16.2	116
CONSUMERS DIGEST	1323	842	1.7	63.6	103	**145	1.3	11.0	82	478	1.7	36.1	105	*220	2.0	16.6	119
COSMOPOLITAN	7102	4811	9.6	67.7	110	1265	11.7	17.8	134	2420	8.7	34.1	99	1126	10.0	15.9	114
COUNTRY LIVING	2481	1803	3.6	72.7	118	340	3.2	13.7	103	1085	3.9	43.7	127	*75	3.4	15.2	109
CUISINE	1472	921	1.8	62.6	101	*154	1.4	10.5	79	600	2.2	40.8	118	*167	1.5	11.3	81
CYCLE WORLD	425	301	0.6	70.8	115	**116	1.1	27.3	205	**118	0.4	27.8	81	**68	0.6	16.0	115
DCI:CREATIVE IDEAS FOR LIV	2510	1668	3.3	66.5	108	390	3.6	15.5	117	902	3.2	36.0	105	375	3.3	14.9	107
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4360	8.7	65.1	106	862	8.0	12.9	97	7428	8.7	36.3	105	1070	9.5	16.0	115
DISCOVER	594	564	1.1	63.1	102	*139	1.3	15.5	117	308	1.1	34.5	100	**117	1.0	13.1	94
EDMUND	3507	2018	4.0	57.5	93	506	4.7	14.4	108	1110	4.0	31.7	92	*402	3.6	11.5	82
ESQUIRE	1083	633	1.3	58.4	95	*144	1.3	13.3	100	366	1.3	33.8	98	*122	1.1	11.3	81
ESSENCE	1830	1131	2.3	61.8	100	295	2.7	16.1	121	544	2.0	29.7	86	292	2.6	16.0	115
FAMILY CIRCLE	15930	10597	21.2	66.5	108	2490	23.1	15.6	117	6051	21.7	38.0	110	2056	18.2	12.9	93
THE FAMILY HANDYMAN	1126	721	1.4	64.0	104	*145	1.3	12.9	97	406	1.5	36.1	105	*170	1.5	15.1	108
FAMILY WEEKLY	11468	7053	14.1	61.5	100	1423	13.2	12.4	93	3999	14.3	34.9	101	1631	14.5	14.2	102
FIELD & STREAM	2234	1394	2.8	62.4	101	*346	3.2	15.5	116	784	2.8	35.1	102	264	2.3	11.8	85
FOOD & WINE	579	390	0.8	67.4	109	**84	0.8	14.5	109	*238	0.9	41.1	119	**69	0.6	11.9	86
FORBES	728	498	1.0	68.4	111	**92	0.9	12.6	95	*264	0.9	36.3	105	*142	1.3	19.5	140
FORTUNE	806	631	1.3	69.6	113	*78	0.7	8.6	65	*359	1.3	39.6	115	*195	1.7	21.5	155
GENTLEMEN'S QUARTERLY	791	493	1.0	62.3	101	**89	0.8	11.3	84	254	0.9	32.1	93	*150	1.3	19.0	136
GLAMOUR	5255	3517	7.0	66.8	108	733	6.8	13.9	105	1942	7.0	36.9	107	*42	7.5	16.0	115
GOLF DIGEST	636	455	0.9	71.5	116	*144	1.3	22.6	170	*216	0.8	34.0	99	**95	0.8	14.9	107
GOLF DIGEST/TENNIS (GROSS)	1186	862	1.7	72.7	118	*258	2.4	21.8	163	403	1.4	34.0	99	*201	1.8	16.9	122
GOLF MAGAZINE	441	324	0.6	73.5	119	**69	0.6	15.6	117	**139	0.5	31.5	92	**117	1.0	26.5	190
GOLF MAGAZINE/SKI (GROSS)	922	579	1.2	62.8	102	**133	1.2	14.4	108	*247	0.9	26.8	78	*199	1.8	21.6	155
GOOD HOUSEKEEPING	16487	10725	21.5	65.1	105	2370	22.0	14.4	108	5973	21.4	36.2	105	2381	21.1	14.4	104
HARPER'S BAZAAR	2423	1646	3.3	67.9	110	345	3.2	14.2	107	856	3.1	35.3	103	446	4.0	18.4	132
HEALTH	1994	1484	3.0	74.4	121	339	3.1	17.0	128	769	2.8	38.6	112	376	3.3	18.9	135
HEARST MAG CORP. BUY (GROSS)	44101	29367	28.8	66.6	108	6745	62.5	15.3	115	16027	57.5	36.3	106	6595	58.5	15.0	107
HEARST MAN POWER (GROSS)	1993	1367	2.7	68.6	111	270	2.5	13.5	102	850	3.0	42.6	124	247	2.2	12.4	89
HEARST WOMAN POWER (GROSS)	31274	20867	41.8	66.7	108	4915	45.6	15.7	118	11241	40.3	35.9	104	4711	41.8	15.1	108
HOUSE BEAUTIFUL	3623	2291	4.6	63.2	103	562	5.2	15.5	116	1218	4.4	33.6	98	510	4.5	14.1	101
INC.	283	*217	0.4	76.7	124	**67	0.6	23.7	178	**127	0.5	44.9	130	**23	0.2	8.1	58
JET	2928	1750	3.5	59.8	97	491	4.6	16.8	126	913	3.3	31.2	91	*346	3.1	11.8	85
LADIES' HOME JOURNAL	11918	7845	15.7	65.8	107	1738	16.1	14.6	110	4406	15.8	37.0	107	1701	15.1	14.3	102
LHJ FAMILY GRP COMBO(GROSS)	16764	11238	22.5	67.0	109	2458	22.8	14.7	110	6353	22.8	37.9	110	2426	21.5	14.5	104
LIFE	4254	2839	5.7	66.7	108	641	5.9	15.1	113	1515	5.4	35.6	103	683	6.1	16.1	115
L.A. TIMES HOME MAGAZINE	1145	704	1.4	61.5	100	**115	1.1	10.0	75	399	1.4	34.8	101	*189	1.7	16.5	118
MADEMOISELLE	2884	1891	3.8	65.6	106	473	4.4	16.4	123	988	3.5	34.3	100	431	3.8	14.9	107
MC CALL'S	13460	8954	17.9	66.5	108	1846	17.1	13.7	103	4883	17.5	36.3	105	2224	19.7	16.5	119
MC CALL'S/WRK MOTHER (GROSS)	14606	9744	19.5	66.7	108	2053	19.0	14.1	106	5335	19.1	36.5	106	2357	20.9	16.1	116
MECHANIX ILLUSTRATED	772	513	1.0	66.5	108	**70	0.6	9.1	68	367	1.3	47.5	138	**75	0.7	9.7	70
METROPOLITAN HOME	967	608	1.2	62.9	102	*147	1.4	15.2	114	329	1.2	34.0	99	*132	1.2	13.7	98
MONEY	1585	928	1.9	58.4	95	*244	2.3	15.4	115	455	1.6	28.7	83	*229	2.0	14.4	104
MOTHER EARTH NEWS	1002	676	1.4	67.5	109	**121	1.1	12.1	91	349	1.3	34.8	101	*204	1.8	20.6	148
MS.	825	549	1.1	66.5	108	**115	1.1	13.9	105	283	1.0	34.3	100	*151	1.3	18.3	131
NATIONAL ENQUIRER	10336	6879	13.8	66.6	108	1806	16.7	17.5	131	3772	13.5	36.5	106	1301	11.5	12.6	90
NATIONAL GEOGRAPHIC	9597	6098	12.2	63.5	103	1262	11.7	13.1	99	3233	11.6	33.7	98	1603	14.2	16.7	120
NATIONAL SUNDAY MAGAZINE PKG	49558	31492	63.1	63.5	103	7038	65.3	14.2	107	17529	62.9	35.4	103	6924	61.4	14.0	100
NATURAL HISTORY	573	281	0.6	49.0	80	**38	0.4	6.6	50	*173	0.6	30.2	88	**71	0.6	12.4	89
NEW WOMAN	1699	1083	2.2	63.7	103	*201	1.9	11.8	89	606	2.2	35.7	104	277	2.5	16.3	117
NEW YORK INCLUDING CUE	443	322	0.6	72.7	118	**116	1.1	26.2	197	*142	0.5	32.1	93	**65	0.6	14.7	105
THE NEW YORKER	1270	733	1.5	57.7	94	*129	1.2	10.2	76	441	1.6	34.7	101	163	1.4	12.8	92
NEWSWEEK	6277	4091	8.2	65.2	106	850	7.9	13.5	102	2141	7.7	34.1	99	1101	9.8	17.5	126
THE N.Y. TIMES DAILY EDITION	1205	848	1.7	70.4	114	283	2.6	23.5	176	425	1.5	35.3	102	*140	1.2	11.6	83
THE N.Y. TIMES MAGAZINE	2081	1476	3.0	70.9	115	487	4.5	23.4	176	705	2.5	33.9	98	285	2.5	13.7	98
OWN	788	522	1.0	66.2	107	**93	0.9	11.8	89	296	1.1	37.6	109	*133	1.2	16.9	121
ON CABLE	1158	715	1.4	61.7	100	*231	2.1	19.9	150	313	1.1	27.0	79	*170	1.5	14.7	105
1001 HOME IDEAS	2852	1909	3.8	66.9	109	381	3.5	13.4	100	1179	4.2	41.3	120	349	3.1	12.2	88
ORGANIC GARDENING	1658	1108	2.2	66.8	108	*209	1.9	12.6	95	742	2.7	44.8	130	*158	1.4	9.5	68
OUTDOOR LIFE	896	621	1.2	69.3	112	*138	1.3	15.4	116	359	1.3	40.1	116	*124	1.1	13.8	99
PARADE MAGAZINE	24275	15985	32.0	65.8	107	3984	36.9	16.4	123	8607	30.9	35.5	103	3394	30.1	14.0	100

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	49937	100.0	61.7	100	10785	100.0	13.3	100	27869	100.0	34.4	100	11282	100.0	13.9	100
PARENTS	3845	2513	5.0	65.4	106	595	5.5	15.5	116	1549	5.6	40.3	117	368	3.3	9.6	69
PENTHOUSE	831	462	0.9	55.6	90	**139	1.3	16.7	126	*206	0.7	24.8	72	**117	1.0	14.1	101
PEOPLE	11645	7747	15.5	66.5	108	1880	17.4	16.1	121	4094	14.7	35.2	102	1772	15.7	15.2	109
PLAYBOY	2006	1328	2.7	66.2	107	373	3.5	18.6	140	688	2.5	34.3	100	267	2.4	13.3	96
POPULAR HOT RODDING	297	*160	0.3	53.9	87	**33	0.3	11.1	83	**80	0.3	26.9	78	**47	0.4	15.8	114
POPULAR MECHANICS	1018	738	1.5	72.5	118	**137	1.3	13.5	101	482	1.7	47.3	138	*119	1.1	11.7	84
POPULAR SCIENCE	878	570	1.1	64.9	105	**96	0.9	10.9	82	384	1.4	43.7	127	**90	0.8	10.3	74
PREVENTION	3913	2458	4.9	62.8	102	557	5.2	14.2	107	1350	4.8	34.5	100	551	4.9	14.1	101
PSYCHOLOGY TODAY	1710	1049	2.1	61.3	99	267	2.5	15.6	117	557	2.0	32.6	95	*224	2.0	13.1	94
READER'S DIGEST	22204	14108	28.3	63.5	103	3108	28.8	14.0	105	7976	28.6	35.9	104	3024	26.8	13.6	98
REDBOOK	7684	5331	10.7	69.4	113	1280	11.9	16.7	125	2848	10.2	37.1	108	1204	10.7	15.7	112
ROAD & TRACK	410	*275	0.6	67.1	109	**64	0.6	15.6	117	*173	0.6	42.2	123	**39	0.3	9.5	68
ROLLING STONE	969	726	1.5	74.9	122	*126	1.2	13.0	98	390	1.4	40.2	117	*210	1.9	21.7	156
RUNNER'S WORLD	298	*172	0.3	57.7	94	**50	0.5	16.8	126	**82	0.3	27.5	80	**40	0.4	13.4	96
SATURDAY EVENING POST	1169	762	1.5	65.2	106	*176	1.6	15.1	113	386	1.4	33.0	96	200	1.8	17.1	123
SCIENCE 84	587	459	0.9	78.2	127	**64	0.6	10.9	82	307	1.1	52.3	152	**88	0.8	15.0	108
SCIENCE DIGEST	482	323	0.6	67.0	109	**81	0.8	16.8	126	*166	0.6	34.4	100	**76	0.7	15.8	113
SCIENTIFIC AMERICAN	594	355	0.7	59.8	97	**62	0.6	10.4	78	*194	0.7	32.7	95	**99	0.9	16.7	120
SELF	2089	1368	2.7	65.5	106	*285	2.6	13.6	102	702	2.5	33.6	98	382	3.4	18.3	131
SEVENTEEN	2411	1600	3.2	66.4	108	460	4.3	19.1	143	796	2.9	33.0	96	344	3.0	14.3	102
SKI	480	255	0.5	53.1	86	**65	0.6	13.5	102	**108	0.4	22.5	65	**82	0.7	17.1	123
SMITHSONIAN	2760	1672	3.3	60.6	98	288	2.7	10.4	78	864	3.1	31.3	91	520	4.6	18.8	135
SOAP OPERA DIGEST	3013	2081	4.2	69.1	112	762	7.1	25.3	190	890	3.2	29.5	86	429	3.8	14.2	102
SOUTHERN LIVING	4184	2692	5.4	64.3	104	472	4.4	11.3	85	1525	5.5	36.4	106	695	6.2	16.6	119
SPORT	559	422	0.8	75.5	122	**73	0.7	13.1	98	*267	1.0	47.8	139	**83	0.7	14.8	107
THE SPORTING NEWS	436	*305	0.6	70.0	113	**89	0.8	20.4	153	**190	0.7	43.6	127	**26	0.2	6.0	43
SPORTS AFIELD	493	307	0.6	62.3	101	**52	0.5	10.5	79	*202	0.7	41.0	119	**53	0.5	10.8	77
SPORTS ILLUSTRATED	2758	1799	3.6	65.2	106	415	3.8	15.0	113	924	3.3	33.5	97	460	4.1	16.7	120
STAR	7456	5057	10.1	67.8	110	1370	12.7	18.4	138	2806	10.1	37.6	109	882	7.8	11.8	85
SUNDAY	24936	15861	31.8	63.6	103	3619	33.6	14.5	109	9040	32.4	36.3	105	3202	28.4	12.8	92
SUNSET	2124	1068	2.1	50.3	82	**134	1.2	6.3	47	490	1.8	23.1	67	444	3.9	20.9	150
TV GUIDE	21661	14280	28.6	65.9	107	3582	33.2	16.5	124	7769	27.9	35.9	104	2929	26.0	13.5	97
TENNIS	550	407	0.8	74.0	120	**114	1.1	20.7	156	*188	0.7	34.2	99	**106	0.9	19.3	138
TIME	8880	5754	11.5	64.8	105	1402	13.0	15.8	119	3065	11.0	34.5	100	1287	11.4	14.5	104
TOWN & COUNTRY	917	501	1.0	54.6	89	**113	1.0	12.3	93	284	1.0	31.0	90	*104	0.9	11.3	81
TRAVEL & LEISURE	972	630	1.3	64.8	105	**141	1.3	14.5	109	350	1.3	36.0	105	*139	1.2	14.3	103
TRUE STORY	3356	2193	4.4	65.3	106	610	5.7	18.2	136	1173	4.2	35.0	102	409	3.6	12.2	87
U.S. NEWS & WORLD REPORT	3410	2146	4.3	62.9	102	396	3.7	11.6	87	1205	4.3	35.3	103	545	4.8	16.0	115
USA TODAY	1759	1188	2.4	67.5	110	357	3.3	20.3	152	560	2.0	31.8	93	270	2.4	15.3	110
US	1873	1319	2.6	70.4	114	366	3.4	19.5	147	616	2.2	32.9	96	336	3.0	17.9	129
VOGUE	3909	2617	5.2	66.9	109	653	6.1	16.7	125	1334	4.8	34.1	99	630	5.6	16.1	116
MALL STREET JOURNAL	1886	1222	2.4	64.8	105	*256	2.4	13.6	102	596	2.1	31.6	92	371	3.3	19.7	141
WEIGHT WATCHERS	2120	1347	2.7	63.5	103	224	2.1	10.6	79	881	3.2	41.6	121	242	2.1	11.4	82
WOMAN'S DAY	14172	9208	18.4	65.0	105	2160	20.0	15.2	114	5096	18.3	36.0	104	1952	17.3	13.8	99
WORKING MOTHER	1146	791	1.6	69.0	112	*207	1.9	18.1	136	452	1.6	39.4	115	*132	1.2	11.5	83
WORKING WOMAN	1322	939	1.9	71.0	115	218	2.0	16.5	124	461	1.7	34.9	101	260	2.3	19.7	141
WORLD TENNIS	*163	**101	0.2	62.0	100	**39	0.4	23.9	180	**46	0.2	28.2	82	**16	0.1	9.8	70
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1678	3.4	66.3	107	380	3.5	15.0	113	969	3.5	38.3	111	329	2.9	13.0	93
BLAIR INSERTS	43657	28102	56.3	64.4	104	6362	59.0	14.6	109	15573	55.9	35.7	104	6166	54.7	14.1	101
DAILY NEWSPAPERS																	
READ ANY	51633	33044	66.2	64.0	104	7261	67.3	14.1	106	18231	65.4	35.3	103	7552	66.9	14.6	105
READ ONE	43463	27710	55.5	63.8	103	5919	54.9	13.6	102	15405	55.3	35.4	103	6386	56.6	14.7	105
READ TWO OR MORE	8170	5334	10.7	65.3	106	1342	12.4	16.4	123	2826	10.1	34.6	101	1166	10.3	14.3	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	33458	67.0	63.5	103	7551	70.0	14.3	108	18572	66.6	35.3	102	7335	65.0	13.9	100
READ ONE	46126	29065	58.2	63.0	102	6413	59.5	13.9	104	16309	58.5	35.4	103	6343	56.2	13.8	99
READ TWO OR MORE	6552	4393	8.8	67.0	109	1138	10.6	17.4	130	2262	8.1	34.5	100	992	8.8	15.1	109
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.87				28.35				28.66				29.87			
30 DAY REACH	71455	44102	88.3	61.7	100	9628	89.3	13.5	101	24375	87.5	34.1	99	10100	89.5	14.1	101
50 SHWG - 30 DAY AV FREQ	14.56	15.16				14.79				15.05				15.77			
30 DAY REACH	67742	42121	84.3	62.2	101	9248	85.7	13.7	103	23265	83.5	34.3	100	9608	85.2	14.2	102
25 SHWG - 30 DAY AV FREQ	7.94	8.23				8.11				8.14				8.59			
30 DAY REACH	62117	38806	77.7	62.5	101	8444	78.3	13.6	102	21558	77.4	34.7	101	8805	78.0	14.2	102
CABLE TV: HOME WIRED	32077	20553	41.2	64.1	104	4464	41.4	13.9	105	11371	40.8	35.4	103	4719	41.8	14.7	106
HOME NOT WIRED	48909	29384	58.8	60.1	97	6322	58.6	12.9	97	16498	59.2	33.7	98	6564	58.2	13.4	96
HAVE PAY CABLE	15935	10853	21.7	68.1	110	2483	23.0	15.6	117	6036	21.7	37.9	110	2334	20.7	14.6	105

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	49937	100.0	61.7	100	10785	100.0	13.3	100	27869	100.0	34.4	100	11282	100.0	13.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	27938	55.9	63.6	103	6102	56.6	13.9	104	15535	55.7	35.4	103	6301	55.9	14.3	103
10:00 AM - 3:00 PM	30659	19862	39.8	64.8	105	4531	42.0	14.8	111	10957	39.3	35.7	104	4374	38.8	14.3	102
3:00 PM - 7:00 PM	31045	20030	40.1	64.5	105	4501	41.7	14.5	109	11044	39.6	35.6	103	4493	39.8	14.5	104
7:00 PM - MIDNIGHT	15767	10229	20.5	64.9	105	2298	21.3	14.6	109	5549	19.9	35.2	102	2382	21.1	15.1	108
MIDNIGHT - 6:00 AM	9120	5780	11.6	63.4	103	1244	11.5	13.6	102	3221	11.6	35.3	103	1315	11.7	14.4	104
6:00 AM - MIDNIGHT	58527	37378	74.9	63.9	104	8370	77.6	14.3	107	20600	73.9	35.2	102	8409	74.5	14.4	103
ENTIRE DAY	59311	37731	75.6	63.6	103	8462	78.5	14.3	107	20756	74.5	35.0	102	8513	75.5	14.4	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	10390	20.8	64.2	104	2451	22.7	15.2	114	5583	20.0	34.5	100	2357	20.9	14.6	105
ALL NEWS	2256	1453	2.9	64.4	104	404	3.7	17.9	134	715	2.6	31.7	92	335	3.0	14.8	107
AOR/PROGRESSIVE	3874	2708	5.4	69.9	113	688	6.4	17.8	133	1530	5.5	39.5	115	489	4.3	12.6	91
BEAUTIFUL MUSIC	5660	3624	7.3	64.0	104	748	6.9	13.2	99	2150	7.7	38.0	110	725	6.4	12.8	92
BLACK	2204	1337	2.7	60.7	98	382	3.5	17.3	130	679	2.4	30.8	90	276	2.4	12.5	90
CLASSICAL	1418	888	1.8	62.7	102	*165	1.5	11.6	87	536	1.9	37.8	110	*188	1.7	13.3	95
CHR/ROCK	9538	6393	12.8	67.0	109	1452	13.5	15.2	114	3569	12.8	37.4	109	1371	12.2	14.4	103
COUNTRY	12648	7854	15.7	62.1	101	1665	15.4	13.2	99	4246	15.2	33.6	98	1943	17.2	15.4	110
GOLDEN OLDIES	1191	752	1.5	63.1	102	*273	2.5	22.9	172	314	1.1	26.4	77	*165	1.5	13.9	99
MOR/NOSTALGIA	4757	3268	6.5	68.7	111	531	4.9	11.2	84	2067	7.4	43.5	126	670	5.9	14.1	101
NEWS/TALK	3863	2491	5.0	64.5	105	520	4.8	13.5	101	1280	4.6	33.1	96	*40	4.1	17.9	128
RELIGIOUS	3084	1975	4.0	64.0	104	426	3.9	13.8	104	1092	3.9	35.4	103	457	4.1	14.8	106
SOFT ROCK	521	314	0.6	60.3	98	**84	0.8	16.1	121	*155	0.6	29.8	86	**74	0.7	14.2	102
URBAN CONTEMPORARY	1585	1041	2.1	65.7	107	286	2.7	18.0	135	622	2.2	39.2	114	*134	1.2	8.5	61
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2153	4.3	66.0	107	620	5.7	19.0	143	1106	4.0	33.9	99	428	3.8	13.1	94
ABC DIRECTION	2316	1627	3.3	70.3	114	442	4.1	19.1	143	931	3.3	40.2	117	254	2.3	11.0	79
ABC ENTERTAINMENT	4834	3283	6.6	67.9	110	612	5.7	12.7	95	1914	6.9	39.6	115	757	6.7	15.7	112
ABC FM	2202	1343	2.7	61.0	99	233	2.2	10.6	79	779	2.8	35.4	103	332	2.9	15.1	108
ABC INFORMATION	5425	3460	6.9	63.8	103	689	6.4	12.7	95	1933	6.9	35.6	104	838	7.4	15.4	111
ABC ROCK	1677	1173	2.3	69.9	113	*232	2.2	13.8	104	725	2.6	43.2	126	*215	1.9	12.8	92
CBS	4430	2779	5.6	62.7	102	638	5.9	14.4	108	1405	5.0	31.7	92	737	6.5	16.6	119
MUTUAL	4992	3295	6.6	66.0	107	763	7.1	15.3	115	1726	6.2	34.6	100	805	7.1	16.1	116
NBC	4679	2987	6.0	63.8	104	714	6.6	15.3	115	1686	6.0	36.0	105	587	5.2	12.5	90
RADIORADIO	1994	1353	2.7	67.9	110	407	3.8	20.4	153	649	2.3	32.5	95	*297	2.6	14.9	107
RKO ONE	2298	1599	3.2	69.6	113	361	3.3	15.7	118	962	3.5	41.9	122	276	2.4	12.0	86
RKO TWO	3311	1995	4.0	60.3	98	481	4.5	14.5	109	1080	3.9	32.6	95	433	3.8	13.1	94
THE SOURCE	2114	1507	3.0	71.3	116	371	3.4	17.5	132	859	3.1	40.6	118	277	2.5	13.1	94
NON-WIRED : BLAIR	8654	5463	10.9	63.1	102	1101	10.2	12.7	96	3082	11.1	35.6	103	1280	11.3	14.8	106
INTERNET	12025	8157	16.3	67.8	110	1724	16.0	14.3	108	4705	16.9	39.1	114	1728	15.3	14.4	103
KATZ RADIO GROUP	15359	10011	20.0	65.2	106	2191	20.3	14.3	107	5446	19.5	35.5	103	2374	21.0	15.5	111
SUPERNET	10628	6887	13.7	64.5	105	1738	16.1	16.4	123	3672	13.2	34.6	100	1449	12.8	13.6	98
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5272	10.6	60.9	99	1115	10.3	12.9	97	2945	10.6	34.0	99	1212	10.7	14.0	100
WKDAY 9:00 AM - 1:00 PM	12163	7341	14.7	60.4	98	1646	15.3	13.5	102	4173	15.0	34.3	100	1522	13.5	12.5	90
WKDAY 1:00 PM - 4:30 PM	16150	9781	19.6	60.6	98	2298	21.3	14.2	107	5492	19.7	34.0	99	1991	17.6	12.3	88
WKDAY 4:30 PM - 7:30 PM	22463	13605	27.2	60.6	98	2937	27.2	13.1	98	7580	27.2	33.7	98	3087	27.4	13.7	99
WKDAY 7:30 PM - 8:00 PM	31795	19338	38.7	60.8	99	4130	38.3	13.0	98	10854	38.9	34.1	99	4355	38.6	13.7	98
WKDAY 11:00 PM - 11:30 PM	23977	14869	29.8	62.0	101	3203	29.7	13.4	100	8254	29.6	34.4	100	3413	30.3	14.2	102
WKDAY 11:30 PM - 1:00 AM	7703	4846	9.7	62.9	102	1120	10.4	14.5	109	2623	9.4	34.1	99	1103	9.8	14.3	103
M-SAT 8-11 PM+SUN 7-11 PM	33800	20783	41.6	61.5	100	4698	43.6	13.9	104	11570	41.5	34.2	99	4515	40.0	13.4	96
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	4040	8.1	61.8	100	1077	10.0	16.5	124	2215	7.9	33.9	98	748	6.6	11.4	82
ANOTHER WORLD	N 4620	2739	5.5	59.3	96	601	5.6	13.0	98	1619	5.8	35.0	102	519	4.6	11.2	81
AS THE WORLD TURNS	C 5614	3198	6.4	57.0	92	735	6.8	13.1	98	1758	6.3	31.3	91	704	6.2	12.5	90
CAPITOL	C 3396	2022	4.0	59.5	97	443	4.1	13.0	98	1153	4.1	34.0	99	426	3.8	12.5	90
CBS MORN. NEWS 1	C 1446	807	1.6	55.8	91	184	1.7	12.7	96	444	1.6	30.7	89	180	1.6	12.4	89
CBS MORN. NEWS 2	C 1207	611	1.2	50.6	82	139	1.3	11.5	86	333	1.2	27.6	80	139	1.2	11.5	83
DAYS OF OUR LIVES	N 5877	3674	7.4	62.5	101	835	7.7	14.2	107	2164	7.8	36.8	107	674	6.0	11.5	82
FACTS OF LIFE - DAYTIME	N 2290	1342	2.7	58.6	95	348	3.2	15.2	114	958	2.4	28.7	83	336	3.0	14.7	105
FAMILY FEUD	A 3023	1751	3.5	57.9	94	383	3.6	12.7	95	953	3.4	31.5	92	415	3.7	13.7	99
GENERAL HOSPITAL	A 6097	3729	7.5	61.2	99	959	8.9	15.7	118	2024	7.3	33.2	96	746	6.6	12.2	88
GOOD MORNING, AMERICA-730A	A 3515	2109	4.2	60.0	97	457	4.2	13.0	98	1117	4.0	31.8	92	*35	4.7	15.2	109
GOOD MORNING, AMERICA-830A	A 2818	1796	3.6	63.7	103	386	3.6	13.7	103	1020	3.7	36.2	105	391	3.5	13.9	100
GUIDING LIGHT	C 5339	3130	6.3	58.6	95	618	5.7	11.6	87	1801	6.5	33.7	98	712	6.3	13.3	96
ONE LIFE TO LIVE	A 4478	2864	5.7	64.0	104	685	6.4	15.3	115	1578	5.7	35.2	102	601	5.3	13.4	96
PRESS YOUR LUCK	C 2244	1391	2.8	62.0	101	304	2.8	13.5	102	784	2.8	34.9	102	303			

SPAGHETTI SAUCE (IN JARS OR CANS): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS LESS THAN ONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	49937	100.0	61.7	100	10785	100.0	13.3	100	27869	100.0	34.4	100	11282	100.0	13.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	15517	31.1	59.5	97	3149	29.2	12.1	91	8578	30.8	32.9	96	3790	33.6	14.5	104
NETWORK AFFILIATES - LATE		20261	12489	25.0	61.6	100	2668	24.7	13.2	99	6836	24.5	33.7	98	2984	26.4	14.7	106
INDEPENDENTS - LATE		2076	1310	2.6	63.1	102	315	2.9	15.2	114	678	2.4	32.7	95	316	2.8	15.2	109
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	6400	13.2	63.1	102	1779	16.5	17.0	128	3510	12.6	33.6	98	1310	11.6	12.5	90
ABC MONDAY NIGHT MOVIE		A 6412	3917	7.8	61.1	99	712	6.6	11.1	83	2254	8.1	35.2	102	952	8.4	14.8	107
ABC SUNDAY NIGHT MOVIE		A 12407	7556	15.1	60.9	99	1599	14.8	12.9	97	4214	15.1	34.0	99	1742	15.4	14.0	101
ABC WORLD NEWS TONIGHT		A 6176	3731	7.5	60.4	98	698	6.5	11.3	85	2219	8.0	35.9	104	814	7.2	13.2	95
AFTERMASH		C 5863	3550	7.1	60.5	98	721	6.7	12.3	92	2085	7.5	35.6	103	744	6.6	12.7	91
ALICE		C 9594	5734	11.5	59.8	97	1221	11.3	12.7	96	3106	11.1	32.4	94	1407	12.5	14.7	105
AMERICAN PARADE		C 6622	3893	7.8	58.8	95	690	6.4	10.4	78	2321	8.3	35.0	102	881	7.8	13.3	96
BENSON		A 10886	6458	12.9	59.3	96	1360	12.6	12.5	94	3605	12.9	33.1	96	1493	13.2	13.7	98
BLUE THUNDER		A 5036	3175	6.4	63.0	102	708	6.6	14.1	106	1689	6.1	33.5	97	778	6.9	15.4	111
CAGNEY & LACEY		C 9965	6178	12.4	62.0	101	1575	14.6	15.8	119	3412	12.2	34.2	99	1192	10.6	12.0	86
CBS EVENING NEWS-DEAN		C 3491	1965	3.9	56.3	91	342	3.2	9.8	74	1134	4.1	32.5	94	489	4.3	14.0	101
CBS EVENING NEWS-RATHER		C 7123	4267	8.5	59.9	97	883	8.2	12.4	93	2277	8.2	32.0	93	1108	9.8	15.6	112
CBS SAT. NEWS-SCHIEFFER		C 3621	2170	4.3	59.9	97	383	3.6	10.6	79	1129	4.1	31.2	91	658	5.8	18.2	130
CBS SATURDAY NIGHT MOVIE		C 5436	3433	6.9	63.2	102	679	6.3	12.5	94	2027	7.3	37.3	108	728	6.5	13.4	96
CBS WEDNESDAY NIGHT MOVIE		C 6100	3529	7.1	57.9	94	725	6.7	11.9	89	2052	7.4	33.6	98	752	6.7	12.3	88
CHEERS		N 8889	5620	11.3	63.2	103	1330	12.3	15.0	112	3348	12.0	37.7	109	942	8.3	10.6	76
DALLAS		C 22109	13380	26.8	60.5	98	2945	27.3	13.3	100	7485	26.9	33.9	98	2950	26.1	13.3	96
DIFF'RENT STROKES		N 6940	3947	7.9	56.9	92	1015	9.4	14.6	110	2119	7.6	30.5	89	813	7.2	11.7	84
DOUBLE TROUBLE		N 7223	4522	9.1	62.6	102	1010	9.4	14.0	105	2537	9.1	35.1	102	976	8.7	13.5	97
DUCK FACTORY		N 5595	3496	7.0	62.5	101	728	6.8	13.0	98	2264	8.1	40.5	118	504	4.5	9.0	65
DUKES OF HAZZARD		C 5768	3444	6.9	59.7	97	709	6.6	12.3	92	1899	6.8	32.9	96	837	7.4	14.5	104
DYNASTY		A 20053	12280	24.6	61.2	99	2722	25.2	13.6	102	6901	24.8	34.4	100	2657	23.6	13.2	95
FACTS OF LIFE		N 8087	4917	9.8	60.8	99	1380	12.8	17.1	128	2541	9.1	31.4	91	997	8.8	12.3	88
FALCON CREST		C 20046	12332	24.7	61.5	100	2655	24.6	13.2	99	7065	25.4	35.2	102	2612	23.2	13.0	94
FALL GUY		A 9084	5434	10.9	59.8	97	1328	12.3	14.6	110	2981	10.7	32.8	95	1125	10.0	12.4	89
FAMILY TIES		N 7964	4971	10.0	62.4	101	1363	12.6	17.1	129	2737	9.8	34.4	100	871	7.7	10.9	79
FANTASY ISLAND		A 7687	4555	9.1	59.3	96	979	9.1	12.7	96	2519	9.0	32.8	95	1057	9.4	13.8	99
FOULUPS, BLEEPS & BLUNDERS		A 8861	5520	11.1	62.3	101	1115	10.3	12.6	94	3210	11.5	36.2	105	1195	10.6	13.5	97
FOUR SEASONS		C 5095	3164	6.3	62.1	101	692	6.4	13.6	102	1876	6.7	36.8	107	596	5.3	11.7	84
GIMME A BREAK		N 8838	5408	10.8	61.2	99	1406	13.0	15.9	119	3121	11.2	35.3	103	882	7.8	10.0	72
HART TO HART		A 8978	5415	10.8	60.3	98	1102	10.2	12.3	92	3043	10.9	33.9	98	1270	11.3	14.1	102
HILL STREET BLUES		N 8590	5575	11.2	64.9	105	1327	12.3	15.4	116	3234	11.6	37.6	109	1014	9.0	11.8	85
HOTEL		A 14085	8687	17.4	61.7	100	1938	18.0	13.8	103	4953	17.8	35.2	102	1796	15.9	12.8	92
JEFFERSONS		C 9360	5513	11.0	58.9	96	1322	12.3	14.1	106	2977	10.7	31.8	92	1214	10.8	13.0	93
JENNIFER SLEPT HERE		N 5841	3513	7.0	60.1	98	957	8.9	16.4	123	1921	6.9	32.9	96	635	5.6	10.9	78
KATE & ALLIE		C 9206	5741	11.5	62.4	101	1371	12.7	14.9	112	3125	11.2	33.9	99	1244	11.0	13.5	97
KNIGHT RIDER		N 7076	4158	8.3	58.8	95	1006	9.3	14.2	107	2316	8.3	32.7	95	837	7.4	11.8	85
LOVE BOAT		A 12219	7109	14.2	58.2	94	1548	14.4	12.7	95	3929	14.1	32.2	93	1632	14.5	13.4	96
MAGNUM PI		C 11199	6258	13.7	61.2	99	1400	13.0	12.5	94	3947	14.2	35.2	102	1511	13.4	13.5	97
MAMA'S FAMILY		N 6057	3674	7.4	60.7	98	904	8.4	14.9	112	2061	7.4	34.0	99	709	6.3	11.7	84
MASTER, THE		N 3598	2299	4.6	63.9	104	563	5.2	15.6	117	1266	4.5	35.2	102	470	4.2	13.1	94
MATT HOUSTON		A 6344	3840	7.7	60.8	99	891	8.3	14.0	105	2150	7.7	33.9	98	820	7.3	12.9	93
NBC MONDAY NIGHT MOVIE		N 11994	7676	15.4	64.0	104	1752	16.2	14.6	110	4458	16.0	37.2	108	1467	13.0	12.2	88
NBC NIGHTLY NEWS		N 5132	3090	6.1	59.4	96	572	5.3	11.1	84	1803	6.5	35.1	102	676	6.0	13.2	95
NBC NIGHTLY NEWS-SAT		N 3375	1951	3.9	57.8	94	337	3.1	10.0	75	1136	4.1	33.7	98	478	4.2	14.2	102
NBC NIGHTLY NEWS-SUN		N 3130	1752	3.5	56.0	91	395	3.7	12.6	95	937	3.4	29.9	87	420	3.7	13.4	96
NBC SUNDAY NIGHT MOVIE		N 8284	5372	10.8	64.8	105	1385	12.8	16.7	126	2953	10.6	35.6	104	1034	9.2	12.5	90
NEWHART		C 9240	5767	11.5	62.4	101	1512	14.0	16.4	123	2975	10.7	32.2	94	1280	11.3	13.9	99
ONE DAY AT A TIME		C 7288	4276	8.6	58.7	95	986	9.1	13.5	102	2395	8.6	32.9	95	895	7.9	12.3	88
PEOPLE ARE FUNNY		N 4855	2965	5.9	61.1	99	828	7.7	17.1	128	1542	5.5	31.8	92	595	5.3	12.3	88
REAL PEOPLE		N 8869	5284	10.6	59.6	97	1112	10.3	12.5	94	2980	10.7	33.6	98	1192	10.6	13.4	96
REMINGTON STEELE		N 7743	4617	9.2	59.6	97	1124	10.4	14.5	109	2545	9.1	32.9	96	948	8.4	12.2	88
RIPLEY'S BELIEVE IT - NOT		A 5345	3233	6.5	60.5	98	733	6.8	13.7	103	1784	6.4	33.4	97	715	6.3	13.4	96
RIPTIDE		N 6988	4350	8.7	62.2	101	1170	10.8	16.7	126	2358	8.5	33.7	98	823	7.3	11.8	85
SCARECROW & MRS. KING		C 10002	6028	12.1	60.3	98	1383	12.8	13.8	104	3232	11.6	32.3	94	1413	12.5	14.1	101
SIMON & SIMON		C 10638	6595	13.2	62.0	101	1632	15.1	15.3	115	3648	13.1	34.3	100	1314	11.6	12.4	89
60 MINUTES		C 13293	7966	16.0	59.9	97	1407	13.0	10.6	79	4539	16.3	34.1	99	2020	17.9	15.2	109
ST. ELSEWHERE		N 7017	4621	9.3	65.9	107	1085	10.1	15.5	116	2529	9.1	36.0	105	1007			

	TOTAL U.S. '000	AUNT MILLIE'S				CAMPBELL'S PREGO				CHEF BOY-AR-DEE				HUNT'S PRIMA SALSA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEMAKERS	30984	3400	100.0	4.2	100	6744	100.0	8.3	100	6828	100.0	8.4	100	4662	100.0	5.8	100
18 - 24	9282	**181	5.3	2.0	46	732	10.9	7.9	95	1228	9.2	6.8	80	*436	9.4	4.7	82
25 - 34	19072	930	27.4	4.9	116	1789	26.5	9.4	113	1418	20.8	7.4	88	1095	23.5	5.7	108
35 - 44	14591	611	18.0	4.2	100	1068	15.8	7.3	88	1389	20.3	9.5	113	950	20.4	6.5	113
45 - 54	11345	*363	10.7	3.2	76	1027	15.2	9.1	109	953	14.0	8.4	100	753	16.2	6.6	115
55 - 64	11635	708	20.8	6.1	145	1043	15.5	9.0	108	1195	17.5	10.3	122	743	15.9	6.4	111
65 OR OLDER	15061	1001	17.9	4.0	96	1086	16.1	7.2	87	1246	18.2	8.3	98	886	14.7	4.6	75
18 - 34	28354	1111	32.7	3.9	93	2521	37.4	8.9	107	2046	30.0	7.2	86	1531	32.8	5.4	94
18 - 49	18333	1952	57.4	4.0	96	4215	62.5	8.7	105	3887	56.9	8.0	95	2867	61.5	5.9	103
25 - 54	15008	1904	56.0	4.2	101	3884	57.6	8.6	104	3760	55.1	8.4	99	2797	60.0	6.2	108
35 - 49	19985	841	24.7	4.2	100	1694	25.1	8.5	102	1841	27.0	9.2	109	1337	28.7	6.7	116
50 OR OLDER	32647	1449	42.6	4.4	106	2530	37.5	7.7	93	2941	43.1	9.0	107	1795	38.5	5.5	96
GRADUATED COLLEGE	11155	643	18.9	5.8	137	874	13.0	7.8	94	578	8.5	5.2	61	649	13.9	5.8	101
ATTENDED COLLEGE	13683	800	17.6	4.4	104	1125	16.7	8.2	99	971	14.2	7.1	84	852	18.3	6.2	108
GRADUATED HIGH SCHOOL	33880	1515	44.6	4.5	107	3091	45.8	9.1	110	3455	50.6	10.2	121	1954	41.9	5.8	100
DID NOT GRADUATE HIGH SCHOOL	22270	1885	18.9	2.9	69	1654	24.5	7.4	89	1824	26.7	8.2	97	1207	25.9	5.4	94
EMPLOYED	40006	1861	54.7	4.6	110	3033	45.0	7.5	90	3235	47.4	8.0	95	2388	51.2	5.9	103
EMPLOYED FULL-TIME	32550	1620	47.6	4.9	117	2514	37.3	7.7	92	2746	40.2	8.4	99	1973	42.3	6.0	104
EMPLOYED PART-TIME	7456	**241	7.1	3.2	77	*519	7.7	7.0	84	*489	7.2	6.6	78	*415	8.9	5.6	97
NOT EMPLOYED	40680	1539	45.3	3.8	90	3711	55.0	9.1	110	3593	52.6	8.8	105	2274	48.8	5.6	97
PROFESSIONAL/MANAGER	10392	741	21.8	7.1	170	793	11.8	7.6	92	*705	10.3	6.8	80	*598	12.8	5.8	100
TECH/CLERICAL/SALES	17574	654	19.2	3.7	89	1409	20.9	8.0	96	1393	20.4	7.9	94	1168	25.1	6.6	115
PRECISION/CRAFT	1155	**39	1.1	4.0	94	*57	0.8	5.8	69	*54	0.8	5.5	65	**60	1.3	6.1	106
OTHER EMPLOYED	11354	*426	12.5	3.8	89	774	11.5	6.8	82	1083	15.9	9.5	113	562	12.1	4.9	80
SINGLE	9863	479	14.1	4.9	116	595	8.8	6.0	72	669	9.8	6.8	80	440	9.4	4.5	77
MARRIED	51375	2144	63.1	4.2	99	4606	68.3	9.0	108	4486	65.7	8.7	104	3055	65.5	5.9	103
DIVORCED/SEPARATED/WIDOWED	19748	777	22.9	3.9	94	1543	22.9	7.8	94	1673	24.5	8.5	100	1168	25.1	5.9	103
PARENTS	32590	1243	36.6	3.8	91	2926	43.4	9.0	108	3080	45.1	9.5	112	2138	45.9	6.6	114
WHITE	70416	3159	92.9	4.5	107	6019	89.2	8.5	103	5730	83.9	8.1	97	3912	83.9	5.6	97
BLACK	8778	*213	6.3	2.4	58	497	7.4	5.7	68	1078	15.8	12.3	146	612	13.1	7.0	122
OTHER	1791	**29	0.9	1.6	39	*229	3.4	12.8	154	*221	0.3	1.2	14	*138	3.0	7.7	131
NORTHEAST-CENSUS	17786	2847	83.7	16.0	381	2132	31.6	12.0	144	784	11.5	4.4	52	1518	32.6	8.5	141
NORTH CENTRAL	20741	**162	4.8	0.8	19	1909	28.3	9.2	111	2219	32.5	10.7	127	1336	28.7	6.4	111
SOUTH	27775	*372	10.9	1.3	32	1489	22.1	5.4	64	2850	41.7	10.3	122	1164	25.0	4.2	77
WEST	14683	**19	0.6	0.1	3	1214	18.0	8.3	99	976	14.3	6.6	79	645	13.8	4.4	70
NORTHEAST-MKTG.	17961	2909	85.6	16.2	386	2146	31.8	11.9	143	1036	15.2	5.8	68	1571	33.7	8.7	151
EAST CENTRAL	11885	**235	6.9	2.0	47	1070	15.9	9.0	108	1169	17.1	9.8	117	1039	22.3	8.7	151
WEST CENTRAL	14090	**61	1.8	0.4	10	1193	17.7	8.5	102	1307	19.1	9.3	110	647	13.9	4.6	80
SOUTH	24081	*177	5.2	0.7	18	1261	18.7	5.2	63	2452	35.9	10.2	121	854	18.3	3.5	66
PACIFIC	12969	**19	0.6	0.1	3	1074	15.9	8.3	99	865	12.7	6.7	79	*552	11.8	4.3	77
COUNTY SIZE A	32439	2110	62.1	6.5	155	2676	39.7	8.2	99	2040	29.9	6.3	75	1929	41.4	5.9	101
COUNTY SIZE B	24915	911	26.8	3.7	87	2154	31.9	8.6	104	2179	31.9	8.7	104	1599	34.3	6.4	111
COUNTY SIZE C	12930	**343	10.1	2.7	63	1167	17.3	9.0	108	1235	18.1	9.6	113	736	15.8	5.7	99
COUNTY SIZE D	10703	*37	1.1	0.3	8	747	11.1	7.0	84	1375	20.1	12.8	152	*399	8.6	3.7	66
METRO CENTRAL CITY	24518	1057	31.1	4.3	103	2007	29.8	8.2	98	2004	29.3	8.2	97	1752	37.6	7.1	121
METRO SUBURBAN	35919	2000	58.9	5.6	133	3232	47.9	9.0	108	2633	38.6	7.3	87	2085	44.7	5.8	101
NON METRO	20549	*340	10.0	1.7	39	1506	22.3	7.3	88	2191	32.1	10.7	126	825	17.7	4.0	77
TOP 5 ADI'S	18341	1903	56.0	10.4	247	1756	26.0	9.6	115	1034	15.1	5.6	67	1174	25.2	6.4	111
TOP 10 ADI'S	25378	2111	62.1	8.3	198	2281	33.8	9.0	108	1432	21.0	5.6	67	1543	33.1	6.1	101
TOP 20 ADI'S	36488	2398	70.5	6.6	157	3065	45.4	8.4	101	2257	33.1	6.2	73	2111	45.3	5.8	101
HSHLD INC. \$50,000 OR MORE	6612	*526	15.5	8.0	189	681	10.1	10.3	124	1368	5.7	5.9	70	*434	9.3	6.6	111
\$40,000 OR MORE	12659	888	26.0	7.0	166	1156	17.1	9.1	110	1818	12.0	6.5	77	838	18.0	6.6	111
\$30,000 OR MORE	24698	1479	43.5	6.0	143	2186	32.4	8.9	106	1945	28.5	7.9	93	1581	33.9	6.4	111
\$25,000 OR MORE	32077	1930	56.8	6.0	143	2772	41.1	8.6	104	2559	37.5	8.0	95	2092	44.9	6.5	111
\$20,000 - \$24,999	9144	*326	9.6	3.6	85	799	11.8	8.7	105	705	10.3	7.7	91	*507	10.9	5.5	99
\$15,000 - \$19,999	8728	*389	11.4	4.5	106	751	11.1	8.6	103	652	10.0	7.8	93	*354	7.6	4.1	77
\$10,000 - \$14,999	12562	*334	9.8	2.7	63	1308	19.4	10.4	125	1370	20.1	10.9	129	743	15.9	5.9	101
UNDER \$10,000	18475	*421	12.4	2.3	54	1114	16.5	6.0	72	1512	22.1	8.2	97	967	20.7	5.2	99
HOUSEHOLD OF 1 PERSON	11987	437	12.9	3.6	87	688	10.2	5.7	69	879	12.9	7.3	87	472	10.1	3.9	66
2 PEOPLE	26577	1116	32.8	4.2	100	2461	36.5	9.3	111	2198	32.2	8.3	98	1473	31.6	5.5	99
3 OR 4 PEOPLE	30617	1326	39.0	4.3	103	2334	34.6	7.6	92	2388	35.0	7.8	93	1882	36.1	5.5	99
5 OR MORE PEOPLE	11804	*521	15.3	4.4	105	1262	18.7	10.7	128	1363	20.0	11.5	137	1035	22.2	8.8	151
NO CHILD IN HSHLD	46165	2112	2.1	4.6	109	3531	52.4	7.6	92	3601	52.7	7.8	93	2271	48.7	4.9	80
CHILD(REN) UNDER 2 YRS	5375	*62	1.8	1.2	28	*348	5.2	6.5	78	*471	6.9	8.8	105	*259	5.6	4.9	80
2 - 5 YEARS	14221	*441	13.0	3.1	74	1146	17.0	8.1	97	1086	15.9	7.6	91	823	19.8	6.5	111
6 - 11 YEARS	15117	*543	16.0	3.6	86	1390	20.6	9.2	110	1418	20.8	9.4	111	1178	25.3	7.8	131
12 - 17 YEARS	16611	695	20.4	4.2	100	1665	24.7	10.0	120	1658	24.3	10.0	118	1331	28.5	8.0	131
RESIDENCE OWNED	55884	2269	66.7	4.1	97	4793	71.1	8.6	103	4889	73.1	8.9	106	4009	73.1	6.1	101
VALUE: \$50,000 OR MORE	31744	1554	45.7	4.9	117	2915	43.2	9.2	110	2492	36.5	7.9	93	1937	41.5	6.1	101
VALUE: UNDER \$50,000	24140	*715	21.0	3.0	71	1879	27.9	7.8	93	2497	36.6	10.3	123	1472	31.6	6.1	101

SPAGHETTI SAUCE (IN JARS OR CANS): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	AUNT MILLIE'S				CAMPBELL'S PREGO				CHEF BOY-AR-DEE				HUNT'S PRIMA SALSA			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS	% DOWN	% ACROSS	% DOWN	% ACROSS	% DOWN	% ACROSS	% DOWN	% ACROSS	% DOWN	% ACROSS	% DOWN	% ACROSS	% DOWN	% ACROSS	% DOWN
			'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	3400	100.0	4.2	100	6744	100.0	8.3	100	6828	100.0	8.4	100	4662	100.0	5.8	100
MAGAZINES	QUINTILE 1	15799	834	24.5	5.3	126	1523	22.6	9.6	116	1373	20.1	8.7	103	1788	27.6	8.1	141
	QUINTILE 2	17259	983	28.9	5.7	136	1732	25.7	10.0	121	1426	20.9	8.3	98	1197	25.7	6.9	120
	QUINTILE 3	13545	632	18.6	4.7	111	1042	15.5	7.7	92	1195	17.5	8.8	105	618	13.3	4.6	79
	QUINTILE 4	15133	*411	12.1	2.7	65	966	14.3	6.4	77	1255	18.4	8.3	98	607	13.0	4.0	70
	QUINTILE 5	19250	*541	15.9	2.8	67	1481	22.0	7.7	92	1579	23.1	8.2	97	855	20.5	5.0	86
NEWSPAPERS	QUINTILE 1	12413	961	28.3	7.7	184	1101	16.3	8.9	107	901	13.2	7.3	86	968	20.8	7.8	135
	QUINTILE 2	24116	1012	29.8	4.2	100	2062	30.6	8.6	103	2104	30.8	8.7	103	1560	33.5	6.5	112
	QUINTILE 3	11261	*397	11.7	3.5	84	1145	17.0	10.2	122	1013	14.8	9.0	107	746	16.0	6.6	111
	QUINTILE 4	20255	782	23.0	3.9	92	1684	25.0	8.3	100	1907	27.9	9.4	112	946	20.3	4.7	81
	QUINTILE 5	12940	**248	7.3	1.9	46	752	11.2	5.8	70	904	13.2	7.0	83	*443	9.5	3.4	59
OUTDOOR	QUINTILE 1	14852	856	25.2	5.8	137	1464	21.7	9.9	118	1154	16.9	7.8	92	841	18.0	5.7	98
	QUINTILE 2	15725	696	20.5	4.4	105	1262	18.7	8.0	96	1433	21.0	9.1	108	819	17.6	5.2	90
	QUINTILE 3	16330	655	19.3	4.0	96	1507	22.3	9.2	111	1378	20.2	8.4	100	1034	22.2	6.3	110
	QUINTILE 4	16744	762	22.4	4.6	108	1251	18.5	7.5	90	1266	18.5	7.6	90	761	16.3	4.5	79
	QUINTILE 5	17334	*431	12.7	2.5	59	1260	18.7	7.3	87	1395	23.4	9.2	109	1207	25.9	7.0	121
RADIO-DRIVE TIME	QUINTILE 1	15911	774	22.8	4.9	116	1603	23.8	10.1	121	1673	24.5	10.5	125	1120	24.0	7.0	122
	QUINTILE 2	14837	482	14.2	3.2	77	1261	18.7	8.5	102	1098	15.9	7.3	87	713	15.3	4.8	83
	QUINTILE 3	15339	741	21.8	4.8	115	1432	21.2	9.3	112	1327	19.4	8.7	103	849	18.2	5.5	96
	QUINTILE 4	16723	730	21.5	4.4	104	1184	17.6	7.1	85	1313	19.2	7.9	93	1008	21.6	6.0	105
	QUINTILE 5	18176	674	19.8	3.7	88	1264	18.7	7.0	84	1428	20.9	7.9	93	973	20.9	5.4	93
RADIO-MID- DAY	TERCILE 1	21020	969	28.5	4.6	110	2089	31.0	9.9	119	1725	25.3	8.2	97	1432	30.7	6.8	118
	TERCILE 2	21610	951	28.0	4.4	105	1804	26.7	8.3	100	1941	28.4	9.0	107	1209	25.9	5.6	97
	TERCILE 3	38355	1480	43.5	3.9	92	2851	42.3	7.4	89	3163	46.3	8.2	98	2021	43.4	5.3	92
RADIO-TOTAL	QUINTILE 1	15986	762	22.4	4.8	114	1570	23.3	9.8	118	1540	22.6	9.6	114	1073	23.0	6.7	117
	QUINTILE 2	15626	629	18.5	4.0	96	1359	20.2	8.7	104	1231	18.0	7.9	93	972	20.8	6.2	108
	QUINTILE 3	16723	866	25.5	5.2	123	1431	21.2	8.6	103	1364	20.0	8.2	97	755	16.2	4.5	78
	QUINTILE 4	16342	634	18.6	3.9	92	1259	18.7	7.7	93	1484	21.7	9.1	108	859	18.4	5.3	91
	QUINTILE 5	16306	*510	15.0	3.1	74	1125	16.7	6.9	83	1209	17.7	7.4	88	1004	21.5	6.2	107
TV-PRIME TIME	QUINTILE 1	15953	732	21.5	4.6	109	1446	21.4	9.1	109	1231	18.0	7.7	92	946	20.3	5.9	103
	QUINTILE 2	16137	926	27.2	5.7	137	1518	22.5	9.4	113	1456	21.3	9.0	107	899	19.3	5.6	97
	QUINTILE 3	16420	670	19.7	4.1	97	1560	23.1	9.5	114	1528	22.4	9.3	110	982	21.1	6.0	104
	QUINTILE 4	16687	522	15.4	3.1	75	1234	18.3	7.4	89	1501	22.0	9.0	107	966	20.7	5.8	101
	QUINTILE 5	15789	*550	16.2	3.5	83	987	14.6	6.3	75	1113	16.3	7.0	84	870	18.7	5.5	96
TV-DAYTIME	TERCILE 1	27736	820	24.1	3.0	70	2638	39.1	9.5	114	2605	38.2	9.4	111	1728	37.1	6.2	108
	TERCILE 2	26489	1268	37.3	4.8	114	2097	31.1	7.9	95	1955	28.6	7.4	88	1518	32.6	5.7	100
	TERCILE 3	26761	1312	38.6	4.9	117	2010	29.8	7.5	90	2269	33.2	8.5	101	1417	30.4	5.3	92
TV-TOTAL	QUINTILE 1	16345	663	19.5	4.1	97	1623	24.1	9.9	119	1413	20.7	8.6	103	1004	21.5	6.1	107
	QUINTILE 2	16447	734	21.6	4.5	106	1486	22.0	9.0	108	1546	22.6	9.4	111	1045	22.4	6.4	110
	QUINTILE 3	15980	586	17.2	3.7	87	1252	18.6	7.8	94	1400	20.5	8.8	104	822	17.6	5.1	89
	QUINTILE 4	15887	769	22.6	4.8	115	1368	20.3	8.6	103	1111	16.3	7.0	83	902	19.3	5.7	99
	QUINTILE 5	16326	649	19.1	4.0	95	1016	15.1	6.2	75	1358	19.9	8.3	99	890	19.1	5.5	95
MAGAZINES-NEWSPAPERS: DUAL		20721	1143	33.6	5.5	131	2007	29.8	9.7	116	1869	27.4	9.0	107	1640	35.2	7.9	137
MAGAZINE IMPERATIVE		19186	862	25.4	4.5	107	1780	26.4	9.3	111	1599	23.4	8.3	99	1087	23.3	5.7	98
NEWSPAPER IMPERATIVE		21899	1015	29.9	4.6	110	1722	25.5	7.9	94	1712	25.1	7.8	93	1230	26.4	5.6	98
MAGAZINES-OUTDOOR: DUAL		15451	855	25.1	5.5	132	1694	25.1	11.0	132	1125	16.5	7.3	86	890	19.1	5.8	100
MAGAZINE IMPERATIVE		25953	1275	37.5	4.9	117	2096	31.1	8.1	97	2300	33.7	8.9	105	1942	41.7	7.5	130
OUTDOOR IMPERATIVE		24400	947	27.9	3.9	92	1877	27.8	7.7	92	2239	32.8	9.2	109	1172	25.1	4.8	83
MAGAZINES-RADIO: DUAL		18049	909	26.7	5.0	120	1814	26.9	10.1	121	1518	22.2	8.4	100	1264	27.1	7.0	122
MAGAZINE IMPERATIVE		23571	1228	36.1	5.2	124	1975	29.3	8.4	101	1913	28.0	8.1	96	1557	33.4	6.6	115
RADIO IMPERATIVE		23278	850	25.0	3.7	87	1919	28.5	8.2	99	2035	29.8	8.7	104	1165	25.0	5.0	87
MAGAZINES-TELEVISION: DUAL		15459	895	26.3	5.8	138	1737	25.8	11.2	135	1447	21.2	9.4	111	1411	30.3	9.1	159
MAGAZINE IMPERATIVE		25829	1328	39.1	5.1	122	2130	31.6	8.2	99	2012	29.5	7.8	92	1509	32.4	5.8	101
TELEVISION IMPERATIVE		26039	728	21.4	2.8	67	2009	29.8	7.7	93	2238	32.8	8.6	102	1039	22.3	4.0	69
NEWSPAPERS-OUTDOOR: DUAL		16605	979	28.8	5.9	140	1420	21.1	8.6	103	1199	17.6	7.2	86	1041	22.3	6.3	109
NEWSPAPER IMPERATIVE		26834	1245	36.6	4.6	111	2284	33.9	8.5	102	2337	34.2	8.7	103	1968	42.2	7.3	127
OUTDOOR IMPERATIVE		23346	832	24.5	3.6	85	2149	31.9	9.2	111	2180	31.9	9.3	111	1133	24.3	4.9	84
NEWSPAPERS-RADIO: DUAL		17133	1000	29.4	5.8	139	1878	27.1	10.7	128	1484	21.7	8.7	103	1241	26.6	7.2	126
NEWSPAPER IMPERATIVE		25892	1276	37.5	4.9	117	2000	29.7	7.7	93	2076	30.4	8.0	95	1701	36.5	6.6	114
RADIO IMPERATIVE		23167	808	23.8	3.5	83	1963	29.1	8.5	102	1999	29.3	8.6	102	1208	25.9	5.2	91
NEWSPAPERS-TELEVISION: DUAL		17159	897	26.4	5.2	125	1739	25.8	10.1	122	1590	23.3	9.3	110	1334	28.6	7.8	135
NEWSPAPER IMPERATIVE		26214	1286	37.8	4.9	117	2148	31.9	8.2	98	1997	29.2	7.6	90	1653	35.5	6.3	110
TELEVISION IMPERATIVE		23412	671	19.7	2.9	68	1971	29.2	8.4	101	2151	31.5	9.2	109	1094	23.5	4.7	81
OUTDOOR-RADIO: DUAL		15303	693	20.4	4.5	108	1482	22.0	9.7	116	1393	20.4	9.1	108	859	17.4	5.3	92
OUTDOOR IMPERATIVE		24901	1254	36.9	5.0	120	2046	30.3	8.2	99	2112	30.9	8.5	101	1475	31.6	5.9	103
RADIO IMPERATIVE		26492	1149	33.8	4.3	103	2251	33.4	8.5	102	2250	33.0	8.5	101	</			

SPAGHETTI SAUCE (IN JARS OR CANS): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	AUNT MILLIE'S				CAMPBELL'S PREGO				CHEF BOY-AR-DEE				HUNT'S PRIMA SALSA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	3400	100.0	4.2	100	6744	100.0	8.3	100	6828	100.0	8.4	100	4662	100.0	5.8	100
ATLANTIC MONTHLY	415	**7	0.2	1.7	40	**41	0.6	9.9	119	**1	0.0	0.2	3	**23	0.5	5.5	96
BARRON'S	453	**53	1.6	11.7	279	**85	1.3	18.8	225	**16	0.2	3.5	42	**54	1.2	11.9	207
BETTER HOMES & GARDENS	16256	901	26.5	5.5	132	1619	24.0	10.0	120	1418	20.8	8.7	103	1272	27.3	7.8	136
BON APPETIT	1535	**204	6.0	8.0	192	**188	2.8	7.4	89	**124	1.8	4.9	58	**173	3.7	6.8	119
BUSINESS WEEK	1278	**120	3.5	9.4	224	**96	1.4	7.5	90	**93	1.4	7.3	86	**95	2.1	7.7	133
CAR AND DRIVER	378	**29	0.9	7.7	183	**18	0.3	4.8	57	**21	0.3	5.6	66	**12	0.3	3.2	55
CBS MAGAZINE NETWORK (GROSS)	1498	**98	2.9	6.5	156	**52	2.3	10.1	122	**56	0.8	3.7	44	**49	1.1	3.3	57
CHANGING TIMES	1505	**81	2.4	5.4	128	**59	2.4	10.6	127	**56	2.3	10.4	123	**127	2.7	8.4	147
COLONIAL HOMES	1231	**67	2.0	5.4	130	**120	1.8	9.7	117	**84	1.2	6.8	81	**95	2.0	7.7	134
CONDE NAST MAG. PKG. (GROSS)	14146	**203	29.5	7.1	169	1178	17.5	8.3	100	**14	14.5	7.0	83	**32	20.0	6.6	114
CONSUMERS DIGEST	1323	**70	2.1	5.3	126	**128	1.9	9.7	116	**65	1.0	4.9	58	**94	2.0	7.1	123
COSMOPOLITAN	7102	501	14.7	7.1	168	697	10.3	9.8	118	526	7.7	7.4	88	**10	10.0	6.6	114
COUNTRY LIVING	2481	**114	3.4	4.6	109	228	3.4	9.2	110	**240	3.5	9.7	115	**181	3.9	7.3	127
CUISINE	1472	**42	1.2	2.9	68	**65	1.0	4.4	53	**106	1.6	7.2	85	**39	0.8	2.6	46
CYCLE WORLD	425	**25	0.7	5.9	140	**56	0.8	13.2	158	**22	0.3	5.2	61	**19	0.4	4.5	78
DCI:CREATIVE IDEAS FOR LIV	2510	**96	2.8	3.8	91	**255	3.8	10.2	122	**243	3.6	9.7	115	**187	4.0	7.5	129
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	**136	4.0	2.0	48	**22	3.2	9.3	112	704	10.3	10.5	125	**357	7.7	5.3	93
DISCOVER	894	**31	0.9	3.5	83	**76	1.1	8.5	102	**32	0.5	3.6	42	**29	0.6	3.2	56
EDDY	3507	**95	2.8	2.7	65	215	3.2	6.1	74	416	6.1	11.9	141	314	6.7	9.0	156
ESQUIRE	1083	**42	1.2	3.9	92	**89	1.3	8.2	99	**109	1.6	10.1	119	**62	1.3	5.7	99
ESSENCE	1110	**61	1.8	3.3	79	**132	2.0	7.2	87	**218	3.2	11.9	141	**181	3.9	9.9	172
FAMILY CIRCLE	15930	895	26.3	5.6	134	1659	24.6	10.4	125	1244	18.2	7.8	93	**28	28.5	8.3	145
THE FAMILY HANDYMAN	1126	**52	1.5	4.6	110	**79	1.2	7.0	84	**64	0.9	5.7	67	**78	1.7	6.9	120
FAMILY WEEKLY	11468	310	9.1	2.7	64	908	13.5	7.9	95	1091	16.0	9.5	113	526	11.3	4.6	80
FIELD & STREAM	2234	**29	0.9	1.3	31	**168	2.5	7.5	90	**258	3.8	11.5	137	**146	3.1	6.5	114
FOOD & WINE	579	**22	0.6	3.8	91	**87	1.3	15.0	180	**11	0.2	1.9	23	**36	0.8	6.2	108
FOUR	728	**58	1.7	8.0	190	**115	1.7	15.8	190	**34	0.5	4.7	55	**52	1.1	7.1	124
FORTUNE	906	**104	3.1	11.5	273	**123	1.8	13.6	163	**26	0.4	2.9	34	**78	1.7	8.6	150
GENTLEMEN'S QUARTERLY	791	**114	3.4	14.4	343	**40	0.6	5.1	61	**57	0.8	7.2	85	**37	0.8	4.7	81
GLAMOUR	5265	312	9.2	5.9	141	539	8.0	10.2	123	308	4.5	5.8	69	**34	7.7	6.8	118
GOLF DIGEST	636	**52	1.5	8.2	195	**65	1.0	10.2	123	**73	1.1	11.5	136	**16	0.3	2.5	44
GOLF DIGEST/TENNIS (GROSS)	1186	**86	2.5	7.3	173	**117	1.7	9.9	118	**105	1.5	8.9	105	**29	0.6	2.4	42
GOLF MAGAZINE	441	**38	1.1	8.6	205	**72	1.1	16.3	196	**56	0.8	12.7	151	**23	0.5	5.2	91
GOLF MAGAZINE/SKI (GROSS)	922	**60	1.8	6.5	155	**88	1.3	9.5	115	**80	1.2	8.7	103	**33	0.7	3.6	62
GOOD HOUSEKEEPING	16487	**204	23.8	4.9	117	1430	21.2	8.7	104	1292	18.9	7.8	93	**35	22.3	6.3	109
HARPER'S BAZAAR	2423	**175	5.1	7.2	172	**224	3.3	9.2	111	**158	2.3	6.5	77	**218	4.7	9.0	156
HEALTH	1994	**96	2.8	4.8	115	**238	3.5	11.9	143	**178	2.6	8.9	106	**244	5.2	12.2	213
HEARST MAG CORP. BUY (GROSS)	44101	**280	70.0	5.4	129	4032	59.8	9.1	110	3441	50.4	7.8	93	3139	67.3	7.1	124
HEARST MAN POWER (GROSS)	1993	**81	2.4	4.1	97	**234	3.5	11.7	141	**200	2.9	10.0	119	**208	4.5	10.4	181
HEARST WOMAN POWER (GROSS)	31274	1632	48.0	5.2	124	2773	41.1	8.9	106	2467	36.1	7.9	94	2120	45.5	6.8	118
HOUSE BEAUTIFUL	3623	**217	6.4	6.0	143	337	5.0	9.3	112	**35	3.8	7.1	84	268	5.7	7.4	129
INC.	283	**9	0.3	3.2	76	**51	0.8	18.0	216	**2	0.0	0.7	8	**59	1.3	20.8	362
JET	2928	**67	2.0	2.3	55	209	3.1	7.1	86	350	5.1	12.0	142	**247	5.3	8.4	147
LADIES' HOME JOURNAL	11918	561	16.5	4.7	112	1185	17.6	9.9	119	994	14.6	8.3	99	810	17.4	6.8	118
LHJ FAMILY GRP COMBO(GROSS)	16764	735	21.6	4.4	104	1759	26.1	10.5	126	1408	20.6	8.4	100	1261	27.0	7.5	131
LIFE	4254	**251	7.4	5.9	141	432	6.4	10.2	122	258	3.8	6.1	72	251	5.4	5.9	102
L.A. TIMES HOME MAGAZINE	1145	**0	0.0	0.0	0	**189	1.8	16.5	198	**96	1.4	8.4	99	**91	2.0	7.9	138
MADEMOISELLE	2884	**230	6.8	8.0	190	**185	2.7	6.4	77	**217	3.2	7.5	89	**229	4.9	7.9	138
MC CALL'S	13460	**03	17.7	4.5	107	1284	19.0	9.5	115	1136	16.6	8.4	100	**03	19.4	6.7	117
MC CALL'S/WRK MOTHER (GROSS)	14606	677	19.9	4.6	110	1429	21.2	8.8	117	1283	18.8	8.8	104	**03	21.5	6.9	119
MECHANIX ILLUSTRATED	772	**64	1.9	8.3	197	**120	1.8	15.5	187	**109	1.6	14.1	167	**100	2.1	13.0	225
METROPOLITAN HOME	967	**102	3.0	10.5	251	**84	1.2	8.7	104	**57	0.8	5.9	70	**71	1.5	7.3	128
MONEY	1588	**77	2.3	4.8	115	**172	2.6	10.8	130	**109	1.6	6.9	81	**112	2.4	7.1	123
MOTHER EARTH NEWS	1002	**2	0.1	0.2	5	**79	1.2	7.9	95	**98	1.4	9.8	116	**77	1.7	7.7	133
MS.	825	**25	0.7	3.0	72	**85	1.3	10.3	124	**37	0.5	4.5	53	**69	1.5	8.4	145
NATIONAL ENQUIRER	10336	**29	9.7	3.2	76	847	12.6	8.2	98	1236	18.1	12.0	142	775	16.6	7.5	130
NATIONAL GEOGRAPHIC	9597	394	11.6	4.1	98	860	12.8	9.0	108	754	11.0	7.9	93	573	12.3	6.0	104
NATIONAL SUNDAY MAGAZINE PKG	49558	2227	65.5	4.5	107	4351	64.5	8.8	105	4207	61.6	8.5	101	3254	69.8	6.6	114
NATURAL HISTORY	573	**54	1.6	9.4	224	**40	0.6	7.0	84	**27	0.4	4.7	56	**49	1.1	8.6	149
NEW WOMAN	1699	**92	2.7	5.4	129	**85	1.3	5.0	60	**115	1.7	6.8	80	**50	1.1	2.9	51
NEW YORK INCLUDING CUE	443	**92	2.7	20.8	495	**35	0.5	7.9	95	**6	0.1	1.4	16	**26	0.6	5.9	102
THE NEW YORKER	1270	**187	5.5	14.7	351	**82	1.2	6.5	78	**70	1.0	5.5	65	**66	1.4	5.2	90
NEWSWEEK	6277	384	11.3	6.1	146	**20	5.2	9.9	119	411	6.0	6.5	78	440	9.4	7.0	122
THE N.Y. TIMES DAILY EDITION	1205	308	9.1	25.6	609	**111	1.6	9.2	111	**28	0.4	2.3	28	**139	3.0	11.5	200
THE N.Y. TIMES MAGAZINE	2081	657	19.3	31.6	752	**209	3.1	10.0	121	**55	0.8	2.6	31	**200	4.3	9.6	167
OHIO	788	**27	0.8	3.4	82	**105	1.6	13.3	160	**80	1.2	10.2	120	**109	2.3	13.8	240
ON CABLE	1158	**31	0.9	2.7	64	**92	1.4	7.9	95	**124	1.8	10.7	127	**63	1.4	5.4	95
1001 HOME IDEAS	2852	**78	2.3	2.7	65	337	1.0	11.8	142	**237	3.5	8.3	99	**208	4.5	7.3	127
ORGANIC GARDENING	1658	**58	1.7	3.5	83	**197	2.9	11.9	143	**150	2.2	9.0	107	**93	2.0	5.6	97
OUTDOOR LIFE	896	**17	0.5	1.9	45	**27	0.4	3.0	36	**124	1.8	13.8	164	**110	2.4	12.3	213
PARADE MAGAZINE	24275	1405	41.3	5.8	138	2163	32.1	8.9	107	2170	31.8	8.9	106	**05	38.7	7.4	129

SPAGHETTI SAUCE (IN JARS OR CANS): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	AUNT MILLIE'S				CAMPBELL'S PREGO				CHEF BOY-AR-DEE				HUNT'S PRIMA SALSA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	3400	100.0	4.2	100	6744	100.0	8.3	100	6828	100.0	8.4	100	4662	100.0	5.8	100
PARENTS	3845	**144	4.2	3.7	89	364	5.4	9.5	114	303	4.4	7.9	93	**297	6.4	7.7	134
PENTHOUSE	831	**49	1.4	5.9	140	**58	0.9	7.0	84	**49	0.7	5.9	70	**83	1.8	10.0	174
PEOPLE	11645	557	16.4	4.8	114	1076	16.0	9.2	111	849	12.4	7.3	86	826	17.7	7.1	123
PLAYBOY	2006	**125	3.7	6.2	148	**188	2.8	9.4	113	**179	2.6	8.9	106	**176	3.8	8.8	152
POPULAR HOT RODDING	297	**6	0.2	2.0	48	**25	0.4	8.4	101	**20	0.3	6.7	80	**25	0.5	8.4	146
POPULAR MECHANICS	1018	**52	1.5	5.1	122	**173	2.6	17.0	204	**68	1.0	6.7	79	**143	3.1	14.0	244
POPULAR SCIENCE	878	**51	1.5	5.8	138	**94	1.4	10.7	129	**68	1.0	7.7	92	**40	0.9	4.6	79
PREVENTION	3913	**30	6.8	5.9	140	367	5.4	9.4	113	410	6.0	10.5	124	372	8.0	9.5	165
PSYCHOLOGY TODAY	1710	**37	1.1	2.2	52	**158	2.3	9.2	111	**115	1.7	6.7	80	**68	1.5	4.0	69
READER'S DIGEST	22204	949	28.5	4.4	104	2102	31.2	9.5	114	1940	28.4	8.7	104	1423	30.5	6.4	111
REDBOOK	7684	**22	9.5	4.2	100	646	9.6	8.4	101	649	9.5	8.4	100	614	13.2	8.0	139
ROAD & TRACK	410	**48	1.4	11.7	279	**47	0.7	11.5	138	**25	0.4	6.1	72	**17	0.4	4.1	72
ROLLING STONE	967	**87	2.6	9.0	214	**116	1.7	12.0	144	**49	0.7	5.1	60	**71	1.5	7.3	127
RUNNER'S WORLD	298	**10	0.3	3.4	80	**21	0.3	7.0	85	**23	0.3	7.7	92	**5	0.1	1.7	29
SATURDAY EVENING POST	1169	**13	0.4	1.1	26	**96	1.4	8.2	99	**104	1.5	8.9	106	**72	1.5	6.2	107
SCIENCE 84	587	**12	0.4	2.0	49	**35	0.5	6.0	72	**14	0.2	2.4	28	**22	0.5	3.7	65
SCIENCE DIGEST	482	**19	0.6	3.9	94	**43	0.6	8.9	107	**22	0.3	4.6	54	**27	0.6	5.6	97
SCIENTIFIC AMERICAN	594	**46	1.4	7.7	184	**71	1.1	12.0	144	**26	0.4	4.4	52	**30	0.6	5.1	88
SELF	2089	**144	4.2	6.9	164	**110	1.6	5.3	63	**109	1.6	5.2	62	**134	2.9	6.4	111
SEVENTEEN	2411	**120	3.5	5.0	119	**131	1.9	5.4	65	**205	3.0	8.5	101	**179	3.8	7.4	129
SKI	480	**22	0.6	4.6	109	**16	0.2	3.3	40	**23	0.3	4.8	57	**10	0.2	2.1	36
SMITHSONIAN	2760	**257	7.6	9.3	222	261	3.9	9.5	114	**198	2.9	7.2	85	**172	3.7	6.2	108
SOAP OPERA DIGEST	3013	**147	4.3	4.9	116	305	4.5	10.1	122	389	5.7	12.9	153	**243	5.2	8.1	140
SOUTHERN LIVING	4184	**40	1.2	1.0	23	367	5.4	8.8	105	462	6.8	11.0	131	**170	3.6	4.1	71
SPORT	558	**22	0.6	3.9	94	**44	0.7	7.9	95	**71	1.0	12.7	151	**29	0.6	5.2	90
THE SPORTING NEWS	436	**0	0.0	0.0	0	**47	0.7	10.8	129	**30	0.4	6.9	82	**6	0.1	1.4	24
SPORTS AFIELD	493	**10	0.3	2.0	48	**18	0.3	3.7	44	**109	1.6	22.1	262	**39	0.8	7.9	137
SPORTS ILLUSTRATED	2758	**170	5.0	6.2	147	**282	4.2	10.2	123	**204	3.0	7.4	88	**188	4.0	6.8	118
STAR	7456	**2	8.6	3.9	93	696	10.3	9.3	112	800	11.7	10.7	127	567	12.2	7.6	132
SUNDAY	24936	1186	34.9	4.8	113	2335	34.6	9.4	112	1834	26.9	7.4	87	1713	36.7	6.9	119
SUNSET	2124	**9	0.3	0.4	10	**127	1.9	6.0	72	**201	2.9	9.5	112	**88	1.9	4.1	72
TV GUIDE	21661	1036	30.5	4.8	114	2121	31.5	9.8	118	1922	28.1	8.9	105	1461	31.3	6.7	117
TENNIS	550	**34	1.0	6.2	147	**52	0.8	9.5	114	**31	0.5	5.6	67	**13	0.3	2.4	41
TIME	8880	643	18.9	7.2	172	914	13.6	10.3	124	505	7.4	5.7	67	687	14.7	7.7	134
TOWN & COUNTRY	917	**71	2.1	7.7	184	**74	1.1	8.1	97	**33	0.5	3.6	43	**45	1.0	4.9	85
TRAVEL & LEISURE	972	**79	2.3	8.1	194	**131	1.9	13.5	162	**38	0.6	3.9	46	**50	1.1	5.1	89
TRUE STORY	3356	**73	2.1	2.2	52	375	5.6	11.2	134	363	5.3	10.8	128	**234	5.0	7.0	121
U.S. NEWS & WORLD REPORT	3410	**198	5.8	5.8	138	279	4.1	8.2	98	330	4.8	9.7	115	**206	4.4	6.0	105
USA TODAY	1759	**155	4.6	8.8	210	**157	2.3	8.9	107	**130	1.9	7.4	88	**143	3.1	8.1	141
US	1873	**90	2.6	4.8	114	**165	2.4	8.8	106	**140	2.1	7.5	89	**212	4.5	11.3	197
VOGUE	3909	319	9.4	8.2	194	345	5.1	8.8	106	355	5.2	9.1	108	**210	4.5	5.4	93
WALL STREET JOURNAL	1886	**113	3.3	6.0	143	**144	2.1	7.6	92	**178	2.6	9.4	112	**112	2.4	5.9	103
WEIGHT WATCHERS	2120	**76	2.2	3.6	85	**191	2.8	9.0	108	**155	2.3	7.3	87	**193	4.1	9.1	158
WOMAN'S DAY	14172	**21	24.1	5.8	138	1473	21.8	10.4	125	1116	16.3	7.9	93	1059	22.7	7.5	130
WORKING MOTHER	1146	**74	2.2	6.5	154	**145	2.2	12.7	152	**147	2.2	12.8	152	**101	2.2	8.8	153
WORKING WOMAN	1322	**76	2.2	5.7	137	**216	3.2	16.3	196	**77	1.1	5.8	69	**133	2.9	10.1	175
WORLD TENNIS	**163	**6	0.2	3.7	88	**4	0.1	2.5	29	**4	0.1	2.5	29	**6	0.1	3.7	64
ZIFF-DAVIS MAG NETWK (GROSS)	**532	**120	3.5	4.7	113	**238	3.5	9.4	113	**145	2.1	5.7	68	**82	1.8	3.2	56
BLAIR INSERTS	43657	2477	71.7	5.6	133	4010	59.5	9.2	110	3704	54.2	8.5	101	3087	66.2	7.1	123
DAILY NEWSPAPERS																	
READ ANY	51633	2491	73.3	4.8	115	4548	67.4	8.8	106	4454	65.2	8.6	102	3358	72.0	6.5	113
READ ONE	43463	1975	58.1	4.5	108	3767	55.9	8.7	104	3852	56.4	8.9	105	2840	60.9	6.5	114
READ TWO OR MORE	8170	516	15.2	6.3	150	781	11.6	9.6	115	602	8.8	7.4	87	518	11.1	6.3	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2581	75.9	4.9	117	4673	69.3	8.9	107	4452	65.2	8.5	100	3418	73.3	6.5	113
READ ONE	46126	2010	59.1	4.4	104	4080	60.5	8.8	106	3958	58.0	8.6	102	2871	61.6	6.2	108
READ TWO OR MORE	8522	571	16.8	8.7	208	593	8.8	9.1	109	494	7.2	7.5	89	546	11.7	8.3	145
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	34.27				32.13				27.87				26.52			
30 DAY REACH	71455	3225	94.9	4.5	108	5948	88.2	8.3	100	5838	85.5	8.2	97	3997	85.7	5.6	97
50 SHWG - 30 DAY AV FREQ	14.56	18.03				16.77				14.83				14.06			
30 DAY REACH	67742	3066	90.2	4.5	108	5710	84.7	8.4	101	5511	80.7	8.1	96	3768	80.8	5.6	97
25 SHWG - 30 DAY AV FREQ	7.94	9.52				8.89				8.02				7.73			
30 DAY REACH	62117	2909	85.6	4.7	112	5381	79.8	8.7	104	5117	74.9	8.2	98	3417	73.3	5.5	96
CABLE TV: HOME WIRED	32077	1505	44.3	4.7	112	2792	41.4	8.7	105	2594	38.0	8.1	96	1896	40.7	5.9	103
HOME NOT WIRED	48909	1895	55.7	3.9	92	3952	58.6	8.1	97	4234	62.0	8.7	103	2766	59.3	5.7	98
HAVE PAY CABLE	15935	725	21.3	4.5	108	1462	21.7	9.2	110	1308	19.2	8.2	97	993	21.3	6.2	108

	TOTAL U.S. '000	AUNT MILLIE'S				CAMPBELL'S PREGO				CHEF BOY-AR-DEE				HUNT'S PRIMA SALSA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	3400	100.0	4.2	100	6744	100.0	8.3	100	6525	100.0	8.4	100	4662	100.0	5.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1928	56.7	4.4	105	3936	58.4	9.0	108	3895	57.0	8.9	105	2559	54.9	5.8	100
10:00 AM - 3:00 PM	30659	1374	40.4	4.5	107	2869	42.5	9.4	112	2637	38.6	8.6	102	1935	41.5	6.3	110
3:00 PM - 7:00 PM	31045	1386	40.8	4.5	106	2795	41.4	9.0	108	2687	39.4	8.7	103	1842	39.5	5.9	103
7:00 PM - MIDNIGHT	15767	776	22.8	4.9	117	1328	19.7	8.4	101	1365	20.0	8.7	103	828	17.8	5.3	91
MIDNIGHT - 6:00 AM	9120	415	12.2	4.6	108	809	12.0	8.9	107	706	10.3	7.7	92	541	11.6	5.9	103
6:00 AM - MIDNIGHT	58527	2579	75.9	4.4	105	5151	76.4	8.8	106	5112	74.9	8.7	104	3379	72.5	5.8	100
ENTIRE DAY	59311	2606	76.6	4.4	105	5220	77.4	8.8	106	5162	75.6	8.7	103	3427	73.5	5.8	100
AVG DAILY M-F CUME: 6AM-MDNT FORMATS: ADULT CONTEMPORARY	16172	572	16.8	3.5	84	1475	21.9	9.1	110	1451	21.3	9.0	106	957	20.5	5.9	103
ALL NEWS	2256	283	8.3	12.5	299	322	4.8	14.3	171	*175	2.6	7.8	92	*161	3.5	7.1	124
AOR/PROGRESSIVE	3874	*315	9.3	8.1	194	384	5.7	9.9	119	*299	4.4	7.7	92	*187	4.0	4.8	84
BEAUTIFUL MUSIC	5660	*263	7.7	4.6	111	483	7.2	8.5	102	396	5.8	7.0	83	319	6.8	5.6	98
BLACK	2204	*550	1.5	2.3	54	*149	2.2	6.8	81	299	4.4	13.6	161	*143	3.1	6.5	113
CLASSICAL	1418	*446	1.4	3.2	77	*107	1.6	7.5	91	*663	0.9	4.4	53	*668	1.5	4.8	83
CHR/ROCK	9538	506	14.9	5.3	126	878	13.0	9.2	111	720	10.5	7.5	90	678	14.5	7.1	123
COUNTRY	12648	340	10.0	2.7	64	1054	15.6	8.3	100	1432	21.0	11.3	134	699	15.0	5.5	96
GOLDEN OLDIES	1191	*550	1.5	4.2	100	*140	2.1	11.8	141	*31	0.5	2.6	31	*60	1.3	5.0	88
MOR/NOSTALGIA	4757	*250	7.4	5.3	125	367	5.4	7.7	93	381	5.6	8.0	95	304	6.5	6.4	111
NEWS/TALK	3863	246	7.2	6.4	152	385	5.7	10.0	120	*236	3.5	6.1	72	*202	4.3	5.2	91
RELIGIOUS	3084	*202	5.9	6.5	156	341	5.1	11.1	133	*375	5.5	12.2	144	*197	4.2	6.4	111
SOFT ROCK	521	*17	0.5	3.3	78	*65	1.0	12.5	150	*28	0.4	5.4	64	*47	1.0	9.0	157
URBAN CONTEMPORARY	1585	*150	4.4	9.5	225	*140	2.1	8.8	106	*162	2.4	10.2	121	*116	2.5	7.3	127
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*164	4.8	5.0	120	400	5.9	12.3	147	315	4.6	9.7	115	*185	4.0	5.7	99
ABC DIRECTION	2316	*137	4.0	5.9	141	*217	3.2	9.4	113	*171	2.5	7.4	88	*139	3.0	6.0	104
ABC ENTERTAINMENT	4834	294	8.6	6.1	145	504	7.5	10.4	125	436	6.4	9.0	107	*288	6.2	6.0	103
ABC FM	2202	*95	2.8	4.3	103	*203	3.0	9.2	111	*136	2.0	6.2	73	*139	3.0	6.3	110
ABC INFORMATION	5425	*209	6.1	3.9	92	510	7.6	9.4	113	532	7.8	9.8	116	410	8.8	7.6	131
ABC ROCK	1677	*196	5.8	11.7	278	*190	2.8	11.3	136	*124	1.8	7.4	88	*143	3.1	8.5	148
CBS	4430	*229	6.7	5.2	123	489	7.3	11.0	133	456	6.7	10.3	122	312	6.7	7.0	122
MUTUAL	4992	*239	7.0	4.8	114	496	7.4	9.9	119	585	8.6	11.7	139	327	7.0	6.6	114
NBC	4679	258	7.6	5.5	131	446	6.6	9.5	114	463	6.8	9.9	117	*247	5.3	5.3	92
RADIORADIO	1994	*108	3.2	5.4	129	*206	3.1	10.3	124	*140	2.1	7.0	83	*166	3.6	8.3	145
RKO ONE	2298	*127	3.7	5.5	132	*175	2.6	7.6	91	*186	2.7	8.1	96	*134	2.9	5.8	101
RKO TWO	3311	*167	4.9	5.0	120	*292	4.3	8.8	106	309	4.5	9.3	111	*152	3.3	4.6	80
THE SOURCE	2114	*155	4.6	7.3	175	*165	2.4	7.8	94	*199	2.9	9.4	112	*140	3.0	6.6	115
NON-WIRED : BLAIR	8654	312	9.2	3.6	86	683	10.1	7.9	95	827	12.1	9.6	113	466	10.0	5.4	94
INTERNET	12025	569	16.7	4.7	113	1105	16.4	9.2	110	899	13.2	7.5	89	790	16.9	6.6	114
KATZ RADIO GROUP	15359	832	24.5	5.4	129	1495	22.2	9.7	117	1282	18.8	8.3	99	1032	22.1	6.7	117
SUPERNET	10628	483	14.2	4.5	108	907	13.4	8.5	102	1137	16.7	10.7	127	619	13.3	5.8	101
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	328	9.6	3.8	90	773	11.5	8.9	107	718	10.5	8.3	98	453	9.7	5.2	91
WKDAY 9:00 AM - 1:00 PM	12163	399	11.7	3.3	78	1150	17.1	9.5	114	1081	15.8	8.9	105	731	15.7	6.0	104
WKDAY 1:00 PM - 4:30 PM	16150	528	15.5	3.3	78	1545	22.9	9.6	115	1549	22.7	9.6	114	1041	22.3	6.4	110
WKDAY 4:30 PM - 7:30 PM	22463	947	27.9	4.2	100	2056	30.5	9.2	110	1989	29.1	8.9	105	1409	30.2	6.3	105
WKDAY 7:30 PM - 8:00 PM	31795	1401	41.2	4.4	105	2803	41.6	8.8	106	2778	40.7	8.7	104	1839	39.4	5.8	100
WKDAY 11:00 PM - 11:30 PM	23977	985	29.0	4.1	98	2201	32.6	9.2	110	1965	28.8	8.2	97	1402	30.1	5.8	102
WKDAY 11:30 PM - 1:00 AM	7703	339	10.0	4.4	105	717	10.6	9.3	112	591	8.7	7.7	91	471	10.1	6.1	106
M-SAT 8-11 PM+SUN 7-11 PM	33800	1555	45.7	4.6	110	3048	45.2	9.0	108	2902	42.5	8.6	102	1968	42.2	5.8	100
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	281	8.3	4.3	102	577	8.6	8.8	106	555	8.1	8.5	101	520	11.2	8.0	130
ANOTHER WORLD	N 4620	*129	3.8	2.8	67	438	6.5	9.5	114	518	7.6	11.2	133	353	7.6	7.6	133
AS THE WORLD TURNS	C 5614	*105	3.1	1.9	45	597	8.9	10.6	128	558	8.2	9.9	118	333	7.1	5.9	103
CAPITOL	C 3396	*64	1.9	1.9	45	357	5.3	10.5	126	336	4.9	9.9	117	218	4.7	6.4	112
CBS MORN. NEWS 1	C 1446	*32	0.9	2.2	53	170	2.5	11.8	141	119	1.7	8.2	98	*72	1.5	5.0	84
CBS MORN. NEWS 2	C 1207	*41	1.2	3.4	81	*75	1.1	6.2	75	82	1.2	6.8	81	*62	1.3	5.1	85
DAYS OF OUR LIVES	N 5877	182	5.4	3.1	74	635	9.4	10.8	130	578	8.5	9.8	117	435	9.3	7.4	125
FACTS OF LIFE - DAYTIME	N 2290	*71	2.1	3.1	74	163	2.4	7.1	85	229	3.4	10.0	119	112	2.4	4.9	85
FAMILY FEUD	A 3023	*60	1.8	2.0	47	169	2.5	5.6	67	281	4.1	9.3	110	118	2.5	3.9	69
GENERAL HOSPITAL	A 6097	226	6.6	3.7	88	487	7.2	8.0	96	503	7.4	8.2	98	374	8.0	6.1	107
GOOD MORNING, AMERICA-730A	A 3515	*132	3.9	3.8	89	299	4.4	8.5	102	295	4.3	8.4	100	188	4.0	5.3	93
GOOD MORNING, AMERICA-830A	A 2818	*86	2.5	3.1	73	282	4.2	10.0	120	216	3.2	7.7	91	110	2.4	3.9	69
GUIDING LIGHT	C 5339	104	3.1	1.9	46	546	8.1	10.2	123	551	8.1	10.3	122	280	6.0	5.2	93
ONE LIFE TO LIVE	A 4478	*104	3.1	2.3	55	339	5.0	7.6	91	436	6.4	9.7	115	282	6.0	6.3	103
PRESS YOUR LUCK	C 2244	*69	2.0	3.1	73	263	3.9	11.7	141	218	3.2	9.7	115	168	3.6	7.6	130
PRICE IS RIGHT 1	C 4348	*117	3.4	2.7	64	425	6.3	9.8	117	460	6.7	10.6	125	320	6.9	7.4	125
PRICE IS RIGHT 2	C 5014	141	4.1	2.8	67	519	7.7	10.4	124	539	7.9	10.7	128	401	8.6	8.0	130
RYAN'S HOPE	A 3150	180	5.3	5.7	136	324	4.8	10.3	124	259	3.8	8.2	98	187	4.0	5.9	101
SALE OF THE CENTURY	N 2695	*100	2.9	3.7	88	272	4.0	10.1	121	299	4.4	11.1	132	137	2.9	5.1	81
SEARCH FOR TOMORROW	N 2319	*64	1.9	2.8	66	193	2.9	8.3	100	249	3.6	10.7	127	*171	3.7	7.4	125
TODAY SHOW 1	N 2693	*124	3.6	4.6	110	248	3.7	9.2	111	173	2.5	6.4	76	144	3.1	5.3	93
TODAY SHOW 2	N 2498	*115	3.4	4.6	110	231	3.4	9.2	111	173	2.5	6.9	82	129	2.8	5.2	93
\$25,000 PYRAMID	C 2753	*79	2.3	2.9	68	327	4.8	11.9	143	260	3.8	9.4	112	188	4.0	6.8	111
WHEEL OF FORTUNE	N 4388	*123	3.6	2.8	67	430	6.4	9.8	118	426	6.2	9.7	115	218	4.7	5.0	88
YOUNG AND THE RESTLESS	C 5695	*136	4.0	2.4	57	661	9.8	11.6	139	557	8.2	9.8	116	356	7.6	6.3	105
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*58	1.7	3.3	78	155	2.3	8.8	106	193	2.8	11.0	130				

		TOTAL U.S. '000	A	B	C	D	AUNT MILLIE'S		B	C	D	CAMPBELL'S PREGO		B	C	D	CHEF BOY-AR-DEE		B	C	D	HUNT'S PRIMA SALSA		B	C	D	
				%	%		'000		DOWN	%	INDX	'000		DOWN	%	INDX	'000		DOWN	%	INDX	'000		DOWN	%	INDX	
TOTAL FEMALE HOMEMAKERS		80986	3400	100.0	4.2	100	6744	100.0	8.3	100		6828	100.0	8.4	100		4662	100.0	5.8	100							
WKDAY LOCAL EVENING TV NEWS																											
NETWORK AFFILIATES - EARLY		26063	987	29.0	3.8	90	2221	32.9	8.5	102		2426	35.5	9.3	110		1497	32.1	5.7	100							
NETWORK AFFILIATES - LATE		20261	793	23.3	3.9	93	1753	26.0	8.7	104		1674	24.5	8.3	98		1131	24.3	5.6	97							
INDEPENDENTS - LATE		2076	207	6.1	10.0	238	194	2.9	9.3	112		152	2.2	7.3	87		114	2.4	5.5	95							
TV EVENING NTWK 6 PM - 2 AM																											
A TEAM		N 10453	342	10.1	3.3	78	984	14.6	9.4	113		1002	14.7	9.6	114		678	14.5	6.5	113							
ABC MONDAY NIGHT MOVIE		A 6412	237	7.0	3.7	88	525	7.8	8.2	98		429	6.3	6.7	79		444	9.5	6.9	120							
ABC SUNDAY NIGHT MOVIE		A 12407	616	18.1	5.0	118	1053	15.6	8.5	102		958	14.0	7.7	92		652	14.0	5.3	91							
ABC WORLD NEWS TONIGHT		A 6176	289	8.5	4.7	111	588	8.7	9.5	114		535	7.8	8.7	103		424	9.1	6.9	119							
AFTERMASH		C 5863	*305	9.0	5.2	124	561	8.3	9.6	115		745	10.9	12.7	151		*332	7.1	5.7	98							
ALICE		C 9594	410	12.1	4.3	102	840	12.5	8.8	105		1013	14.8	10.6	125		599	12.8	6.2	108							
AMERICAN PARADE		C 6622	219	6.4	3.3	79	551	8.2	8.3	100		573	8.4	8.7	103		352	7.6	5.3	92							
BENSON		A 10886	403	11.9	3.7	88	921	13.7	8.5	102		883	12.9	8.1	96		587	12.6	5.4	94							
BLUE THUNDER		A 5036	*161	4.7	3.2	76	402	6.0	8.0	96		338	5.0	6.7	80		281	6.0	5.6	97							
CAGNEY & LACEY		C 9965	468	13.8	4.7	112	1010	15.0	10.1	122		910	13.3	9.1	108		561	12.0	5.6	98							
CBS EVENING NEWS-DEAN		C 3491	*155	4.6	4.4	106	298	4.4	8.5	103		274	4.0	7.8	93		*227	4.9	6.5	113							
CBS EVENING NEWS-RATHER		C 7123	254	7.5	3.6	85	498	7.4	7.0	84		674	9.9	9.5	112		342	7.3	4.8	83							
CBS SAT. NEWS-SCHIEFFER		C 3621	94	2.8	2.6	62	220	3.3	6.1	73		313	4.6	8.6	103		175	3.8	4.8	84							
CBS SATURDAY NIGHT MOVIE		C 5436	250	7.4	4.6	110	436	6.5	8.0	96		391	5.7	7.2	85		309	6.6	5.7	99							
CBS WEDNESDAY NIGHT MOVIE		C 6100	207	6.1	3.4	81	558	8.3	9.1	110		576	8.4	9.4	112		341	7.3	5.6	97							
CHEERS		N 8889	512	15.1	5.8	137	906	13.4	10.2	122		765	11.2	8.6	102		631	13.5	7.1	123							
DALLAS		C 22109	936	27.5	4.2	101	1999	29.6	9.0	109		2157	31.6	9.8	116		1396	29.9	6.3	110							
DIFF'RENT STROKES		N 6940	*287	8.4	4.1	99	584	8.7	8.4	101		655	9.6	9.4	112		378	8.1	5.4	95							
DOUBLE TROUBLE		N 7223	*224	6.6	3.1	74	659	9.8	9.1	110		854	12.5	11.8	140		459	9.8	6.4	110							
DUCK FACTORY		N 5595	*253	7.4	4.5	108	505	7.5	9.0	108		439	6.4	7.8	93		362	7.8	6.5	112							
DUKES OF HAZZARD		C 5768	*135	4.0	2.3	56	385	5.7	6.7	80		583	8.5	10.1	120		390	8.4	6.8	117							
DYNASTY		A 20053	776	22.8	3.9	92	1692	25.1	8.4	101		1630	23.9	8.1	96		1139	24.4	5.7	99							
FACTS OF LIFE		N 8087	270	7.9	3.3	80	709	10.5	8.8	105		957	14.0	11.8	140		511	11.0	6.3	110							
FALCON CREST		C 20046	911	26.8	4.5	108	1837	27.2	9.2	110		1998	29.3	10.0	118		1205	25.8	6.0	104							
FALL GUY		A 9084	269	7.9	3.0	71	764	11.3	8.4	101		913	13.4	10.1	119		547	11.7	6.0	105							
FAMILY TIES		N 7964	405	11.9	5.1	121	861	12.8	10.8	130		807	11.8	10.1	120		516	11.1	6.5	113							
FANTASY ISLAND		A 7687	322	9.5	4.2	100	591	8.8	7.7	92		592	8.7	7.7	91		349	7.5	4.5	79							
FOULUPS, BLEEPS & BLUNDERS		A 8861	391	11.5	4.4	105	686	10.2	7.7	93		868	12.7	9.8	116		428	9.2	4.8	84							
FOUR SEASONS		C 5095	*316	9.3	6.2	148	491	7.3	9.6	116		664	9.7	13.0	155		*281	6.0	5.5	96							
GIMME A BREAK		N 8838	411	12.1	4.7	111	898	13.3	10.2	122		896	13.1	10.1	120		564	12.1	6.4	111							
HART TO HART		A 8978	308	9.1	3.4	82	839	12.4	9.3	112		811	11.9	9.0	107		547	11.7	6.1	106							
HILL STREET BLUES		N 8590	390	11.5	4.5	108	911	13.5	10.6	127		835	12.2	9.7	115		613	13.1	7.1	124							
HOTEL		A 14085	609	17.9	4.3	103	1219	18.1	8.7	104		1212	17.8	8.6	102		900	19.3	6.4	111							
JEFFERSONS		C 9360	431	12.7	4.6	110	763	11.3	8.2	98		1025	15.0	11.0	130		564	12.1	6.0	105							
JENNIFER SLEPT HERE		N 5841	*221	6.5	3.8	90	572	8.5	9.8	118		539	7.9	9.2	109		370	7.9	6.3	110							
KATE & ALLIE		C 9206	511	15.0	5.6	132	932	13.8	10.1	122		892	13.1	9.7	115		570	12.2	6.2	108							
KNIGHT RIDER		N 7076	*171	5.0	2.4	58	574	8.5	8.1	97		606	8.9	8.6	102		349	7.5	4.9	86							
LOVE BOAT		A 12219	430	12.6	3.5	84	985	14.6	8.1	97		1059	15.5	8.7	103		649	13.9	5.3	92							
MAGNUM PI		C 11199	283	8.3	2.5	60	1059	15.7	9.5	114		1176	17.2	10.5	125		774	16.6	6.9	120							
MAMA'S FAMILY		N 6057	*279	8.2	4.6	110	630	9.3	10.4	125		602	8.8	9.9	118		434	9.3	7.2	124							
MASTER, THE		N 3598	*139	4.1	3.9	92	378	5.6	10.5	126		338	5.0	9.4	111		215	4.6	6.0	104							
MATT HOUSTON		A 6344	281	8.3	4.4	106	540	8.0	8.5	102		456	6.7	7.2	85		400	8.6	6.3	110							
NBC MONDAY NIGHT MOVIE		N 11994	561	16.5	4.7	111	977	14.5	8.1	98		1044	15.3	8.7	103		632	13.6	5.3	92							
NBC NIGHTLY NEWS		N 5132	169	5.0	3.3	78	512	7.6	10.0	120		462	6.8	9.0	107		397	8.5	7.7	134							
NBC NIGHTLY NEWS-SAT		N 3375	*187	5.5	5.5	132	264	3.9	7.8	94		*154	2.3	4.6	54		239	5.1	7.1	123							
NBC NIGHTLY NEWS-SUN		N 3130	*87	2.6	2.8	66	318	4.7	10.2	122		*225	3.3	7.2	85		*269	5.8	8.6	149							
NBC SUNDAY NIGHT MOVIE		N 8284	*349	10.3	4.2	100	743	11.0	9.0	108		668	9.8	8.1	96		479	10.3	5.8	100							
NEWMART		C 9240	535	15.7	5.8	138	991	14.7	10.7	129		967	14.2	10.5	124		612	13.1	6.6	115							
ONE DAY AT A TIME		C 7288	260	7.6	3.6	85	666	9.9	9.1	110		581	8.5	8.0	95		274	5.9	3.8	65							
PEOPLE ARE FUNNY																											

	TOTAL U.S. '000	OTHER HUNT'S				HEINZ				PROGRESSO				RAGU			
		A '000	B % ACROSS	C % ACROSS	D % ACROSS	A '000	B % ACROSS	C % ACROSS	D % ACROSS	A '000	B % ACROSS	C % ACROSS	D % ACROSS	A '000	B % ACROSS	C % ACROSS	D % ACROSS
TOTAL FEMALE HOMEOWNERS	80986	3241	100.0	4.0	100	3246	100.0	4.0	100	4638	100.0	5.7	100	33138	100.0	40.9	100
18 - 24	9282	*414	12.8	4.5	111	*418	12.9	4.5	112	525	11.3	5.7	99	3691	11.1	39.8	97
25 - 34	19072	649	20.0	3.4	85	835	25.7	4.4	109	1235	26.6	6.5	113	8679	26.2	45.5	111
35 - 44	14591	*489	15.1	3.4	84	595	18.3	4.1	102	894	19.3	6.1	107	6685	20.2	45.8	112
45 - 54	11345	*435	13.4	3.8	96	*434	13.4	3.8	95	557	12.0	4.9	86	4796	14.5	42.3	103
55 - 64	11635	*619	19.1	5.3	133	*321	9.9	2.8	69	725	15.6	6.2	109	4723	14.3	40.6	99
65 OR OLDER	15061	1161	19.6	4.2	106	642	19.8	4.3	106	702	15.1	4.7	81	4565	13.8	30.3	74
18 - 34	28354	1063	32.8	3.7	94	1254	38.6	4.4	110	1760	37.9	6.2	108	12369	37.3	43.6	107
18 - 49	48339	1787	55.1	3.7	92	2076	64.0	4.3	107	2940	63.4	6.1	106	21498	64.9	44.5	109
25 - 54	45008	1572	48.5	3.5	87	1864	57.4	4.1	103	2686	57.9	6.0	104	20159	60.8	44.8	109
35 - 49	19985	724	22.3	3.6	91	822	25.3	4.1	103	1180	25.4	5.9	103	9128	27.5	45.7	112
50 OR OLDER	32647	1455	44.9	4.5	111	1170	36.0	3.6	89	1699	36.6	5.2	91	11641	35.1	35.7	87
GRADUATED COLLEGE	11155	*269	8.3	2.4	60	*265	8.2	2.4	59	705	15.2	6.3	110	4750	14.3	42.6	104
ATTENDED COLLEGE	13682	*415	12.8	3.0	76	*336	10.4	2.5	61	991	21.4	7.2	126	5931	17.9	43.3	106
GRADUATED HIGH SCHOOL	33880	1420	43.8	4.2	105	1605	49.4	4.7	118	2027	43.7	6.0	104	15021	45.3	44.3	108
DID NOT GRADUATE HIGH SCHOOL	22270	1137	35.1	5.1	128	1040	32.0	4.7	117	914	19.7	4.1	72	7435	22.4	33.1	82
EMPLOYED	40306	1244	38.4	3.1	77	1403	43.2	3.5	87	2403	51.8	6.0	104	17410	52.5	43.2	106
EMPLOYED FULL-TIME	32850	1047	32.3	3.2	80	1170	36.0	3.6	89	1911	41.2	5.8	102	14218	42.9	43.3	106
EMPLOYED PART-TIME	7456	*197	6.1	2.6	66	*233	7.2	3.1	78	*493	10.6	6.6	115	3191	9.6	42.8	105
NOT EMPLOYED	40680	1997	61.6	4.9	123	1843	56.8	4.5	113	2235	48.2	5.5	96	15729	47.5	38.7	94
PROFESSIONAL/MANAGER	10392	*267	8.2	2.6	64	*236	7.3	2.3	57	733	15.8	7.1	123	4456	13.4	42.9	105
TECH/CLERICAL/SALES	17574	*484	14.9	2.8	69	596	18.4	3.4	85	1148	24.8	6.5	114	8212	24.8	46.7	114
PRECISION/CRAFT	985	*39	1.2	4.0	99	*80	0.0	0.0	0	*58	1.3	5.9	103	*353	1.1	35.8	88
OTHER EMPLOYED	11354	*455	14.0	4.0	100	571	17.6	5.0	125	*465	10.0	4.1	72	4389	13.2	38.7	94
SINGLE	5863	*371	11.4	3.8	94	491	15.1	5.0	124	529	11.4	5.4	94	3531	10.7	35.8	87
MARRIED	51375	2071	63.9	4.0	101	1854	57.1	3.6	90	2920	63.0	5.7	99	22674	68.4	44.1	108
DIVORCED/SEPARATED/WIDOWED	19748	800	24.7	4.1	101	901	27.8	4.6	114	1189	25.6	6.0	105	6933	20.9	35.1	86
PARENTS	32590	1314	40.5	4.0	101	1575	48.5	4.8	121	2072	44.7	6.4	111	15059	45.4	46.2	113
WHITE	70416	2588	79.9	3.7	92	2515	77.5	3.6	89	4225	91.1	6.0	105	29916	90.3	42.5	104
BLACK	8778	610	18.8	6.9	174	676	20.8	7.7	192	*297	6.4	3.4	59	2601	7.8	29.6	72
OTHER	1791	*44	1.4	2.5	61	*55	1.7	3.1	77	*116	2.5	6.5	113	*622	1.9	34.7	85
NORTHEAST-CENSUS	17786	812	25.1	4.6	114	570	17.6	3.2	80	1718	37.0	9.7	169	7948	24.0	44.7	109
NORTH CENTRAL	20741	706	21.8	3.4	85	771	23.8	3.7	93	647	13.9	3.1	54	9383	28.3	45.2	111
SOUTH	27775	1288	39.7	4.6	116	1543	47.5	5.6	139	1215	26.2	4.4	76	10136	30.6	36.5	89
WEST	14683	*435	13.4	3.0	74	*362	11.2	2.5	62	1059	22.8	7.2	126	5672	17.1	38.6	94
NORTHEAST-MKTG.	17961	918	28.3	5.1	128	709	21.8	3.9	98	1790	38.6	10.0	174	7519	22.7	41.9	107
EAST CENTRAL	11885	*376	11.6	3.2	79	*360	11.1	3.0	76	*354	7.6	3.0	52	5489	16.6	46.2	112
WEST CENTRAL	14090	*492	15.2	3.5	87	575	17.7	4.1	102	*469	10.1	3.3	58	6170	18.6	43.8	107
SOUTH	24081	1079	33.3	4.5	112	1326	40.9	5.5	137	1051	22.7	4.4	76	8938	27.0	37.1	93
PACIFIC	12969	*376	11.6	2.9	72	*277	8.5	2.1	53	974	21.0	7.5	131	5022	15.2	38.7	95
COUNTY SIZE A	32439	1152	35.5	3.6	89	1115	34.3	3.4	86	2293	49.4	7.1	123	12473	37.6	38.5	94
COUNTY SIZE B	24915	993	30.6	4.0	100	1087	33.5	4.4	109	1363	29.4	5.5	96	11007	33.2	44.2	108
COUNTY SIZE C	12930	*622	19.2	4.8	120	*534	16.5	4.1	103	722	15.6	5.6	98	5558	16.8	43.0	105
COUNTY SIZE D	10703	*475	14.7	4.4	111	510	15.7	4.8	119	*261	5.6	2.4	43	4101	12.4	38.3	94
METRO CENTRAL CITY	24518	999	30.8	4.1	102	927	28.6	3.8	94	1399	30.2	5.7	100	9756	29.4	39.8	97
METRO SUBURBAN	35919	1441	44.5	4.0	100	1374	42.3	3.8	95	2459	53.0	6.8	120	15318	46.2	42.6	104
NON METRO	20549	802	24.7	3.9	98	945	29.1	4.6	115	781	16.8	3.8	66	8064	24.3	39.2	90
TOP 5 ADI'S	18341	659	20.3	3.6	90	539	16.6	2.9	73	1545	33.3	8.4	147	6902	20.8	37.6	93
TOP 10 ADI'S	25378	849	26.2	3.3	84	794	24.5	3.1	78	1870	40.3	7.4	129	9148	27.6	36.0	88
TOP 20 ADI'S	36488	1287	39.7	3.5	88	1270	39.1	3.5	87	2650	57.1	7.3	127	13788	41.6	37.8	91
HSHLD INC. \$50,000 OR MORE	6612	*101	3.1	1.5	38	*179	5.5	2.7	68	*478	10.3	7.2	126	2884	8.7	43.6	107
\$40,000 OR MORE	12659	*271	8.4	2.1	53	*292	9.0	2.3	58	1002	21.6	7.9	138	5474	16.5	43.2	107
\$30,000 OR MORE	24698	704	21.7	2.9	71	787	24.2	3.2	80	1868	40.3	7.6	132	11090	33.5	44.9	111
\$25,000 OR MORE	32077	982	30.3	3.1	76	1153	35.5	3.6	90	2265	48.8	7.1	123	14649	44.2	45.7	111
\$20,000 - \$24,999	9144	*362	11.2	4.0	99	*306	9.4	3.3	83	*502	10.8	5.5	96	4048	12.2	44.3	107
\$15,000 - \$19,999	8728	*332	10.2	3.8	95	*215	6.6	2.5	61	530	11.4	6.1	106	3462	10.4	39.7	97
\$10,000 - \$14,999	12562	601	18.5	4.8	120	*547	16.9	4.4	109	650	14.0	5.2	90	5289	16.0	42.1	107
UNDER \$10,000	18475	965	29.8	5.2	131	1025	31.6	5.5	138	691	14.9	3.7	65	5691	17.2	30.8	77
HOUSEHOLD OF 1 PERSON	11987	395	12.2	3.3	82	491	15.1	4.1	102	655	14.1	5.5	95	3677	11.1	30.7	77
2 PEOPLE	26577	1100	33.9	4.1	103	891	27.4	3.4	84	1502	32.4	5.7	99	10470	31.6	39.4	97
3 OR 4 PEOPLE	30617	1109	34.2	3.6	91	1047	32.3	3.4	85	1751	37.8	5.7	100	13592	41.0	44.4	107
5 OR MORE PEOPLE	11804	*638	19.7	5.4	135	817	25.2	6.9	173	*731	15.8	6.2	108	5400	16.3	45.7	111
NO CHILD IN HSHLD	46165	1809	55.8	3.9	98	1572	48.4	3.4	85	2467	53.2	5.3	93	17171	51.8	37.2	97
CHILD(REN) UNDER 2 YRS	5325	*235	7.3	4.4	110	*167	5.1	3.1	78	*319	6.9	6.0	105	2225	6.7	41.8	107
2 - 5 YEARS	14221	*614	18.9	4.3	108	738	22.7	5.2	129	888	19.1	6.2	109	6104	18.4	42.9	107
6 - 11 YEARS	15117	663	20.5	4.4	110	895	27.6	5.9	148	928	20.0	6.1	107	7024	21.2	46.5	111
12 - 17 YEARS	16611	621	19.2	3.7	93	875	27.0	5.3	131	965	20.8	5.8	101	7826	23.6	47.1	111
RESIDENCE OWNED	55884	2064	63.7	3.7	92	2032	62.6	3.6	91	2989	64.4	5.3	93	24083	72.7	43.1	107
VALUE: \$50,000 OR MORE	31744	1054	32.5	3.3	83	964	29.7	3.0	76	1940	41.8	6.1	107	13949	42.1	43.9	107
VALUE: UNDER \$50,000	24140	1010	31.2	4.2	105	1068	32.9	4.4	110	1049	22.6	4.3	76	10134	30.6	42.0	107

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	TOTAL U.S. '000	OTHER HUNT'S				HEINZ				PROGRESSO				RAGU			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3241	100.0	4.0	100	3246	100.0	4.0	100	4638	100.0	5.7	100	3241	100.0	40.9	100
ATLANTIC MONTHLY	415	**9	0.3	2.2	54	**8	0.2	1.9	48	**36	0.8	8.7	151	*149	0.4	35.9	88
BARRON'S	453	**31	1.0	6.8	171	**6	0.2	1.3	33	**48	1.0	10.6	185	*192	0.6	42.4	104
BETTER HOMES & GARDENS	16256	641	19.8	3.9	99	656	20.2	4.0	101	1175	25.3	7.2	126	7566	22.8	46.5	114
BON APPETIT	2535	**49	1.5	1.9	48	**37	1.1	1.5	36	*181	3.9	7.1	125	1053	3.2	41.5	102
BUSINESS WEEK	1278	**48	1.5	3.8	94	**31	1.0	2.4	61	**107	2.3	8.4	146	496	1.5	38.8	95
CAR AND DRIVER	378	**11	0.3	2.9	73	**28	0.9	7.4	185	**8	0.2	2.1	37	*120	0.4	31.7	78
CBS MAGAZINE NETWORK (GROSS)	1498	**67	2.1	4.5	112	**83	2.6	5.5	138	**116	2.5	7.7	135	535	1.6	35.7	87
CHANGING TIMES	1505	**68	2.1	4.5	113	**94	2.9	6.2	156	**64	1.4	4.3	74	679	2.0	45.1	110
COLONIAL HOMES	1231	**56	1.7	4.5	114	**64	2.0	5.2	130	**69	1.5	5.6	98	540	1.6	43.9	107
CONDE NAST MAG. PKG. (GROSS)	14146	542	16.7	3.8	96	616	19.0	4.4	109	1155	24.9	8.2	143	5986	18.1	42.3	103
CONSUMERS DIGEST	1323	**91	2.8	6.9	172	**43	1.3	3.3	81	**99	2.1	7.5	131	643	1.9	48.6	119
COSMOPOLITAN	7102	251	7.7	3.5	88	236	7.3	3.3	83	665	14.3	9.4	164	3301	10.0	46.5	114
COUNTRY LIVING	2481	**70	2.2	2.8	71	**69	2.1	2.8	69	*188	4.1	7.6	132	1278	3.9	51.5	126
CUISINE	1472	**45	1.4	3.1	76	**60	1.8	4.1	102	*111	2.4	7.5	132	654	2.0	44.4	109
CYCLE WORLD	425	**8	0.2	1.9	47	**49	1.5	11.5	288	*221	0.5	4.9	86	*188	0.6	44.2	108
DCI:CREATIVE IDEAS FOR LIV	2510	**79	2.4	3.1	79	**81	2.5	3.2	81	*179	3.9	7.1	125	1189	3.6	47.4	116
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	275	7.3	3.5	88	233	7.2	3.5	87	420	9.1	6.3	110	3134	9.5	46.8	114
DISCOVER	894	**49	1.5	5.5	137	**10	0.3	1.1	28	**56	1.2	6.3	109	410	1.2	45.9	112
EBONY	3507	292	9.0	8.3	208	257	7.9	7.3	183	*108	2.3	3.1	54	1128	3.4	32.2	79
ESQUIRE	1083	**48	1.5	4.4	111	**77	2.4	7.1	177	*74	1.6	6.8	119	363	1.1	33.5	82
ESSENCE	1830	*115	3.5	6.3	157	*140	4.3	7.7	191	*100	1.1	2.7	48	665	2.0	36.3	89
FAMILY CIRCLE	15930	628	19.4	3.9	99	569	17.5	3.6	89	1036	22.3	6.5	114	7468	22.5	46.9	115
THE FAMILY HANDYMAN	1126	**32	1.0	2.8	71	*82	2.5	7.3	182	*88	1.9	7.8	136	577	1.7	51.2	125
FAMILY WEEKLY	11468	345	11.3	3.2	80	438	13.5	3.8	95	557	12.0	4.9	85	4987	15.0	43.5	106
FIELD & STREAM	2234	**66	2.0	3.0	74	**41	1.3	1.8	46	*98	2.1	4.4	77	976	2.9	43.7	107
FOOD & WINE	579	**11	0.3	1.9	47	**10	0.3	1.7	43	*28	0.6	4.8	84	257	0.8	44.4	108
FORBES	728	**54	1.7	7.4	185	**16	0.5	2.2	55	*78	1.7	10.7	187	307	0.9	42.2	103
FORTUNE	906	**79	2.4	8.7	218	*21	0.6	2.3	58	*98	2.1	10.8	189	299	1.2	44.0	108
GENTLEMEN'S QUARTERLY	791	**37	1.1	4.7	117	*29	0.9	3.7	91	*128	2.8	16.2	283	393	0.9	37.0	91
GLAMOUR	5265	*206	6.4	3.9	98	*230	7.1	4.4	109	368	7.9	7.0	122	2288	6.9	43.5	106
GOLF DIGEST	636	**25	0.8	3.9	98	*25	0.8	3.9	98	*48	1.0	7.5	132	314	0.9	49.4	121
GOLF DIGEST/TENNIS (GROSS)	1186	**42	1.3	3.5	88	*44	1.4	3.7	93	*107	2.3	9.0	158	602	1.8	50.8	124
GOLF MAGAZINE	441	**15	0.5	3.4	85	*10	0.3	2.3	57	*43	0.9	9.8	170	*205	0.6	46.5	114
GOLF MAGAZINE/SKI (GROSS)	922	*29	0.9	3.1	79	*25	0.8	2.7	68	*85	1.8	9.2	161	366	1.1	39.7	97
GOOD HOUSEKEEPING	16487	672	20.7	4.1	102	644	19.8	3.9	97	1129	24.3	6.8	120	7503	22.6	45.5	111
HARPER'S BAZAAR	2423	**102	3.1	4.2	105	*89	2.7	3.7	92	*231	5.0	9.5	166	1020	3.1	42.1	103
HEALTH	1994	*125	3.9	6.3	157	*73	2.2	3.7	91	*217	4.7	10.9	190	923	2.8	46.3	113
HEARST MAG CORP. BUY (GROSS)	44101	1729	53.3	3.9	98	1536	47.3	3.5	87	3240	59.9	7.3	128	20264	51.2	45.9	112
HEARST MAN POWER (GROSS)	1993	*63	1.9	3.2	79	*78	2.4	3.9	98	*82	1.8	4.1	72	983	3.0	49.3	121
HEARST WOMAN POWER (GROSS)	31274	1305	40.3	4.2	104	1137	35.0	3.6	91	2314	49.9	7.4	129	14532	43.9	46.5	114
HOUSE BEAUTIFUL	3623	*115	3.5	3.2	79	*80	2.5	2.2	55	273	5.9	7.5	132	1549	4.7	42.8	104
INC.	283	*43	1.3	15.2	380	*9	0.3	3.2	79	*29	0.6	10.2	179	*161	0.5	56.9	139
JET	2928	243	7.5	8.3	207	225	6.9	7.7	192	*70	1.5	2.4	42	995	3.0	34.0	83
LADIES' HOME JOURNAL	11918	495	15.3	4.2	104	490	15.1	4.1	103	663	14.3	5.6	97	5619	17.0	47.1	115
LHJ FAMILY GRP COMBO(GROSS)	16764	775	23.9	4.6	116	636	19.6	3.8	95	1056	22.8	6.3	110	7979	24.1	47.6	116
LIFE	4254	*229	7.1	5.4	135	*152	4.7	3.6	89	310	6.7	7.3	127	1887	5.7	44.4	108
L.A. TIMES HOME MAGAZINE	1145	*116	0.5	1.4	35	*15	0.5	1.3	33	*75	1.6	6.6	114	520	1.6	45.4	111
MADEMOISELLE	2884	*104	3.2	3.6	90	*110	3.4	3.8	95	*225	4.9	7.8	136	1171	3.5	40.6	99
MC CALL'S	13460	490	15.1	3.6	91	485	14.9	3.6	90	828	17.9	6.2	107	6347	19.2	47.2	115
MC CALL'S/WRK MOTHER (GROSS)	14606	607	18.7	4.2	104	579	17.8	4.0	99	930	20.1	6.4	111	6856	20.7	46.9	115
MECHANIX ILLUSTRATED	772	*29	0.9	3.8	94	*37	1.1	4.8	120	*27	0.6	3.5	61	322	1.0	41.7	102
METROPOLITAN HOME	967	*57	1.8	5.9	147	*71	2.2	7.3	183	*97	2.1	10.0	175	384	1.2	39.7	97
MONEY	1588	*46	1.4	2.9	72	*34	1.0	2.1	53	*126	2.7	7.9	139	644	1.9	40.6	99
MOTHER EARTH NEWS	1002	*21	0.6	2.1	52	*4	0.1	0.4	10	*67	1.4	6.7	117	467	1.4	46.6	114
MS.	825	*51	1.6	6.2	154	*41	1.3	5.0	124	*36	0.8	4.4	76	334	1.0	40.5	99
NATIONAL ENQUIRER	10336	506	15.6	4.9	122	634	19.5	6.1	153	618	13.3	6.0	104	4458	13.5	43.1	105
NATIONAL GEOGRAPHIC	9597	300	9.3	3.1	78	264	8.1	2.8	69	692	14.9	7.2	126	4297	13.0	44.8	109
NATIONAL SUNDAY MAGAZINE PKG	49558	1808	55.8	3.6	91	1685	51.9	3.4	85	3021	65.1	6.1	106	21431	64.7	43.2	106
NATURAL HISTORY	573	*25	0.8	4.4	109	*12	0.4	2.1	52	*25	0.5	4.4	76	*129	0.4	22.5	55
NEW WOMAN	1699	*62	1.9	3.6	91	*100	3.1	5.9	147	*155	3.3	9.1	159	748	2.3	44.0	108
NEW YORK INCLUDING CUE	443	*28	0.9	6.3	158	*14	0.4	3.2	79	*48	1.0	10.8	189	*183	0.6	41.3	101
THE NEW YORKER	1270	*74	2.3	5.8	146	*76	2.3	6.0	149	*108	2.3	8.5	148	346	1.0	27.2	67
NEWSPAPER	6277	251	7.7	4.0	100	*217	6.7	3.5	86	420	9.1	6.7	117	2609	7.9	41.6	102
THE N.Y. TIMES DAILY EDITION	1205	*19	0.6	1.6	39	*43	1.3	3.6	89	*228	4.9	18.9	330	473	1.4	39.3	96
THE N.Y. TIMES MAGAZINE	2081	*60	1.9	2.9	72	*70	2.2	3.4	84	287	6.2	13.8	241	854	2.6	41.0	100
OWN	788	*67	2.1	8.5	212	*7	0.2	0.9	22	*54	1.2	6.9	120	330	1.0	41.9	102
ON CABLE	1158	*58	1.8	5.0	125	*88	2.7	7.6	190	*58	1.3	5.0	87	564	1.7	48.7	119
1001 HOME IDEAS	2852	*155	4.8	5.4	136	*72	2.2	2.5	63	*177	3.8	6.2	108	1437	4.3	50.4	123
ORGANIC GARDENING	1658	*53	1.6	3.2	80	*84	2.6	5.1	126	*126	2.7	7.6	133	776	2.3	46.8	114
OUTDOOR LIFE	896	*42	1.3	4.7	117	*48	1.5	5.4	134	*41	0.9	4.6	80	351	1.1	39.2	96
PARADE MAGAZINE	24275	1015	31.3	4.2	104	789	24.3	3.3	81	1678	36.2	6.9	121	10774	32.5	44.4	108

	TOTAL U.S. '000	OTHER HUNT'S				HEINZ				PROGRESSO				RAGU			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	3241	100.0	4.0	100	3246	100.0	4.0	100	4638	100.0	5.7	100	33138	100.0	40.9	100
PARENTS	3845	**149	4.6	3.9	97	*189	5.8	4.9	123	*217	4.7	5.6	99	1703	5.1	44.3	108
PENTHOUSE	831	**74	2.3	8.9	223	**52	1.6	6.3	156	**49	1.1	5.9	103	*265	0.8	31.9	78
PEOPLE	11645	414	12.8	3.6	89	426	13.1	3.7	91	803	17.3	6.9	120	5371	16.2	46.1	113
PLAYBOY	2006	**146	4.5	7.3	182	**109	3.4	5.4	136	*168	3.6	8.4	146	802	2.4	40.0	98
POPULAR HOT RODDING	297	**18	0.6	6.1	151	**30	0.9	10.1	252	**17	0.4	5.7	100	**100	0.3	33.7	82
POPULAR MECHANICS	1018	**20	0.6	2.0	49	**49	1.5	4.8	120	**55	1.2	5.4	94	553	1.7	54.3	133
POPULAR SCIENCE	878	**30	0.9	3.4	85	**17	0.5	1.9	48	**85	1.8	9.7	169	365	1.1	41.6	102
PREVENTION	3913	*204	6.3	5.2	130	**131	4.0	3.3	84	*247	5.3	6.3	110	1704	5.1	43.5	106
PSYCHOLOGY TODAY	1710	**114	3.5	6.7	167	**33	1.0	1.9	48	*138	3.0	8.1	141	748	2.3	43.7	107
READER'S DIGEST	22204	904	27.9	4.1	102	966	29.8	4.4	109	1345	29.0	6.1	106	10235	30.9	46.1	113
REDBOOK	7684	383	11.8	5.0	125	257	7.9	3.3	83	521	11.2	6.8	118	3729	11.3	48.5	119
ROAD & TRACK	410	**9	0.3	2.2	55	**11	0.3	2.7	67	**39	0.8	9.5	166	**139	0.4	33.9	83
ROLLING STONE	969	**45	1.4	4.6	116	**65	2.0	6.7	167	**71	1.5	7.3	128	475	1.4	49.0	120
RUNNER'S WORLD	298	**15	0.5	5.0	126	**10	0.3	3.4	84	**17	0.4	5.7	100	*123	0.4	41.3	101
SATURDAY EVENING POST	1169	**63	1.9	5.4	135	**27	0.8	2.3	58	**31	0.7	2.7	46	570	1.7	48.8	119
SCIENCE 84	587	**38	1.2	6.5	162	**17	0.5	2.9	72	**29	0.6	4.9	86	354	1.1	60.3	147
SCIENCE DIGEST	482	**25	0.8	5.2	130	**9	0.3	1.9	47	**17	0.4	3.5	62	*220	0.7	45.6	112
SCIENTIFIC AMERICAN	594	**41	1.3	6.9	172	**4	0.1	0.7	17	**33	0.7	5.6	97	*161	0.5	27.1	66
SELF	2089	**60	1.9	2.9	72	**100	3.1	4.8	119	*158	3.4	7.6	132	928	2.8	44.4	109
SEVENTEEN	2411	*144	4.4	6.0	149	**110	3.4	4.6	114	*234	5.0	9.7	169	1021	3.1	42.3	103
SKI	480	**14	0.4	2.9	73	**15	0.5	3.1	78	**41	0.9	8.5	149	*160	0.5	33.3	81
SMITHSONIAN	2760	**52	1.6	1.9	47	**79	2.4	2.9	71	*164	3.5	5.9	104	1050	3.2	38.0	93
SOAP OPERA DIGEST	3013	*182	5.6	6.0	151	222	6.8	7.4	184	*80	1.7	2.7	46	1387	4.2	46.0	113
SOUTHERN LIVING	4184	*156	4.8	3.7	93	*152	4.7	3.6	91	*241	5.2	5.8	101	1945	5.9	46.5	114
SPORT	559	**66	2.0	11.8	295	**16	0.5	2.9	71	**50	1.1	8.9	156	*305	0.9	54.6	133
THE SPORTING NEWS	436	**54	1.7	12.4	309	**8	0.2	1.8	46	**23	0.5	5.3	92	*236	0.7	54.1	132
SPORTS AFIELD	493	**18	0.6	3.7	91	**20	0.6	4.1	101	**11	0.2	2.2	39	*209	0.6	42.4	104
SPORTS ILLUSTRATED	2758	**99	3.1	3.6	90	*146	4.5	5.3	132	*189	4.1	6.9	120	1280	3.9	46.4	113
STAR	7456	388	12.0	5.2	130	361	11.1	4.8	121	530	11.4	7.1	124	3129	9.4	42.0	103
SUNDAY	24936	765	23.6	3.1	77	814	25.1	3.3	81	1624	35.0	6.5	114	10532	31.8	42.2	103
SUNSET	2124	**62	1.9	2.9	73	**27	0.8	1.3	32	**130	2.8	6.1	107	734	2.2	34.6	84
TV GUIDE	21661	994	30.7	4.6	115	960	29.6	4.4	111	1362	29.4	6.3	110	9477	28.6	43.8	107
TENNIS	550	**18	0.6	3.3	82	**19	0.6	3.5	86	**59	1.3	10.7	187	*288	0.9	52.4	128
TIME	8880	357	11.0	4.0	100	287	8.8	3.2	81	748	16.1	8.4	147	3830	11.6	43.1	105
TOWN & COUNTRY	917	**16	0.5	1.7	44	**19	0.6	2.1	52	**75	1.6	8.2	143	308	0.9	33.6	82
TRAVEL & LEISURE	972	**43	1.3	4.4	111	**28	0.9	2.9	72	**81	1.7	8.3	146	454	1.4	46.7	114
TRUE STORY	3356	*151	4.7	4.5	112	*233	7.2	6.9	173	**94	2.0	2.8	49	1317	4.0	39.2	96
U.S. NEWS & WORLD REPORT	3410	**108	3.3	3.2	79	*123	3.8	3.6	90	250	5.4	7.3	128	1520	4.6	44.6	109
USA TODAY	1759	**62	1.9	3.5	88	**56	1.7	3.2	79	*183	3.9	10.4	182	891	2.7	50.7	124
US	1873	**99	3.1	5.3	132	**34	1.0	1.8	45	*121	2.6	6.5	113	1027	3.1	54.8	134
VOGUE	3909	*172	5.3	4.4	110	*176	5.4	4.5	112	405	8.7	10.4	181	1599	4.8	40.9	100
MALL STREET JOURNAL	1886	**63	1.9	3.3	83	**45	1.4	2.4	60	*211	4.5	11.2	195	846	2.6	44.9	110
WEIGHT WATCHERS	2120	**124	3.8	5.8	146	**89	2.7	4.2	105	*130	2.8	6.1	107	964	2.9	45.5	111
WOMAN'S DAY	14172	577	17.8	4.1	102	456	14.0	3.2	80	846	18.2	6.0	104	6717	20.3	47.4	116
WORKING MOTHER	1146	**117	3.6	10.2	255	**94	2.9	8.2	205	**101	2.2	8.8	154	509	1.5	44.4	109
WORKING WOMAN	1322	**73	2.3	5.5	138	**43	1.3	3.3	81	**68	1.5	5.1	90	679	2.0	51.4	126
WORLD TENNIS	*163	**11	0.3	6.7	169	**11	0.3	6.7	168	**29	0.6	17.8	311	**65	0.2	39.9	97
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**135	4.2	5.3	133	**95	2.9	3.8	94	*148	3.2	5.8	102	1089	3.3	43.0	105
BLAIR INSERTS	43657	1667	51.4	3.8	95	1472	45.3	3.4	84	2904	62.6	6.7	116	18894	57.0	43.3	106
DAILY NEWSPAPERS																	
READ ANY	51633	2037	62.9	3.9	99	1866	57.5	3.6	90	3108	67.0	6.0	105	22146	66.8	42.9	105
READ ONE	43463	1820	56.2	4.2	105	1698	52.3	3.9	97	2617	56.4	6.0	105	18554	56.0	42.7	104
READ TWO OR MORE	8170	*216	6.7	2.6	66	*168	5.2	2.1	51	492	10.6	6.0	105	3592	10.8	44.0	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1913	59.0	3.6	91	1776	54.7	3.4	84	3246	70.0	6.2	108	22609	68.2	42.9	105
READ ONE	46126	1779	54.9	3.9	96	1623	50.0	3.5	88	2782	60.0	6.0	105	19658	59.3	42.6	104
READ TWO OR MORE	6552	*134	4.1	2.0	51	*152	4.7	2.3	58	463	10.0	7.1	123	2952	8.9	45.1	110
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.93				30.41				30.85				29.21			
30 DAY REACH	71455	2833	87.4	4.0	99	2759	85.0	3.9	96	4209	90.8	5.9	103	29637	89.4	41.5	101
50 SHWG - 30 DAY AV FREQ	14.56	14.62				16.26				15.91				15.34			
30 DAY REACH	67742	2719	83.9	4.0	100	2591	79.8	3.8	95	4089	88.2	6.0	105	28295	85.4	41.8	102
25 SHWG - 30 DAY AV FREQ	7.94	7.83				8.86				8.40				8.29			
30 DAY REACH	62117	2540	78.4	4.1	102	2389	73.6	3.8	96	3883	83.7	6.3	109	26205	79.1	42.2	103
CABLE TV: HOME WIRED	32077	1140	35.2	3.6	89	1022	31.5	3.2	79	2016	43.5	6.3	110	14267	43.1	44.5	109
HOME NOT WIRED	48909	2101	64.8	4.3	107	2224	68.5	4.5	113	2622	56.5	5.4	94	18872	56.9	38.6	94
HAVE PAY CABLE	15935	617	19.0	3.9	97	*538	16.6	3.4	84	1046	22.6	6.6	115	7195	21.7	45.2	110

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SPAGHETTI SAUCE (IN JARS OR CANS): BRANDS
(FEMALE HOMEOWNERS)

		TOTAL	OTHER HUNT'S				HEINZ				PROGRESSO				' RAGU			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'00	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS																		
		80986	3241	100.0	4.0	100	3746	100.0	4.0	100	4638	100.0	5.7	100	33138	100.0	40.9	100
WKDAY LOCAL EVENING TV NEWS																		
		26063	1087	33.5	4.2	104	1164	35.9	4.5	111	1330	28.7	5.1	89	10300	31.1	39.5	97
		20261	970	29.9	4.8	120	925	28.5	4.6	114	1094	23.6	5.4	94	8504	25.7	42.0	103
		2076	*99	3.1	4.8	119	*62	1.9	3.0	75	151	3.3	7.3	127	762	2.3	36.7	90
TV EVENING NTWK 6 PM - 2 AM																		
		10453	589	18.2	5.6	141	577	17.8	5.5	138	487	10.5	4.7	81	4375	13.2	41.9	102
	A	6412	231	7.1	3.6	90	199	6.1	3.1	77	368	7.9	5.7	100	2712	8.2	42.3	103
	A	12407	488	15.1	3.9	98	415	12.8	3.3	83	692	14.9	5.6	97	5123	15.5	41.3	101
	A	6176	282	8.7	4.6	114	244	7.5	4.0	99	303	6.5	4.9	86	2544	7.7	41.2	101
	C	5863	*240	7.4	4.1	102	*378	11.6	6.4	161	*358	7.7	6.1	107	2172	6.6	37.0	91
	C	9594	354	10.9	3.7	92	496	15.3	5.2	129	559	12.1	5.8	102	3760	11.3	39.2	96
	C	6622	247	7.6	3.7	93	337	10.4	5.1	127	356	7.7	5.4	94	2487	7.5	37.6	92
	A	10886	451	13.9	4.1	104	513	15.8	4.7	118	624	13.5	5.7	100	4200	12.7	38.6	94
	A	5036	*266	8.2	5.3	132	*250	7.7	5.0	124	*175	3.8	3.5	61	2131	6.4	42.3	103
	C	9965	433	13.4	4.3	109	397	12.2	4.0	99	689	14.9	5.9	121	4312	13.0	43.3	106
	C	3491	*104	3.2	3.0	74	*141	4.3	4.0	101	*195	4.2	5.6	98	1163	3.5	33.3	81
	C	7123	248	7.7	3.5	87	238	7.3	3.3	83	359	7.7	5.0	88	2820	8.5	39.6	97
	C	3621	127	3.9	3.5	88	205	6.3	5.7	141	187	4.0	5.2	90	1395	4.2	38.5	94
	C	5436	213	6.6	3.9	98	206	6.3	3.8	95	380	8.2	7.0	122	2327	7.0	42.8	105
	C	6100	211	6.5	3.5	86	251	7.7	4.1	103	303	6.5	5.0	87	2268	6.8	37.2	91
	N	8889	260	8.0	2.9	73	600	18.5	6.7	168	562	12.1	6.3	110	3899	11.8	43.9	107
	N	22109	858	26.5	3.9	97	831	25.6	3.8	94	1261	27.2	5.7	100	9065	27.4	41.0	100
	N	6940	215	6.6	3.1	77	335	10.3	4.8	120	253	5.5	3.6	64	2608	7.9	37.6	92
	N	7223	329	10.2	4.6	114	404	12.4	5.6	140	322	6.9	4.5	78	3103	9.4	43.0	105
	N	5595	221	6.8	3.9	99	329	10.1	5.9	147	278	6.0	5.0	87	2318	7.0	41.4	101
	C	5768	242	7.5	4.2	105	240	7.4	4.2	104	271	5.8	4.7	82	2308	7.0	40.0	98
	A	20053	821	25.3	4.1	102	857	26.4	4.3	107	1085	23.4	5.4	94	8021	24.2	40.0	98
	N	8087	397	12.2	4.9	123	437	13.5	5.4	135	355	7.7	4.4	77	3309	10.0	40.9	100
	C	20046	847	26.1	4.2	106	751	23.1	3.7	93	1154	24.9	5.8	101	8142	24.6	40.6	99
	A	9084	447	13.8	4.9	123	443	13.6	4.9	122	447	9.6	4.9	86	3677	11.1	40.5	99
	N	7964	428	13.2	5.4	134	414	12.8	5.2	130	453	9.8	5.7	99	3315	10.0	41.6	102
	A	7687	368	11.4	4.8	120	372	11.5	4.8	121	342	7.4	4.4	78	2864	8.6	37.3	91
	C	8861	373	11.5	4.2	105	338	10.4	3.8	95	536	11.6	6.0	106	3590	10.8	40.5	99
	C	5095	*203	6.3	4.0	100	*316	9.7	6.2	155	*366	7.9	7.2	125	1914	5.8	37.6	92
	N	8838	518	16.0	5.9	146	498	15.3	5.6	141	403	8.7	4.6	80	3337	10.1	37.8	92
	A	8978	339	10.5	3.8	94	273	8.4	3.0	76	432	9.3	4.8	84	3523	10.6	39.2	96
	N	8590	296	9.1	3.4	86	365	11.2	4.2	106	581	12.5	6.8	118	3857	11.6	44.9	110
	A	14085	680	21.0	4.8	121	568	17.5	4.0	101	898	19.4	6.4	111	5853	17.7	41.6	102
	C	9360	402	12.4	4.3	107	495	15.2	5.3	132	509	11.0	5.4	95	3520	10.6	37.6	92
	N	5841	*217	6.7	3.7	93	301	9.3	5.2	129	259	5.6	4.4	77	2315	7.0	39.6	97
	C	9206	434	13.4	4.7	118	383	11.8	4.2	104	667	14.4	7.2	127	3849	11.6	41.8	102
	N	7076	309	9.5	4.4	109	286	8.8	4.0	101	378	8.2	5.3	93	2822	8.5	39.9	97
	A	12219	571	17.6	4.7	117	567	17.5	4.6	116	595	12.8	4.9	85	4605	13.9	37.7	92
	C	11199	457	14.1	4.1	102	511	15.7	4.6	114	531	11.4	4.7	83	4507	13.6	40.2	98
	N	6057	*220	6.8	3.6	91	292	9.0	4.8	120	297	6.4	4.9	86	2415	7.3	39.9	97
	N	3598	*148	4.6	4.1	103	*186	5.7	5.2	129	*220	4.7	6.1	107	1544	4.7	42.9	105
	A	6344	337	10.4	5.3	133	265	8.2	4.2	104	335	7.2	5.3	92	2565	7.7	40.4	99
	N	11994	521	16.1	4.3	109	427	13.2	3.6	89	637	13.7	5.3	93	5155	15.6	43.0	105
	N	5132	203	6.3	4.0	99	366	11.3	7.1	178	287	6.2	5.6	98	1901	5.7	37.0	91
	N	3375	*132	4.1	3.9	98	*149	4.6	4.4	110	*205	4.4	6.1	106	1213	3.7	35.9	88
	N	3130	*122	3.8	3.9	97	*156	4.8	5.0	124	*120	2.6	3.8	67	1076	3.2	34.4	84
	N	8284	401	12.4	4.8	121	419	12.9	5.1	126	502	10.8	6.1	106	3625	10.9	43.8	107
	C	9240	456	14.1	4.9	123	389	12.0	4.2	105	685	14.8	7.4	129	4027	12.2	43.6	107
	C	7288	248	7.7	3.4	85	312	9.6	4.3	107	396	8.5	5.4	95	2800	8.4	38.4	94
	N	4855	*184	5.7	3.8	95	*260	8.0	5.4	134	*293	6.3	6.0	105	1968	5.9	40.5	99
	N	8869	297	9.2	3.3	84	445	13.7	5.0	125	438	9.4	4.9	86	3475	10.3	38.5	94
	N	7743	353	10.9	4.6	114	264	8.1	3.4	85	445	9.6	5.7	100	2995	9.0	38.7	95
	A	5345	274	8.5	5.1	128	*198	6.1	3.7	92	365	7.9	6.8	119	2105	6.4	39.4	96
	N	6988	404	12.5	5.8	144	325	10.0	4.7	116	422	9.1	6.0	105	3014	9.1	43.1	105
	C	10002	393	12.1	3.9	98	451	13.9	4.5	112	505	10.9	5.0	88	4082	12.3	40.8	100
	C	10638	594	18.3	5.6	140	524	16.1	4.9	123	429	9.2	4.0	70	4134	12.5	38.9	95
	C	13293	545	16.8	4.1	102	605	18.6	4.6	114	786	16.9	5.9	103	5108	15.4	38.4	94
	N	7017	349	10.8	5.0	124	347	10.7	4.9	123	424	9.1	6.0	106	3152	9.5	44.9	110
	A	10917	433	13.4	4.0	99	521	16.1	4.8	119	620	13.4	5.7	99	4416	13.3	40.5	99
	A	9204	398	12.3	4.3	108	412	12.7	4.5	112	496	10.7	5.4	94	3715	11.2	40.4	99
	N	2372	110	3.4	4.6	116	97	3.0	4.1	102	121	2.6	5.1	89	944	2.8	39.8	97
	C	9846	398	12.3	4.0	101	528	16.3	5.4	134	522	11.3	5.3	93	3738			

FROZEN PIZZA (BOUGHT FROZEN)

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-5

		'000	%	UNWEIGHTED							
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?											
YES		38372	47.4	4334							
NO		42614	52.6	5101							
		ALL		SOLE		PRIMARY		SECONDARY			
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED	
IF YES											
5B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?											
BUITONI	516	.6	45	.1	261	.3	209	.3	60		
CELESTE	6074	7.5	1342	1.7	3507	4.3	1225	1.5	671		
CHEF BOY-AR-DEE	4530	5.6	834	1.0	2766	3.4	930	1.1	501		
CHEF SALUTO	2026	2.5	342	.4	1148	1.4	536	.7	227		
ELLIO'S	2402	3.0	840	1.0	1140	1.4	422	.5	297		
FOX DELUXE	1917	2.4	225	.3	1200	1.5	491	.6	213		
GINO'S	4729	5.8	713	.9	2906	3.6	1110	1.4	512		
JENO'S	13606	16.8	2583	3.2	8149	10.1	2874	3.5	1460		
JOHN'S ORIGINAL	1692	2.1	122	.2	848	1.0	722	.9	142		
LA PIZZERIA	2237	2.8	292	.4	1026	1.3	919	1.1	248		
MR. P'S PIZZA	2098	2.6	369	.5	1237	1.5	491	.6	245		
MRS. P'S PIZZA	580	.7	46	.1	383	.5	151	.2	74		
OH BOY	389	.5	3	*	290	.4	96	.1	49		
ROMAN	463	.6	71	.1	236	.3	156	.2	57		
STOUFFER'S FRENCH BREAD	4574	5.6	1053	1.3	2371	2.9	1151	1.4	537		
SHANSON'S HUNGRY MAN	600	.7	79	.1	386	.5	135	.2	71		
TOMBSTONE	4123	5.1	1030	1.3	2033	2.5	1061	1.3	535		
TONY'S	8499	10.5	1811	2.2	4722	5.8	1966	2.4	943		
TOTINO'S	10851	13.4	2258	2.8	5923	7.3	2670	3.3	1148		
OTHER BRANDS	8163	10.1	2639	3.3	3537	4.4	1987	2.5	872		
DO NOT KNOW	187	.2							24		

		'000	%	UNWEIGHTED
5C. ABOUT HOW MANY PACKAGES OF FROZEN PIZZA WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	1116	1.4	111
7 - 9	H	1560	1.9	159
4 - 6	H	5401	6.7	532
3	M	5554	6.9	651
2	M	9914	12.2	1114
1 OR LESS	L	8383	10.4	1005
NONE	L	6444	8.0	762

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A '000	B DOWN	C ACROSS %	D INDEX	A '000	B DOWN	C ACROSS %	D INDEX	A '000	B DOWN	C ACROSS %	D INDEX	A '000	B DOWN	C ACROSS %	D INDEX
TOTAL FEMALE HOMEMAKERS	80986	38372	100.0	47.4	100	8077	100.0	10.0	100	15468	100.0	19.1	100	14827	100.0	18.3	100
18 - 24	9282	4394	11.5	47.3	100	956	11.8	10.3	103	1924	12.4	20.7	109	1514	10.2	16.3	89
25 - 34	19072	9975	26.0	52.3	110	2104	26.0	11.0	111	3961	25.6	20.8	109	3910	26.4	20.5	112
35 - 44	14591	8489	22.1	58.2	123	2193	27.2	15.0	151	3444	22.3	23.6	124	2852	19.2	19.5	107
45 - 54	11345	5712	14.9	50.3	106	1319	16.3	11.6	117	2037	13.2	18.0	94	2356	15.9	20.8	113
55 - 64	11635	4975	13.0	42.8	90	911	11.3	7.8	79	2129	13.8	18.3	96	1935	13.1	16.6	91
65 OR OLDER	15061	4827	12.6	32.0	68	595	7.4	4.0	40	1972	12.7	13.1	69	2260	15.2	15.0	82
18 - 34	28354	14369	37.4	50.7	107	3060	37.9	10.8	108	5885	38.0	20.8	109	5423	36.6	19.1	104
18 - 49	48339	25730	67.1	53.2	112	5853	72.5	12.1	121	10486	67.8	21.7	114	9391	63.3	19.4	106
25 - 54	45008	24176	63.0	53.7	113	5615	69.5	12.5	125	9443	61.0	21.0	110	9118	61.5	20.3	111
35 - 49	19985	11361	29.6	56.8	120	2793	34.6	14.0	140	4601	29.7	23.0	121	3967	26.8	19.8	108
50 OR OLDER	32647	12642	32.9	38.7	82	2224	27.5	6.8	68	4982	32.2	15.3	80	5436	36.7	16.7	91
GRADUATED COLLEGE	11155	5283	13.8	47.4	100	1002	12.4	9.0	90	1970	12.7	17.7	92	2311	15.6	20.7	113
ATTENDED COLLEGE	13482	6804	17.7	49.7	105	1333	16.5	9.7	98	2845	18.4	20.8	109	2622	17.7	19.2	105
GRADUATED HIGH SCHOOL	33840	17162	44.7	50.7	107	3922	48.6	11.6	116	6752	43.7	19.9	104	6489	43.8	19.2	105
DID NOT GRADUATE HIGH SCHOOL	22270	9123	23.8	41.0	86	1821	22.5	8.2	82	3897	25.2	17.5	92	3406	23.0	15.3	84
EMPLOYED	40305	20925	54.5	51.9	110	4483	55.5	11.1	112	8586	55.5	21.3	112	7856	53.0	19.5	106
EMPLOYED FULL-TIME	32850	17026	44.4	51.8	109	3721	46.1	11.3	114	7128	46.1	21.7	114	6177	41.7	18.8	103
EMPLOYED PART-TIME	7456	3899	10.2	52.3	110	761	9.4	10.2	102	1458	9.4	19.6	102	1679	11.3	22.5	123
NOT EMPLOYED	40680	17447	45.5	42.9	91	3595	44.5	8.8	89	6881	44.5	16.9	89	6971	47.0	17.1	94
PROFESSIONAL/MANAGER	10392	5081	13.2	48.9	103	1065	13.2	10.2	103	1925	12.4	18.5	97	2091	14.1	20.1	110
TECH/CLERICAL/SALES	17574	9363	24.4	53.3	112	2116	26.2	12.0	121	3683	23.8	21.0	110	3565	24.0	20.3	111
PRECISION/CRAFT	8895	509	1.3	51.1	108	**881	1.0	8.2	82	**266	1.7	27.0	141	**156	1.1	15.8	87
OTHER EMPLOYED	11354	5978	15.6	52.7	111	1222	15.1	10.8	108	2713	17.5	23.9	125	2044	13.8	18.0	98
SINGLE	9863	4198	10.9	42.6	90	693	8.6	7.0	70	1838	11.9	18.6	98	1667	11.2	16.9	92
MARRIED	51375	25534	66.5	49.7	105	5737	71.0	11.2	112	10197	65.9	19.8	104	9600	64.7	18.7	102
DIVORCED/SEPARATED/WIDOWED	19748	8640	22.5	43.8	92	1648	20.4	8.3	84	3433	22.2	17.4	91	3560	24.0	18.0	98
PARENTS	32590	18389	47.9	56.4	119	4874	60.3	15.0	150	7553	48.8	23.2	121	5962	40.2	18.3	100
WHITE	70416	33676	87.8	47.8	101	7147	88.5	10.1	102	13480	87.1	19.1	100	13049	88.0	18.5	101
BLACK	8778	3002	10.2	44.5	94	759	9.4	8.6	87	1730	11.2	19.7	103	1413	9.5	16.1	88
OTHER	1791	*793	2.1	44.3	93	**171	2.1	9.5	96	**257	1.7	14.3	75	**365	2.5	20.4	111
NORTHEAST-CENSUS	17786	6570	17.1	36.9	78	1582	19.6	8.9	89	7336	14.5	12.6	66	2751	18.6	15.5	84
NORTH CENTRAL	20741	11998	31.3	57.8	122	2899	35.9	14.0	140	4684	30.3	22.6	118	4415	29.8	21.3	116
SOUTH	27775	13688	35.7	49.3	104	2644	32.7	9.5	95	6119	39.6	22.0	115	4925	33.2	17.7	97
WEST	14683	6117	15.9	41.7	88	952	11.8	6.5	65	2429	15.7	16.5	87	2736	18.5	18.6	102
NORTHEAST-MKTG.	17961	6887	17.9	38.3	81	1620	20.1	9.0	90	2612	16.9	14.5	76	2655	17.9	14.8	81
EAST CENTRAL	11885	5331	13.9	44.9	95	1183	14.6	10.0	100	2130	13.8	17.9	94	2018	13.6	17.0	93
WEST CENTRAL	14090	8847	23.1	62.8	133	2135	26.4	15.2	152	3329	21.5	23.6	124	3383	22.8	24.0	131
SOUTH	24081	12020	31.3	49.9	105	2283	28.3	9.5	95	5322	34.4	22.1	116	4415	29.8	18.3	100
PACIFIC	12969	5287	13.8	40.8	86	856	10.6	6.6	66	2075	13.4	16.0	84	2355	15.9	18.2	99
COUNTY SIZE A	32439	14431	37.6	44.5	94	2557	31.7	7.9	79	5984	38.7	18.4	97	5891	39.7	18.2	99
COUNTY SIZE B	24915	12159	31.7	48.8	103	2618	32.4	10.5	105	4728	30.6	19.0	99	4813	32.5	19.3	106
COUNTY SIZE C	12930	6264	16.3	48.4	102	1313	16.3	10.2	102	2754	17.8	21.3	112	2197	14.8	17.0	93
COUNTY SIZE D	10703	5518	14.4	51.6	109	1590	19.7	14.9	149	2001	12.9	18.7	98	1926	13.0	18.0	98
METRO CENTRAL CITY	24518	11019	28.7	44.9	95	2095	25.9	8.5	86	4529	29.3	18.5	97	4395	29.6	17.9	98
METRO SUBURBAN	35919	17430	45.4	48.5	102	3497	43.3	9.7	98	7000	45.3	19.5	102	6933	46.8	19.3	105
NON METRO	20549	9923	25.9	48.3	102	2486	30.8	12.1	121	5939	25.5	19.2	100	3499	23.6	17.0	93
TOP 5 ADI'S	18341	7810	20.4	42.6	90	1352	16.7	7.4	74	3141	20.3	17.1	90	3317	22.4	18.1	99
TOP 10 ADI'S	25378	10958	28.6	43.2	91	1874	23.2	7.4	74	4606	29.8	18.1	95	4478	30.2	17.6	96
TOP 20 ADI'S	35488	16107	42.0	44.1	93	2827	35.0	7.7	78	6560	42.4	18.0	94	6720	45.3	18.4	101
HSGLD INC. \$50,000 OR MORE	6612	3739	8.4	49.0	103	*757	9.4	11.4	115	998	6.5	15.1	79	1485	10.0	22.5	123
\$40,000 OR MORE	12659	6322	16.5	49.9	105	1525	18.9	12.0	121	2343	15.1	18.5	97	2453	16.5	19.4	106
\$30,000 OR MORE	24698	12340	32.2	50.0	105	3012	37.3	12.2	122	4721	30.5	19.1	100	4607	31.1	18.7	102
\$25,000 OR MORE	32077	16352	42.6	51.0	108	3664	45.4	11.4	115	6434	41.6	20.1	105	6254	42.2	19.5	106
\$20,000 - \$24,999	9144	4469	11.6	48.9	103	998	12.4	10.9	109	1878	11.8	20.0	105	1643	11.1	18.0	98
\$15,000 - \$19,999	8728	4171	10.9	47.8	101	799	9.9	9.2	92	1666	10.8	19.0	100	1706	11.5	19.5	107
\$10,000 - \$14,999	12562	5818	15.2	46.3	98	1160	14.4	9.2	93	2207	14.3	17.6	92	2451	16.5	19.5	107
UNDER \$10,000	18475	7562	19.7	40.9	86	1456	18.0	7.9	79	3333	21.5	18.0	94	2773	18.7	15.0	82
HOUSEHOLD OF 1 PERSON	11987	4025	10.5	33.6	71	462	5.7	3.9	39	1451	9.4	12.1	63	2112	14.2	17.6	96
2 PEOPLE	26577	11280	29.4	42.4	90	1464	18.1	5.5	55	4705	30.4	17.7	93	5112	34.5	19.2	105
3 OR 4 PEOPLE	30617	16205	42.2	52.9	112	3708	45.9	12.1	121	6609	42.7	21.6	113	5888	39.7	19.2	105
5 OR MORE PEOPLE	11804	6862	17.9	58.1	123	2443	30.2	20.7	208	2703	17.5	22.9	120	1716	11.6	14.5	79
NO CHILD IN HSHLD	46165	18761	48.9	40.6	86	2886	35.7	6.3	63	7406	47.9	16.0	84	8469	57.1	18.3	100
CHILD(REN) UNDER 2 YRS	5325	2506	6.5	47.1	99	*522	6.5	9.8	98	1076	7.0	20.2	106	908	6.1	17.1	93
2 - 5 YEARS	14221	7388	19.3	52.0	110	1793	22.2	12.6	126	3068	19.8	21.6	113	2527	17.0	17.8	97
6 - 11 YEARS	15117	8810	23.0	58.3	123	2573	31.9	17.0	171	3541	22.9	23.4	123	2696	18.2	17.8	97
12 - 17 YEARS	16611	10196	26.6	61.4	130	3160	39.1	19.0	191	4207	27.2	25.3	133	2829	19.1	17.0	93
RESIDENCE OWNED	55884	26766	69.8	47.9	101	6034	74.7	10.8	108	10472	67.7	18.7	98	10260	69.2	18.4	100
VALUE: \$50,000 OR MORE	31744	15139	39.5	47.7	101	3503	43.4	11.0	111	5675	36.7	17.9	94	5962	40.2	18.8	103
VALUE: UNDER \$50,000	24140	11626	30.3	48.2	102	2531	31.3	10.5	105	4798	31.0	19.9	104	4298	29.0	17.8	97

FROZEN PIZZAS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAkers)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	38372	100.0	47.4	100	8077	100.0	10.0	100	15468	100.0	19.1	100	14827	100.0	18.3	100
MAGAZINES	QUINTILE 1	15799	8692	22.7	55.0	116	2117	26.2	13.4	134	3594	23.2	22.7	119	2982	20.1	18.9	103
	QUINTILE 2	17259	8635	22.5	50.0	106	1922	23.8	11.1	112	3230	20.9	18.7	98	3483	23.5	20.2	110
	QUINTILE 3	13545	6396	16.7	47.2	100	1226	15.2	9.1	91	2462	15.9	18.2	95	2708	18.3	20.0	109
	QUINTILE 4	15133	7200	18.8	47.6	100	1369	16.9	9.0	91	2974	19.2	19.7	103	2857	19.3	18.9	103
	QUINTILE 5	19250	7449	19.4	38.7	82	1444	17.9	7.5	75	3209	20.7	16.7	87	2797	18.9	14.5	79
NEWSPAPERS	QUINTILE 1	12413	5658	14.7	45.6	96	1312	16.2	10.6	106	2124	13.7	17.1	90	2222	15.0	17.9	98
	QUINTILE 2	24116	11582	30.2	48.0	101	2525	31.3	10.5	105	4819	31.2	20.0	105	4238	28.6	17.6	96
	QUINTILE 3	11261	5810	15.1	51.6	109	1068	13.2	9.5	95	2374	15.3	21.1	110	2368	16.0	21.0	115
	QUINTILE 4	20255	10103	26.3	49.9	105	2122	26.3	10.5	105	4179	27.0	20.6	108	3803	25.6	18.8	103
	QUINTILE 5	12940	5218	13.6	40.3	85	1050	13.0	8.1	81	1972	12.7	15.2	80	2196	14.8	17.0	93
OUTDOOR	QUINTILE 1	14852	7159	18.7	48.2	102	1218	15.1	8.2	82	3005	19.4	20.2	106	2936	19.8	19.8	108
	QUINTILE 2	15725	7794	20.3	49.6	105	1572	19.5	10.0	100	3356	21.7	21.3	112	2867	19.3	18.2	100
	QUINTILE 3	16330	8234	21.5	50.4	106	1725	21.4	10.6	106	3207	20.7	19.6	103	3302	22.3	20.2	110
	QUINTILE 4	16744	7700	20.1	46.0	97	1762	21.8	10.5	106	3033	19.6	18.1	95	2906	19.6	17.4	95
	QUINTILE 5	17334	7485	19.5	43.2	91	1800	22.3	10.4	104	2868	18.5	16.5	87	2817	19.0	16.3	89
RADIO-DRIVE TIME	QUINTILE 1	15911	8267	21.5	52.0	110	2002	24.8	12.6	126	3014	19.5	18.9	99	3250	21.9	20.4	112
	QUINTILE 2	14837	7151	18.6	48.2	102	1520	18.8	10.2	103	2985	19.3	20.1	105	2646	17.8	17.8	97
	QUINTILE 3	15339	7343	19.1	47.9	101	1526	18.9	9.9	100	3100	20.0	20.2	106	2718	18.3	17.7	97
	QUINTILE 4	16723	7938	20.7	47.5	100	1567	19.4	9.4	94	3278	21.2	19.6	103	3093	20.9	18.5	101
	QUINTILE 5	18176	7673	20.0	42.2	89	1463	18.1	8.0	81	3091	20.0	17.0	89	3119	21.0	17.2	94
RADIO-MID- DAY	TERCILE 1	21020	10484	27.3	49.9	105	2513	31.1	12.0	120	3950	25.5	18.8	98	4020	27.1	19.1	104
	TERCILE 2	21610	10691	27.9	49.5	104	2200	27.2	10.2	102	4383	28.3	20.3	106	4108	27.7	19.0	104
	TERCILE 3	38355	17197	44.8	44.8	95	3364	41.6	8.8	88	7134	46.1	18.6	97	6699	45.2	17.5	95
RADIO-TOTAL	QUINTILE 1	15988	8211	21.4	51.4	108	1947	24.1	12.2	122	3010	19.5	18.8	99	3254	21.9	20.4	111
	QUINTILE 2	15626	7712	20.1	49.4	104	1821	22.5	11.7	117	3091	20.0	19.8	104	2800	18.9	17.9	98
	QUINTILE 3	16723	8008	20.9	47.9	101	1504	18.6	9.0	90	3439	22.2	20.6	108	3065	20.7	18.3	100
	QUINTILE 4	16342	7968	20.8	48.8	103	1718	21.3	10.5	105	3214	20.8	19.7	103	3035	20.5	18.6	101
	QUINTILE 5	16306	6474	16.9	39.7	84	1088	13.5	6.7	67	2714	17.5	16.6	87	2673	18.0	16.4	90
TV-PRIME TIME	QUINTILE 1	15953	7332	19.1	46.0	97	1286	15.9	8.1	81	3393	21.9	21.3	111	2653	17.9	16.6	91
	QUINTILE 2	16137	8017	20.9	49.7	105	1984	24.6	12.3	123	3134	20.3	19.4	102	2899	19.6	18.0	98
	QUINTILE 3	16420	7915	20.6	48.2	102	1474	18.2	9.0	90	3221	20.8	19.6	103	3220	21.7	19.6	107
	QUINTILE 4	16687	7877	20.5	47.2	100	1662	20.6	10.0	100	2912	18.8	17.5	91	3303	22.3	19.8	108
	QUINTILE 5	15789	7231	18.8	45.8	97	1672	20.7	10.6	106	2807	18.1	17.8	93	2751	18.6	17.4	95
TV-DAYTIME	TERCILE 1	27736	12615	32.9	45.5	96	2840	35.2	10.2	103	5264	34.0	19.0	99	4511	30.4	16.3	89
	TERCILE 2	26489	12952	33.8	48.9	103	2871	35.5	10.8	109	5127	33.1	19.4	101	4955	33.4	18.7	102
	TERCILE 3	26761	12804	33.4	47.8	101	2366	29.3	8.8	89	5077	32.8	19.0	99	5361	36.2	20.0	109
TV-TOTAL	QUINTILE 1	16345	7194	18.7	44.0	93	1561	19.3	9.6	96	3158	20.4	19.3	101	2475	16.7	15.1	83
	QUINTILE 2	16447	7912	20.6	48.1	102	1682	20.8	10.2	103	3232	20.9	19.7	103	2998	20.2	18.2	100
	QUINTILE 3	15980	7643	19.9	47.8	101	1652	20.5	10.3	104	2887	18.7	18.1	95	3104	20.9	19.4	106
	QUINTILE 4	15887	7934	20.7	49.9	105	1520	18.8	9.6	96	3268	21.1	20.6	108	3146	21.2	19.8	108
	QUINTILE 5	16326	7688	20.0	47.1	99	1662	20.6	10.2	102	2922	18.9	17.9	94	3104	20.9	19.0	104
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	10288	26.8	49.7	105	2373	29.4	11.5	115	4155	26.9	20.1	105	3759	25.4	18.1	99
	NEWSPAPER IMPERATIVE	19186	10449	27.2	54.5	115	2342	29.0	12.2	122	3986	25.8	20.8	109	4121	27.8	21.5	117
		21899	9909	25.8	45.2	95	2024	25.1	9.2	93	3998	25.8	18.3	96	3888	26.2	17.8	97
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	8132	21.2	52.6	111	1617	20.0	10.5	105	3252	21.0	21.0	110	3262	22.0	21.1	115
	OUTDOOR IMPERATIVE	25953	12935	33.7	49.8	105	3167	39.2	12.2	122	5057	32.7	19.5	102	4711	31.8	18.2	99
		24400	11176	29.1	45.8	97	1970	24.4	8.1	81	4731	30.6	19.4	102	4476	30.2	18.3	100
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	9803	25.5	54.3	115	2302	28.5	12.8	128	3856	24.9	21.4	112	3645	24.6	20.2	110
	RADIO IMPERATIVE	23571	11563	30.1	49.1	104	2490	30.8	10.6	106	4570	29.5	19.4	102	4504	30.4	19.1	104
		23278	10577	27.6	45.4	96	2279	28.2	9.8	98	4188	27.1	18.0	94	4111	27.7	17.7	96
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	7740	20.2	50.1	106	1812	22.4	11.7	118	3063	19.8	19.8	104	2865	19.3	18.5	101
	TELEVISION IMPERATIVE	25829	13527	35.3	52.4	111	3001	37.2	11.6	116	5140	33.2	19.9	104	5387	36.3	20.9	114
		26039	11197	29.2	43.0	91	2128	26.3	8.2	82	4796	31.0	18.4	96	4274	28.8	16.4	90
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	8114	21.1	48.9	103	1785	22.1	10.7	108	3318	21.5	20.0	105	3011	20.3	18.1	99
	OUTDOOR IMPERATIVE	26834	12662	33.0	47.2	100	2797	34.6	10.4	105	5050	32.6	18.8	99	4815	32.5	17.9	98
		23346	11595	30.2	49.7	105	2012	24.9	8.6	86	4905	31.7	21.0	110	4678	31.6	20.0	109
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	8638	22.5	50.4	106	2160	26.7	12.6	126	3337	21.6	19.5	102	3140	21.2	18.3	100
	RADIO IMPERATIVE	25892	11975	31.2	46.2	98	2313	28.6	8.9	90	5006	32.4	19.3	101	4656	31.4	18.0	98
		23167	11753	30.6	50.7	107	2372	29.4	10.2	103	4720	30.5	20.4	107	4660	31.4	20.1	110
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	8030	20.9	46.8	99	1747	21.6	10.2	102	3231	20.9	18.8	99	3052	20.6	17.8	97
	TELEVISION IMPERATIVE	26214	12636	32.9	48.2	102	2655	32.9	10.1	102	5097	33.0	19.4	102	4884	32.9	18.6	102
		23412	10981	28.6	46.9	99	2318	28.7	9.9	99	4555	29.4	19.5	102	4108	27.7	17.5	96
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	7887	20.6	51.5	109	1631	20.2	10.7	107	3470	22.4	22.7	119				

FROZEN PIZZAS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80785	38372	100.0	47.4	100	8077	100.0	10.0	100	15468	100.0	19.1	100	14827	100.0	18.3	100
ATLANTIC MONTHLY	415	*174	0.5	41.9	88	**66	0.8	15.9	159	**35	0.2	8.4	44	**73	0.5	17.6	96
BARRON'S	453	*223	0.6	49.2	104	**80	1.0	17.7	177	**71	0.5	15.7	82	**71	0.5	15.7	86
BETTER HOMES & GARDENS	16256	8528	22.2	52.5	111	1963	24.3	12.1	121	3233	20.9	19.9	104	3332	22.5	20.5	112
BON APPETIT	2535	1164	3.0	45.9	97	*244	3.0	9.6	97	500	3.2	19.7	103	420	2.8	16.6	90
BUSINESS WEEK	1278	578	1.5	45.2	95	**93	1.2	7.3	73	*238	1.5	18.6	98	*247	1.7	19.3	106
CAR AND DRIVER	378	*224	0.6	59.3	125	**50	0.6	13.2	133	**119	0.8	31.5	165	**56	0.4	14.8	81
CBS MAGAZINE NETWORK (GROSS)	1498	924	2.4	61.7	130	**174	2.2	11.6	116	419	2.7	28.0	146	372	2.2	22.2	121
CHANGING TIMES	1505	791	2.1	52.6	111	**151	1.9	10.0	101	346	2.2	23.0	120	295	2.0	19.6	107
COLONIAL HOMES	1231	543	1.4	44.1	93	**141	1.7	11.5	115	223	1.4	18.1	95	*179	1.2	14.5	79
CONDE NAST MAG. PKG. (GROSS)	14146	7378	19.2	52.2	110	1664	20.6	11.8	118	2765	17.9	19.5	102	2950	19.9	20.9	114
CONSUMERS DIGEST	1323	753	2.0	56.9	120	**176	2.2	13.3	133	324	2.1	24.5	128	253	1.7	19.1	104
COSMOPOLITAN	7102	3519	9.2	49.5	105	760	9.4	10.7	107	1431	9.3	20.1	105	1327	8.9	18.7	102
COUNTRY LIVING	2481	1372	3.6	55.3	117	*305	3.8	12.3	123	538	3.5	21.7	114	529	3.6	21.3	116
CUISINE	1472	700	1.8	47.6	100	**106	1.3	7.2	72	339	2.2	23.0	121	255	1.7	17.3	95
CYCLE WORLD	425	*282	0.7	66.4	140	**26	0.3	6.1	61	**100	0.6	23.5	123	**157	1.1	36.9	202
DCI:CREATIVE IDEAS FOR LIV	2510	1267	3.3	50.5	107	*281	3.5	11.2	112	566	3.7	22.5	118	421	2.8	16.8	92
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3549	9.2	53.0	112	626	7.8	9.4	94	1588	10.3	23.7	124	1335	9.0	19.9	109
DISCOVER	894	405	1.1	45.3	96	**95	1.2	10.6	107	*166	1.1	18.6	97	*144	1.0	16.1	88
ENEMY	3507	1814	4.7	51.7	109	371	4.6	10.6	106	831	5.4	23.7	124	613	4.1	17.5	95
ESQUIRE	1043	510	1.3	47.1	99	**146	1.8	13.5	135	*202	1.3	18.7	98	*162	1.1	15.0	82
ESSENCE	1830	949	2.5	51.9	109	*129	1.6	7.0	71	477	3.1	26.1	136	343	2.3	18.7	102
FAMILY CIRCLE	15930	8644	22.5	54.3	115	1955	24.2	12.3	123	3598	23.3	22.6	118	3090	20.8	19.4	106
THE FAMILY HANDYMAN	1126	664	1.7	59.0	124	*166	2.1	14.7	148	293	1.9	26.0	136	*205	1.4	18.2	99
FAMILY WEEKLY	11468	5618	14.6	49.0	103	1109	13.7	9.7	97	2231	14.4	19.5	102	2278	15.4	19.9	108
FIELD & STREAM	2234	1278	3.3	57.2	121	*317	3.9	14.2	142	514	3.3	23.0	120	447	3.0	20.0	109
FOOD & WINE	579	279	0.7	48.2	102	**63	0.8	10.9	109	**119	0.8	20.6	108	**98	0.7	16.9	92
FORBES	728	320	0.8	44.0	93	**85	1.1	11.7	117	**96	0.6	13.2	69	*139	0.9	19.1	104
FORTUNE	906	486	1.3	53.6	113	**114	1.4	12.6	126	**100	0.6	11.0	58	*272	1.8	30.0	164
GENTLEMEN'S QUARTERLY	791	325	0.8	41.1	87	**32	0.4	4.0	41	*150	1.0	19.0	99	*142	1.0	18.0	98
GLAMOUR	5265	2821	7.4	53.6	113	656	8.1	12.5	125	1013	6.5	19.2	101	1152	7.8	21.9	120
GOLF DIGEST	636	363	0.9	57.1	120	**86	1.1	13.5	136	*137	0.9	21.5	113	**139	0.9	21.9	119
GOLF DIGEST/TENNIS (GROSS)	1186	598	1.6	50.4	106	*134	1.7	11.3	113	*215	1.4	18.1	95	*250	1.7	21.1	115
GOLF MAGAZINE	441	*246	0.6	55.8	118	**40	0.5	9.1	91	**114	0.7	25.9	135	**93	0.6	21.1	115
GOLF MAGAZINE/SKI (GROSS)	422	550	1.4	59.7	126	**83	1.0	9.0	90	*204	1.3	22.1	116	*263	1.8	28.5	156
GOOD HOUSEKEEPING	16487	8541	22.3	51.8	109	1887	23.4	11.4	115	3271	21.1	19.8	104	3383	22.8	20.5	112
HARPER'S BAZAAR	2423	1180	3.1	48.7	103	*286	3.5	11.8	118	428	2.8	17.7	92	465	3.1	19.2	105
HEALTH	1994	933	2.4	46.8	99	*252	3.1	12.6	127	343	2.2	17.2	90	338	2.3	17.0	93
HEARST MAG CORP. BUY (GROSS)	44101	22907	59.7	51.9	110	5043	62.4	11.4	115	8930	57.7	20.2	106	8935	60.3	20.3	111
HEARST MAN POWER (GROSS)	1993	1191	3.1	59.8	126	*205	2.5	10.3	103	520	3.4	26.1	137	446	3.1	23.4	128
HEARST WOMAN POWER (GROSS)	31274	16362	42.6	52.3	110	3660	45.3	11.7	117	6332	40.9	20.2	106	6370	43.0	20.4	111
HOUSE BEAUTIFUL	3623	1807	4.7	49.9	105	361	4.5	10.0	100	710	4.6	19.6	103	736	5.0	20.3	111
INC.	283	**138	0.4	48.8	103	**66	0.8	23.3	234	**25	0.2	8.8	46	**47	0.3	16.6	91
JET	2928	1501	3.9	51.3	108	277	3.4	9.5	95	757	4.9	25.9	135	467	3.1	15.9	87
LADIES' HOME JOURNAL	11918	6552	17.1	55.0	116	1540	19.1	12.9	130	2637	17.0	22.1	116	2376	16.0	19.9	109
LHJ FAMILY GRP COMBO(GROSS)	16764	9061	23.6	54.1	114	2216	27.4	13.2	133	3607	23.3	21.5	113	3239	21.8	19.3	106
LIFE	4254	2082	5.4	48.9	103	501	6.2	11.8	118	701	4.5	16.5	86	800	5.9	20.7	113
L.A. TIMES HOME MAGAZINE	1145	463	1.2	40.4	85	**108	1.3	9.4	95	*131	0.8	11.4	60	*224	1.5	19.6	107
MADAMOISELLE	2884	1607	4.2	55.7	118	*351	4.3	12.2	122	662	4.3	23.0	120	594	4.0	20.6	112
MC CALL'S	13460	7150	18.6	53.1	112	1677	20.8	12.5	125	2834	18.3	21.1	110	2639	17.8	19.6	107
MC CALL'S/MRK MOTHER (GROSS)	14606	7897	20.6	54.1	114	1804	22.3	12.4	124	3138	20.3	21.5	112	2955	19.9	20.2	111
MECHANIX ILLUSTRATED	772	463	1.2	60.0	127	**102	1.3	13.2	132	*185	1.2	24.0	125	*177	1.2	22.9	125
METROPOLITAN HOME	967	474	1.2	49.0	103	**52	0.6	5.4	54	*205	1.3	21.2	111	*217	1.5	22.4	123
MONEY	1588	779	2.0	49.1	104	*200	2.5	12.6	126	257	1.7	16.2	85	322	2.2	20.3	111
MOTHER EARTH NEWS	1002	537	1.4	53.6	113	**146	1.8	14.6	146	*181	1.2	18.1	95	*211	1.4	21.1	115
MS.	825	388	1.0	47.0	99	**78	1.0	9.5	95	*145	0.9	17.6	92	*165	1.1	20.0	109
NATIONAL ENQUIRER	10336	5465	14.2	52.9	112	1326	16.4	12.8	129	2331	15.1	22.6	118	1808	12.2	17.5	96
NATIONAL GEOGRAPHIC	9597	4710	12.3	49.1	104	998	12.4	10.4	104	1816	11.7	18.9	99	1896	12.8	19.8	108
NATIONAL SUNDAY MAGAZINE PKG	49558	24172	63.0	48.8	103	5121	63.4	10.3	104	9889	63.9	20.0	104	9161	61.8	18.5	101
NATURAL HISTORY	573	*245	0.6	42.8	90	**20	0.2	3.5	35	*84	0.5	14.7	77	**140	0.9	24.4	133
NEW WOMAN	1699	1070	2.8	63.0	133	*217	2.7	12.8	128	418	2.7	24.6	129	435	2.9	25.6	140
NEW YORK INCLUDING CUE	443	*179	0.5	40.4	85	**22	0.3	5.0	50	**52	0.3	11.7	61	**105	0.7	23.7	129
THE NEW YORKER	1270	572	1.5	45.0	95	**54	0.7	4.3	43	222	1.4	17.5	92	297	2.0	23.4	128
NEWSWEEK	6277	3168	8.3	50.5	107	619	7.7	9.9	99	1184	7.7	18.9	99	1365	9.2	21.7	119
THE N.Y. TIMES DAILY EDITION	1205	430	1.1	35.7	75	**65	0.8	5.4	54	*153	1.0	12.7	66	*211	1.4	17.5	96
THE N.Y. TIMES MAGAZINE	2081	648	1.7	31.1	66	**105	1.3	5.0	51	*211	1.4	10.1	53	333	2.2	16.0	87
OMNI	788	393	1.0	49.9	105	**78	1.0	9.9	99	*168	1.1	21.3	112	*146	1.0	18.5	101
ON CABLE	1156	755	2.0	65.2	138	*304	3.8	26.3	263	264	1.7	22.8	119	*187	1.3	16.1	88
1001 HOME IDEAS	2852	1575	4.1	55.2	117	424	5.2	14.9	149	627	4.1	22.0	115	524	3.5	18.4	100
ORGANIC GARDENING	1658	852	2.2	51.4	108	*183	2.3	11.0	111	369	2.4	22.3	117	300	2.0	18.1	99
OUTDOOR LIFE	896	549	1.4	61.3	129	*164	2.0	18.3	184	*203	1.3	22.7	119	*182	1.2	20.3	111
PARADE MAGAZINE	24275	11915	31.1	49.1	104	2537	31.4	10.5	105	4942	31.9	20.4	107	4436	29.9	18.3	100

FROZEN PIZZAS: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80966	28372	100.0	47.4	100	8077	100.0	10.0	100	15468	100.0	19.1	100	14827	100.0	18.3	100
PARENTS	3845	2150	5.6	55.9	118	485	6.0	12.6	126	839	5.4	21.8	114	826	5.6	21.5	117
PENTHOUSE	831	394	1.0	47.4	100	**50	0.6	6.0	60	**164	1.1	19.7	103	*180	1.2	21.7	118
PEOPLE	11645	6097	15.9	52.4	111	1422	17.6	12.2	122	2564	16.6	22.0	115	2112	14.2	18.1	99
PLAYBOY	2008	1012	2.6	50.4	106	*234	2.9	11.7	117	386	2.5	19.2	101	393	2.7	19.6	107
POPULAR HOT RODDING	297	*204	0.5	68.7	145	**71	0.9	23.9	240	**84	0.5	28.3	148	**48	0.3	16.2	88
POPULAR MECHANICS	1018	603	1.6	59.2	125	**131	1.6	12.9	129	*254	1.6	25.0	131	*218	1.5	21.4	117
POPULAR SCIENCE	878	487	1.3	55.5	117	**91	1.1	10.4	104	*228	1.5	26.0	136	*169	1.1	19.2	105
PREVENTION	3913	1878	4.9	48.0	101	*276	3.4	7.1	71	786	5.1	20.1	105	816	5.5	20.9	114
PSYCHOLOGY TODAY	1710	937	2.4	54.8	116	*232	2.9	13.6	136	436	2.8	25.5	133	269	1.8	15.7	86
READER'S DIGEST	22204	11417	29.8	51.4	109	2725	33.7	12.3	123	4403	28.5	19.8	104	4289	28.9	19.3	106
REDBOOK	7684	4303	11.2	56.0	118	1013	12.5	13.2	132	1630	10.5	21.2	111	1660	11.2	21.6	118
ROAD & TRACK	410	*287	0.7	70.0	148	**92	1.1	22.4	225	*78	0.5	19.0	100	**117	0.8	28.5	156
ROLLING STONE	969	537	1.4	55.4	117	**110	1.4	11.4	114	*183	1.2	18.9	99	244	1.6	25.2	138
RUNNER'S WORLD	298	*176	0.5	59.1	125	**10	0.1	3.4	34	*116	0.7	38.9	204	**50	0.3	16.8	92
SATURDAY EVENING POST	1169	511	1.3	43.7	92	**94	1.2	8.0	81	246	1.6	21.0	110	*171	1.2	14.6	80
SCIENCE 84	537	356	0.9	60.6	128	**87	1.1	14.8	149	*138	0.9	23.5	123	*131	0.9	22.3	122
SCIENCE DIGEST	482	298	0.8	61.8	130	**24	0.3	5.0	50	*132	0.9	27.4	143	*142	1.0	29.5	161
SCIENTIFIC AMERICAN	594	276	0.7	46.5	98	**63	0.8	10.6	106	**92	0.6	15.5	81	*121	0.8	20.4	111
SELF	2089	1093	2.8	52.3	110	*253	3.1	12.1	121	327	2.1	15.7	82	514	3.5	24.6	134
SEVENTEEN	2411	1220	3.2	50.6	107	333	4.1	13.8	138	512	3.3	21.2	111	375	2.5	15.6	85
SKI	480	304	0.8	63.3	134	**43	0.5	9.0	90	**91	0.6	19.0	99	*170	1.1	35.4	193
SMITHSONIAN	2760	1167	3.0	42.3	89	*141	1.7	5.1	51	454	2.9	16.4	86	572	3.9	20.7	113
SOAP OPERA DIGEST	3013	1741	4.5	57.8	122	490	6.1	16.3	163	785	5.1	26.1	136	466	3.1	15.5	84
SOUTHERN LIVING	4184	2282	5.9	54.5	115	346	4.3	8.3	83	1022	6.6	24.4	128	914	6.2	21.8	119
SPORT	559	329	0.9	58.9	124	**80	1.0	14.3	143	*159	1.0	28.4	149	**90	0.6	16.1	88
THE SPORTING NEWS	436	*246	0.6	56.4	119	**60	0.7	13.8	138	**105	0.7	24.1	126	**81	0.5	18.6	101
SPORTS AFIELD	493	290	0.8	58.8	124	**49	0.6	9.9	100	*135	0.9	27.4	143	**106	0.7	21.5	117
SPORTS ILLUSTRATED	2758	1544	4.0	56.0	118	302	3.7	10.9	110	632	4.1	22.9	120	611	4.1	22.2	121
STAR	7456	3947	10.3	52.9	112	919	11.4	12.3	124	1799	11.6	24.1	126	1229	8.3	16.5	90
SUNDAY	24936	11901	31.0	47.7	101	2486	30.8	10.0	100	4931	31.9	19.8	104	4484	30.2	18.0	98
SUNSET	2124	1014	2.6	47.7	101	**172	2.1	8.1	81	422	2.7	19.9	104	420	2.8	19.8	108
TV GUIDE	21661	11011	28.7	50.8	107	2526	31.3	11.7	117	4617	29.8	21.3	112	3868	26.1	17.9	98
TENNIS	550	*235	0.6	42.7	90	**47	0.6	8.5	86	**77	0.5	14.0	73	**110	0.7	20.0	109
TIME	8880	4292	11.2	48.3	102	833	10.3	9.4	94	1793	11.6	20.2	106	1666	11.2	18.8	102
TOWN & COUNTRY	917	372	1.0	40.6	86	**69	0.9	7.5	75	*148	1.0	16.1	85	*155	1.0	16.9	92
TRAVEL & LEISURE	972	536	1.4	55.1	116	**94	1.2	9.7	97	*138	0.9	14.2	74	303	2.0	31.2	170
TRUE STORY	3356	1953	5.1	58.2	123	587	7.3	17.5	175	809	5.2	24.1	126	558	3.8	16.6	91
U.S. NEWS & WORLD REPORT	3410	1747	4.6	51.2	108	379	4.7	11.1	111	623	4.0	18.3	96	744	5.0	21.8	119
USA TODAY	1759	911	2.4	51.8	109	*197	2.4	11.2	112	348	2.2	19.8	104	366	2.5	20.8	114
US	1873	969	2.5	51.7	109	*206	2.6	11.0	110	347	2.2	18.5	97	416	2.8	22.2	121
VOGUE	3909	1857	4.8	47.5	100	404	5.0	10.3	104	763	4.9	19.5	102	690	4.7	17.7	96
WALL STREET JOURNAL	1884	821	2.1	43.5	92	**145	1.8	7.7	77	298	1.9	15.8	83	379	2.6	20.1	110
WEIGHT WATCHERS	2120	1211	3.2	57.1	121	261	3.2	12.3	123	556	3.6	26.2	137	395	2.7	18.6	102
WOMAN'S DAY	14172	7457	19.4	52.6	111	1728	21.4	12.2	122	3027	19.6	21.4	112	2702	18.2	19.1	104
WORKING MOTHER	1146	747	1.9	65.2	138	**127	1.6	11.1	111	304	2.0	26.5	139	316	2.1	27.6	151
WORKING WOMAN	1322	792	2.1	59.9	126	*200	2.5	15.1	152	298	1.9	22.5	118	294	2.0	22.2	121
WORLD TENNIS	*163	**62	0.2	38.0	80	**4	0.0	2.5	25	**40	0.3	24.5	128	**18	0.1	11.0	60
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1394	3.6	55.1	116	*220	2.7	8.7	87	613	4.0	24.2	127	562	3.8	22.2	121
BLAIR INSERTS	43657	20809	54.2	47.7	101	4416	54.7	10.1	101	8558	55.3	19.6	103	7835	52.8	17.9	98
DAILY NEWSPAPERS																	
READ ANY	51633	24835	64.7	48.1	102	5398	66.8	10.5	105	10060	65.0	19.5	102	9377	63.2	18.2	99
READ ONE	43463	21132	55.1	48.6	103	4596	56.9	10.6	106	8646	55.9	19.9	104	7891	53.2	18.2	99
READ TWO OR MORE	8170	3703	9.7	45.3	96	801	9.9	9.8	98	1415	9.1	17.3	91	1487	10.0	18.2	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	25525	66.5	48.5	102	5411	67.0	10.3	103	10361	67.0	19.7	103	9754	65.8	18.5	101
READ ONE	46126	22504	58.6	48.8	103	4774	59.1	10.3	104	9268	59.9	20.1	105	8462	57.1	18.3	100
READ TWO OR MORE	6552	3021	7.9	46.1	97	637	7.9	9.7	97	1092	7.1	16.7	87	1292	8.7	19.7	108
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.05				25.02				28.51				29.20			
30 DAY REACH	71455	34250	89.3	47.9	101	7129	88.3	10.0	100	13914	90.0	19.5	102	13207	89.1	18.5	101
50 SHWG - 30 DAY AV FREQ	14.56	14.69				13.15				14.94				15.26			
30 DAY REACH	67742	32766	85.4	48.4	102	6789	84.1	10.0	100	13292	85.9	19.6	103	12685	85.6	18.7	102
25 SHWG - 30 DAY AV FREQ	7.94	7.95				7.33				7.99				8.23			
30 DAY REACH	62117	30216	78.7	48.6	103	6088	75.4	9.8	98	12383	80.1	19.9	104	11746	79.2	18.9	103
CABLE TV: HOME WIRED	32077	15680	40.9	48.9	103	3516	43.5	11.0	110	6244	40.4	19.5	102	5920	39.9	18.5	101
HOME NOT WIRED	48909	22692	59.1	46.4	98	4561	56.5	9.3	94	9224	59.6	18.9	99	8907	60.1	18.2	99
HAVE PAY CABLE	15935	8301	21.6	52.1	110	2073	25.7	13.0	130	3253	21.0	20.4	107	2975	20.1	18.7	102

FROZEN PIZZAS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	38372	100.0	47.4	100	8077	100.0	10.0	100	15468	100.0	19.1	100	14827	100.0	18.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	21895	57.1	49.9	105	4828	59.8	11.0	110	8564	55.4	19.5	102	8503	57.3	19.4	106
10:00 AM - 3:00 PM	30659	15488	40.4	50.5	107	3496	43.3	11.4	114	5968	38.6	19.5	102	6024	40.6	19.6	107
3:00 PM - 7:00 PM	31045	15598	40.6	50.2	106	3580	44.3	11.5	116	6054	39.1	19.5	102	5964	40.2	19.2	105
7:00 PM - MIDNIGHT	15767	7967	20.8	50.5	107	1927	23.9	12.2	123	3128	20.2	19.8	104	2912	19.6	18.5	101
MIDNIGHT - 6:00 AM	9120	4595	12.0	50.4	106	979	12.1	10.7	108	1675	10.8	18.4	96	1940	13.1	21.3	116
6:00 AM - MIDNIGHT	58527	29064	75.7	49.7	105	6371	78.9	10.9	109	11580	74.9	19.8	104	11113	75.0	19.0	104
ENTIRE DAY	59311	29452	76.8	49.7	105	6427	79.6	10.8	109	11735	75.9	19.8	104	11290	76.1	19.0	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY																	
ALL NEWS	2256	829	2.2	36.7	78	*211	2.6	9.4	94	329	2.1	14.6	76	289	1.9	12.8	70
AOR/PROGRESSIVE	3874	1851	4.8	47.8	101	377	4.7	9.7	98	724	4.7	18.7	98	750	5.1	19.4	106
BEAUTIFUL MUSIC	5660	2714	7.1	48.0	101	592	7.3	10.5	105	1126	7.3	19.9	104	996	6.7	17.6	96
BLACK	2204	1089	2.8	49.4	104	*206	2.6	9.3	94	453	2.9	20.6	108	429	2.9	19.5	106
CLASSICAL	1418	636	1.7	44.9	95	*151	1.9	10.6	107	*241	1.6	17.0	89	*244	1.6	17.2	94
CHR/ROCK	9538	5110	13.3	53.6	113	1037	12.8	10.9	109	2119	13.7	22.2	116	1953	13.2	20.5	112
COUNTRY	12648	6761	17.6	53.5	113	1468	18.2	11.6	116	2861	18.5	22.6	118	2432	16.4	19.2	105
GOLDEN OLDIES	1191	534	1.4	44.8	95	*96	1.2	8.1	81	*286	1.8	24.0	126	*153	1.0	12.8	70
MOR/NOSTALGIA	4757	2357	6.1	49.5	105	620	7.7	13.0	131	767	5.0	16.1	84	970	6.5	20.4	111
NEWS/TALK	3863	1609	4.2	41.7	88	348	4.3	9.0	90	581	3.8	15.0	79	680	4.6	17.6	96
RELIGIOUS	3084	1509	3.9	48.9	103	*315	3.9	10.2	102	507	3.3	16.4	86	688	4.6	22.3	122
SOFT ROCK	521	259	0.7	49.7	105	*443	0.5	8.3	83	*80	0.5	15.4	80	*136	0.9	26.1	143
URBAN CONTEMPORARY	1585	719	1.9	45.4	96	*157	1.9	9.9	99	332	2.1	20.9	110	230	1.6	14.5	79
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1657	4.3	50.8	107	512	6.3	15.7	157	567	3.7	17.4	91	578	3.9	17.7	97
ABC DIRECTION	2316	1029	2.7	44.4	94	*214	2.6	9.2	93	430	2.8	18.6	97	385	2.6	16.6	91
ABC ENTERTAINMENT	4834	2458	6.4	50.8	107	544	6.7	11.3	113	907	5.9	18.8	98	1007	6.8	20.8	114
ABC FM	2202	1304	3.4	59.2	125	*167	2.1	7.6	76	632	4.1	28.7	150	506	3.4	23.0	126
ABC INFORMATION	5425	2682	7.0	49.4	104	527	6.5	9.7	97	1217	7.9	22.4	117	938	6.3	17.3	94
ABC ROCK	1677	851	2.2	50.7	107	*180	2.2	10.7	108	336	2.2	20.0	105	334	2.3	19.9	109
CBS	4430	1942	5.1	43.8	93	552	6.8	12.5	125	620	4.0	14.0	73	770	5.2	17.4	95
MUTUAL	4992	2522	6.6	50.5	107	583	7.2	11.7	117	1072	6.9	21.5	112	868	5.9	17.4	95
NBC	4679	2300	6.0	49.2	104	534	6.6	11.4	114	726	4.7	15.5	81	1040	7.0	22.2	121
RADIO/RADIO	1994	1173	3.1	58.8	124	*264	3.3	13.2	133	443	2.9	22.2	116	466	3.1	23.4	128
RKO ONE	2298	1157	3.0	50.3	106	*213	2.6	9.3	93	519	3.4	22.6	118	424	2.9	18.5	101
RKO TWO	3311	1599	4.2	48.3	102	384	4.8	11.6	116	692	4.5	20.9	109	523	3.5	15.8	86
THE SOURCE	2114	1042	2.7	49.3	104	*222	2.7	10.5	105	385	2.5	18.2	95	436	2.9	20.6	113
NON-WIRED : BLAIR	8654	4913	12.8	56.8	120	1052	13.0	12.2	122	1981	12.8	22.9	120	1880	12.7	21.7	119
INTERNET	12025	6015	15.7	50.0	106	1367	16.9	11.4	114	2448	15.8	20.4	107	2199	14.8	18.3	100
KATZ RADIO GROUP	15359	7174	18.7	46.7	99	1552	19.2	10.1	101	2615	16.9	17.0	89	3007	20.3	19.6	107
SUPERNET	10628	5415	14.1	51.0	108	1238	15.3	11.6	117	2002	12.9	18.8	99	2176	14.7	20.5	112
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3879	10.1	44.8	95	716	8.9	8.3	83	1727	11.2	19.9	104	1436	9.7	16.6	91
MKDAY 9:00 AM - 1:00 PM	12163	5296	13.8	43.5	92	1267	15.7	10.4	104	2241	14.5	18.4	96	1788	12.1	14.7	80
MKDAY 1:00 PM - 4:30 PM	16150	7492	19.5	46.4	98	1767	21.9	10.9	110	3103	20.1	19.2	101	2623	17.7	16.2	89
MKDAY 4:30 PM - 7:30 PM	22463	9939	25.9	44.2	93	2096	26.0	9.3	94	4016	26.0	17.9	94	3827	25.8	17.0	93
MKDAY 7:30 PM - 8:00 PM	31795	14588	38.0	45.9	97	2866	35.5	9.0	90	6017	38.9	18.9	99	5705	38.5	17.9	98
MKDAY 11:00 PM - 11:30 PM	23977	12073	31.5	50.4	106	2687	33.3	11.2	112	4849	31.3	20.2	106	4537	30.6	18.9	103
MKDAY 11:30 PM - 1:00 AM	7703	4127	10.8	53.6	113	900	11.1	11.7	117	1702	11.0	22.1	116	1525	10.3	19.8	108
M-SAT 8-11 PM-SUN 7-11 PM	33800	16147	42.1	47.8	101	3295	40.8	9.7	98	6696	43.3	19.8	104	6155	41.5	18.2	99
MKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	3050	7.9	46.7	98	671	8.3	10.3	103	1418	9.2	21.7	114	961	6.5	14.7	80
ANOTHER WORLD	N 4620	2138	5.6	46.3	98	533	6.6	11.5	116	860	5.6	18.6	97	745	5.0	16.1	88
AS THE WORLD TURNS	C 5614	2567	6.7	45.7	97	575	7.1	10.2	103	1164	7.5	20.7	109	829	5.6	14.8	81
CAPITOL	C 3396	1552	4.0	45.7	96	432	5.3	12.7	128	600	3.9	17.7	93	519	3.5	15.3	83
CBS MORN. NEWS 1	C 1446	506	1.3	35.0	74	*64	0.8	4.4	44	229	1.5	15.8	83	213	1.4	14.7	80
CBS MORN. NEWS 2	C 1207	413	1.1	34.2	72	*75	0.9	6.2	62	181	1.2	15.0	79	157	1.1	13.0	71
DAYS OF OUR LIVES	N 5877	2716	7.1	46.2	98	661	8.2	11.2	113	1044	6.7	17.8	93	1011	6.8	17.2	94
FACTS OF LIFE - DAYTIME	N 2290	939	2.4	41.0	87	228	2.8	10.0	100	365	2.4	15.9	83	346	2.3	15.1	83
FAMILY FEUD	A 3023	1208	3.1	40.0	84	309	3.8	10.2	102	460	3.0	15.2	80	439	3.0	14.5	79
GENERAL HOSPITAL	A 6097	2797	7.3	45.9	97	612	7.6	10.0	101	1226	7.9	20.1	105	960	6.5	15.7	86
GOOD MORNING, AMERICA-730A	A 3515	1584	4.1	45.1	95	327	4.0	9.3	93	682	4.4	19.4	102	575	3.9	16.4	89
GOOD MORNING, AMERICA-830A	A 2818	1240	3.2	44.0	93	309	3.8	11.0	110	505	3.3	17.9	94	426	2.9	15.1	83
GUIDING LIGHT	C 5339	2575	6.7	48.2	102	588	7.3	11.0	110	1013	6.5	19.0	99	974	6.6	18.2	100
ONE LIFE TO LIVE	A 4478	2164	5.6	48.3	102	552	6.8	12.3	124	870	5.6	19.4	102	742	5.0	16.6	91
PRESS YOUR LUCK	C 2244	996	2.6	44.4	94	277	3.4	12.3	124	391	2.5	17.4	91	329	2.2	14.7	80
PRICE IS RIGHT 1	C 4348	1938	5.1	44.6	94	454	5.6	10.4	105	811	5.2	18.7	98	673	4.5	15.5	85
PRICE IS RIGHT 2	C 50																

FROZEN PIZZAS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS				
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL FEMALE HOMEMAKERS			80986	38372	100.0	47.4	100	8077	100.0	10.0	100	15468	100.0	19.1	100	14827	100.0	18.3	100
WKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY	N	26063	11316	29.5	43.4	92	2151	26.6	8.3	83	4484	29.0	17.2	90	4681	31.6	18.0	98	
NETWORK AFFILIATES - LATE	N	20261	9988	26.0	49.3	104	2178	27.0	10.7	108	4069	26.3	20.1	105	3742	25.2	18.5	101	
INDEPENDENTS - LATE	N	2076	930	2.4	44.8	95	177	2.2	8.5	85	299	1.9	14.4	75	454	3.1	21.9	119	
TV EVENING NTWK 6 PM - 2 AM																			
A TEAM	N	10453	5379	14.0	51.5	109	1125	13.9	10.8	108	2325	15.0	22.2	116	1929	13.0	18.5	101	
ABC MONDAY NIGHT MOVIE	A	6412	3066	8.0	47.8	101	486	6.0	7.6	76	1426	9.2	22.2	116	1154	7.8	18.0	98	
ABC SUNDAY NIGHT MOVIE	A	12407	5816	15.2	46.9	99	1189	14.7	9.6	96	2349	15.2	18.9	99	2279	15.4	18.4	100	
ABC WORLD NEWS TONIGHT	A	6176	2546	6.6	41.2	87	460	5.7	7.4	75	964	6.2	15.6	82	1122	7.6	18.2	99	
AFTERMASH	C	5863	2741	7.1	46.8	99	448	5.5	7.6	77	1426	9.2	24.3	127	868	5.9	14.8	81	
ALICE	C	9594	4422	11.5	46.1	97	788	9.8	8.2	82	1993	12.9	20.8	109	1641	11.1	17.1	93	
AMERICAN PARADE	C	6622	2933	7.6	44.3	93	590	7.3	8.9	89	1120	7.2	16.9	89	1224	8.3	18.5	101	
BENSON	A	10886	5068	13.2	46.6	98	944	11.7	8.7	87	2127	13.8	19.5	102	1997	13.5	18.3	100	
BLUE THUNDER	A	5036	2559	6.7	50.8	107	532	6.6	10.6	106	1091	7.1	21.7	113	936	6.3	18.6	102	
CAGNEY & LACEY	C	9965	4982	13.0	50.0	106	930	11.5	9.3	94	2234	14.4	22.4	117	1819	12.3	18.3	100	
CBS EVENING NEWS-DEAN	C	3491	1342	3.5	38.4	81	*223	2.8	6.4	64	532	3.4	15.2	80	587	4.0	16.8	92	
CBS EVENING NEWS-RATHER	C	7123	3104	8.1	43.6	92	627	7.8	8.8	88	1161	7.5	16.3	85	1315	8.9	18.5	101	
CBS SAT. NEWS-SCHIEFFER	C	3621	1434	3.7	39.6	84	227	2.8	6.3	63	630	4.1	17.4	91	577	3.9	15.9	87	
CBS SATURDAY NIGHT MOVIE	C	5436	2628	6.8	48.3	102	527	6.5	9.7	97	1116	7.2	20.5	107	985	6.6	18.1	99	
CBS WEDNESDAY NIGHT MOVIE	C	6100	2952	7.7	48.4	102	611	7.6	10.0	100	1324	8.6	21.7	114	1017	6.9	16.7	91	
CHEERS	N	8889	4562	11.9	51.3	108	1090	13.5	12.3	123	1996	12.9	22.5	118	1476	10.0	16.6	91	
DALLAS	C	22109	10583	27.6	47.9	101	1992	24.7	9.0	90	4608	29.8	20.8	109	3983	26.9	18.0	98	
DIFF'RENT STROKES	N	6940	3181	8.3	45.8	97	610	7.6	8.8	88	1380	8.9	19.9	104	1191	8.0	17.2	94	
DOUBLE TROUBLE	N	7223	3771	9.8	52.2	110	768	9.5	10.6	107	1715	11.1	23.7	124	1288	8.7	17.8	97	
DUCK FACTORY	N	5595	2799	7.3	50.0	106	546	6.8	9.8	98	1252	8.1	22.4	117	1002	6.8	17.9	98	
DUKES OF HAZZARD	C	5768	2853	7.4	49.5	104	662	8.2	11.5	115	1176	7.6	20.4	107	1015	6.8	17.6	96	
DYNASTY	A	20053	9553	24.9	47.6	101	1962	24.3	9.8	98	3918	25.3	19.5	102	3673	24.8	18.3	100	
FACETS OF LIFE	N	8087	4081	10.6	50.5	107	848	10.5	10.5	105	1777	11.5	22.0	115	1455	9.8	18.0	98	
FALCON CREST	C	20046	9708	25.3	48.4	102	1874	23.2	9.3	94	4123	26.7	20.6	108	3711	25.0	18.5	101	
FALL GUY	A	9084	4447	11.6	49.0	103	984	12.2	10.8	109	1753	11.3	19.3	101	1709	11.5	18.8	103	
FAMILY TIES	N	7964	4011	10.5	50.4	106	870	10.8	10.9	110	1741	11.3	21.9	114	1400	9.4	17.6	96	
FANTASY ISLAND	A	7687	3820	10.0	49.7	105	720	8.9	9.4	94	1611	10.4	21.0	110	1490	10.0	19.4	106	
FOULUPS, BLEEPs & BLUNDERS	A	8861	4402	11.5	49.7	105	877	10.9	9.9	99	1844	11.9	20.8	109	1681	11.3	19.0	104	
FOUR SEASONS	C	5095	2272	5.9	44.6	94	402	5.0	7.9	79	1084	7.0	21.3	111	786	5.3	15.4	84	
GIMME A BREAK	N	8838	4073	10.6	46.1	97	774	9.6	8.8	88	1849	12.0	20.9	110	1450	9.8	16.4	90	
HART TO HART	A	8978	4504	11.7	50.2	106	897	11.1	10.0	100	1801	11.6	20.1	105	1806	12.2	20.1	110	
HILL STREET BLUES	N	8590	4334	11.3	50.5	106	1155	14.3	13.4	135	1631	10.5	19.0	99	1548	10.4	18.0	98	
HOTEL	A	14085	6627	17.3	47.1	99	1314	16.3	9.3	94	2579	16.7	18.3	96	2733	18.4	19.4	106	
JEFFERSONS	C	9360	4243	11.1	45.3	96	789	9.8	8.4	85	2018	13.0	21.6	113	1437	9.7	15.4	84	
JENNIFER SLEPT HERE	N	5841	2890	7.5	49.5	104	605	7.5	10.4	104	1288	8.3	22.1	115	997	6.7	17.1	93	
KATE & ALLIE	C	9206	4502	11.7	48.9	103	1000	12.4	10.9	109	1809	11.7	19.7	103	1693	11.4	18.4	100	
KNIGHT RIDER	N	7076	3391	8.8	47.9	101	666	8.2	9.4	94	1407	9.1	19.9	104	1318	8.9	18.6	102	
LOVE BOAT	A	12219	5626	14.7	46.0	97	1043	12.9	8.5	86	2382	15.4	19.5	102	2201	14.8	18.0	98	
MAGNUM PI	C	11199	5673	14.8	50.7	107	1113	13.8	9.9	100	2310	14.9	20.6	108	2250	15.2	20.1	110	
MAMA'S FAMILY	N	6057	2674	7.0	44.1	93	557	6.9	9.2	92	1125	7.3	18.6	97	992	6.7	16.4	89	
MASTER, THE	N	3598	1583	4.1	44.0	93	*246	3.0	6.8	69	634	4.1	17.6	92	704	4.7	19.6	107	
MATT HOUSTON	A	6344	3185	8.3	50.2	106	740	9.2	11.7	117	1217	7.9	19.2	100	1229	8.3	19.4	106	
NBC MONDAY NIGHT MOVIE	N	11994	5952	15.5	49.6	105	1282	15.9	10.7	107	2471	16.0	20.6	108	2199	14.8	18.3	100	
NBC NIGHTLY NEWS	N	5132	2266	5.9	44.2	93	448	5.5	8.7	88	838	5.4	16.3	85	980	6.6	19.1	104	
NBC NIGHTLY NEWS-SAT	N	3375	1510	3.9	44.7	94	*259	3.2	7.7	77	688	4.4	20.4	107	563	3.8	16.7	91	
NBC NIGHTLY NEWS-SUN	N	3130	1300	3.4	41.5	88	*266	3.3	8.5	85	512	3.3	16.4	86	523	3.5	16.7	91	
NBC SUNDAY NIGHT MOVIE	N	8284	4175	10.9	50.4	106	889	11.0	10.7	108	1737	11.2	21.0	110	1549	10.4	18.7	102	
NEWHART	C	9240	4501	11.7	48.7	103	955	11.8	10.3	104	1815	11.7	19.6	103	1732	11.7	18.7	102	
ONE DAY AT A TIME	C	7288	3664	9.5	50.3	106	782	9.7	10.7	108	1638	10.6	22.5	118	1245	8.4	17.1	93	
PEOPLE ARE FUNNY	N	4855	2175	5.7	44.8	95	440	5.4	9.1	91	869	5.6	17.9	94	867	5.8	17.9	98	
REAL PEOPLE	N	8869	4081	10.6	46.0	97	716	8.9	8.1	81	1963	12.7	22.1	116	1402	9.5	15.8	86	
REMINGTON STEELE	N	7743	3930	10.2	50.8	107	832	10.3	10.7	108	1600	10.3	20.7	108	1498	10.1	19.3	106	
RIPLY'S BELIEVE IT - NOT A RIPTIDE	N	5345	2498	6.5	46.7	99	672	8.3	12.6	126	970	6.3	18.1	95	855	5.8	16.0	87	
SCARECROW & MRS. KING	C	10002	4751	12.4	47.5	100	885	12.2	9.8	99	1961	12.7	19.6	103	1805	12.2	18.0	99	
SIMON & SIMON	C	10638	5348	13.9	50.3	106	1012	12.5	9.5	95	2314	15.0	21.8	114	2022	13.6	19.0	104	
60 MINUTES	C	13293	5774	15.0	43.4	92	1033	12.8	7.8	78	2445	15.8	18.4	96	2296	15.5	17.3	94	
ST. ELSEWHERE	N	7017	3865	10.1	55.1	116	995	12.3	14.2	142	1583	10.2	22.6	118	1287	8.7	18.3	100	
THREE'S COMPANY	A	10917	55																

	TOTAL U.S. '000	A '000	CELESTE B % DOWN	C % ACROSS	D % INDEX	A '000	CHIEF B % DOWN	BOY-AR-DEE C % ACROSS	D % INDEX	A '000	GINO'S B % DOWN	C % ACROSS	D % INDEX	A '000	JENO'S B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	6074	100.0	7.5	100	4530	100.0	5.6	100	4729	100.0	5.8	100	13606	100.0	16.8	100
18 - 24	9282	552	9.1	5.9	79	*407	9.0	4.4	78	653	13.8	7.0	120	1682	12.4	18.1	108
25 - 34	19072	1712	28.2	9.0	120	979	21.6	5.1	92	1162	24.6	6.1	104	3448	25.3	18.1	108
35 - 44	14591	1353	22.3	9.3	124	1134	25.0	7.8	139	1055	22.3	7.2	124	3416	25.1	23.4	139
45 - 54	11345	939	15.5	8.3	110	632	14.0	5.6	100	600	12.7	5.3	91	2108	15.5	18.6	111
55 - 64	11635	736	12.1	6.3	84	807	17.8	6.9	124	*548	11.6	4.7	81	1459	10.7	12.5	75
65 OR OLDER	15061	781	12.9	5.2	69	571	12.6	3.8	68	711	15.0	4.7	81	1493	11.0	9.9	59
18 - 34	28354	2264	37.3	8.0	106	1386	30.6	4.9	87	1815	38.4	6.4	110	5130	37.7	18.1	108
18 - 49	48339	4139	68.1	8.6	114	2864	63.2	5.9	106	3159	66.8	6.5	112	9546	70.2	19.7	118
25 - 54	45008	4005	65.9	8.9	119	2745	60.6	6.1	109	2817	59.6	6.3	107	8972	65.9	19.9	119
35 - 49	19985	1875	30.9	9.4	125	1479	32.6	7.4	132	1344	28.4	6.7	115	4416	32.5	22.1	132
50 OR OLDER	32647	1935	31.9	5.9	79	1665	36.8	5.1	91	1569	33.2	4.8	82	4060	29.8	12.4	74
GRADUATED COLLEGE	11155	1285	21.2	11.5	154	*406	9.0	3.6	65	*577	12.2	5.2	89	1532	11.3	13.7	82
ATTENDED COLLEGE	13682	1211	19.9	8.9	118	553	12.2	4.0	72	818	17.3	6.0	102	2312	17.0	16.9	101
GRADUATED HIGH SCHOOL	33880	2490	41.0	7.3	98	2030	44.8	6.0	107	2148	45.4	6.3	109	6591	48.4	19.5	116
DID NOT GRADUATE HIGH SCHOOL	22270	1089	17.9	4.9	65	1541	34.0	6.9	124	1187	25.1	5.3	91	3171	23.3	14.2	85
EMPLOYED	40306	3654	60.2	9.1	121	2427	53.6	6.0	108	2626	55.5	6.5	112	7075	52.0	17.6	104
EMPLOYED FULL-TIME	32850	2948	48.5	9.0	120	1922	42.4	5.9	105	2118	44.8	6.4	110	5693	41.8	17.3	103
EMPLOYED PART-TIME	7456	706	11.6	9.5	126	*505	11.1	6.8	121	*508	10.7	6.8	117	1383	10.2	18.5	110
NOT EMPLOYED	40680	2420	39.8	5.9	79	2103	46.4	5.2	92	2103	44.5	5.2	89	6531	48.0	16.1	96
PROFESSIONAL/MANAGER	10392	1300	21.4	12.5	167	*433	9.6	4.2	74	*633	13.4	6.1	104	1344	9.9	12.9	77
TECH/CLERICAL/SALES	17574	1595	26.3	9.1	121	943	20.8	5.4	96	1143	24.2	6.5	111	3354	24.7	19.1	114
PRECISION/CRAFT	985	**76	1.3	7.7	103	**74	1.6	7.5	134	**80	1.7	8.1	139	**148	1.1	15.0	89
OTHER EMPLOYED	11354	683	11.2	6.0	80	978	21.6	8.6	154	770	16.3	6.8	116	2230	16.4	19.6	117
SINGLE	9863	979	16.1	9.9	132	479	10.6	4.9	87	524	11.1	5.3	91	1616	11.9	16.4	98
MARRIED	51375	3664	60.3	7.1	95	2896	63.9	5.6	101	2930	62.0	5.7	98	9100	66.9	17.7	105
DIVORCED/SEPARATED/WIDOWED	19748	1431	23.6	7.2	97	1154	25.5	5.8	104	1275	27.0	6.5	111	2890	21.2	14.6	87
PARENTS	32590	2559	42.1	7.9	105	2096	46.3	6.4	115	2358	49.9	7.2	124	7157	52.6	22.0	131
WHITE	70416	5270	86.8	7.5	100	3590	79.2	5.1	91	3983	84.2	5.7	97	11880	87.3	16.9	100
BLACK	8778	556	9.2	6.3	84	872	19.2	9.9	178	617	13.0	7.0	120	1486	10.9	16.9	101
OTHER	1791	**248	4.1	13.8	185	**68	1.5	3.8	68	**129	2.7	7.2	123	**240	1.8	13.4	80
NORTHEAST-CENSUS	17786	1682	27.7	9.5	126	695	15.3	3.9	70	752	15.9	4.2	72	1264	9.3	7.1	42
NORTH CENTRAL	20741	959	15.8	4.6	62	1079	23.8	5.2	93	851	18.0	4.1	70	4483	32.9	21.6	129
SOUTH	27775	1228	20.2	4.4	59	2361	52.1	8.5	152	1967	41.6	7.1	121	5923	43.5	21.3	127
WEST	14683	2205	36.3	15.0	200	*395	8.7	2.7	48	1159	24.5	7.9	135	1937	14.2	13.2	79
NORTHEAST-MKTG.	17961	1788	29.4	10.0	133	690	15.2	3.8	69	829	17.5	4.6	79	1159	8.5	6.5	38
EAST CENTRAL	11885	**205	3.4	1.7	23	670	14.8	5.6	101	494	10.4	4.2	71	2312	17.0	19.5	116
WEST CENTRAL	14090	928	15.3	6.6	88	679	15.0	4.8	86	545	11.5	3.9	66	2972	21.8	21.1	126
SOUTH	24081	1037	17.1	4.3	57	2149	47.4	8.9	160	1837	38.8	7.6	131	5486	40.3	22.8	136
PACIFIC	12969	2116	34.8	16.3	218	*343	7.6	2.6	47	1024	21.7	7.9	135	1676	12.3	12.9	77
COUNTY SIZE A	32439	3623	59.6	11.2	149	1342	29.6	4.1	74	1783	37.7	5.5	94	4139	30.4	12.8	76
COUNTY SIZE B	24915	1591	26.2	6.4	85	1375	30.4	5.5	99	1693	35.8	6.8	116	4640	34.1	18.6	111
COUNTY SIZE C	12930	668	11.0	5.2	69	931	20.6	7.2	129	784	16.6	6.1	104	2269	16.7	17.5	104
COUNTY SIZE D	10703	*192	3.2	1.8	24	883	19.5	8.3	147	*470	9.9	4.4	75	2559	18.8	23.9	142
METRO CENTRAL CITY	24518	2079	34.2	8.5	113	1592	35.1	6.5	116	1433	30.3	5.8	100	3670	27.0	15.0	89
METRO SUBURBAN	35919	3350	55.2	9.3	124	1452	32.1	4.0	72	2269	48.0	6.3	108	5684	41.8	15.8	94
NON METRO	20549	645	10.6	3.1	42	1486	32.8	7.2	129	1027	21.7	5.0	86	4252	31.3	20.7	123
TOP 5 ADI'S	18341	2498	41.1	13.6	182	564	12.5	3.1	55	931	19.7	5.1	87	1737	12.8	9.5	56
TOP 10 ADI'S	25378	3113	51.3	12.3	164	848	18.7	3.3	60	1301	27.5	5.1	88	2900	21.3	11.4	68
TOP 20 ADI'S	36488	3923	64.6	10.8	143	1408	31.1	3.9	69	2028	42.9	5.6	95	4625	34.0	12.7	75
MSHLD INC. \$50,000 OR MORE	6612	866	14.3	13.1	175	**376	8.3	5.7	102	*378	8.0	5.7	98	949	7.0	14.4	85
\$40,000 OR MORE	12659	1483	24.4	11.7	156	*607	13.4	4.8	86	*722	15.3	5.7	98	1966	14.4	15.5	92
\$30,000 OR MORE	24698	2595	42.7	10.5	140	1176	26.0	4.8	85	1363	28.8	5.5	95	4142	30.4	16.8	100
\$25,000 OR MORE	32077	3173	52.2	9.9	132	1612	35.6	5.0	90	1662	35.1	5.2	89	5426	39.9	16.9	101
\$20,000 - \$24,999	9144	658	10.8	7.2	96	*397	8.8	4.3	78	*408	8.6	4.5	76	1732	12.7	18.9	113
\$15,000 - \$19,999	8728	656	10.8	7.5	100	603	13.3	6.9	124	535	11.3	6.1	105	1613	11.9	18.5	110
\$10,000 - \$14,999	12562	746	12.3	5.9	79	769	17.0	6.1	109	918	19.4	7.3	125	2097	15.4	16.7	99
UNDER \$10,000	18475	841	13.8	4.6	61	1149	25.4	6.2	111	1206	25.5	6.5	112	2738	20.1	14.8	88
HOUSEHOLD OF 1 PERSON	11987	793	13.1	6.6	88	473	10.4	3.9	71	476	10.1	4.0	68	1265	9.3	10.6	63
2 PEOPLE	26577	1938	31.9	7.3	97	1342	29.6	5.0	90	1543	32.6	5.8	99	3467	25.5	13.0	78
3 OR 4 PEOPLE	30617	2344	38.6	7.7	102	1681	37.1	5.5	98	1756	37.1	5.7	98	5881	43.2	19.2	114
5 OR MORE PEOPLE	11804	999	16.4	8.5	113	1034	22.8	8.8	157	954	20.2	8.1	138	2993	22.0	25.4	151
NO CHILD IN HSHLD	46165	3297	54.3	7.1	95	2290	50.6	5.0	89	2191	46.3	4.7	81	5895	43.3	12.8	76
CHILD(REN) UNDER 2 YRS	5325	**240	4.0	4.5	60	**229	5.1	4.3	77	**268	5.7	5.0	86	1072	7.9	20.1	120
2 - 5 YEARS	14221	913	15.0	6.4	86	770	17.0	5.4	97	954	20.2	6.7	115	3003	22.1	21.1	126
6 - 11 YEARS	15117	1393	22.9	9.2	123	1118	24.7	7.4	132	1059	22.4	7.0	120	3630	26.7	24.0	143
12 - 17 YEARS	16611	1490	24.5	9.0	120	1285	28.4	7.7	138	1508	31.9	9.1	155	4002	29.4	24.1	143
RESIDENCE OWNED	55884	3994	65.8	7.1	95	3162	69.8	5.7	101	3103	65.6	5.6	95	9833	72.3	17.6	105
VALUE: \$50,000 OR MORE	31744	2816	46.4	8.9	118	1372	30.3	4.3	77	1611	34.1	5.1	87	5006	36.8	15.8	94
VALUE: UNDER \$50,000	24140	1178	19.4	4.9	65	1790	39.5	7.4	133	1492	31.6	6.2	106	4827	35.5	20.0	119

FROZEN PIZZAS: BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D	A	B % DOWN	C % ACROSS	D	A	B % DOWN	C % ACROSS	D	A	B % DOWN	C % ACROSS	D
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEOWNERS		80986	6074	100.0	7.5	100	4530	100.0	5.6	100	4729	100.0	5.8	100	13606	100.0	16.8	100
MAGAZINES	QUINTILE 1	15799	1751	28.8	11.1	148	990	21.9	6.3	112	1209	25.6	7.7	131	3267	24.0	20.7	123
	QUINTILE 2	17259	1333	21.9	7.7	103	1010	22.3	5.9	105	1018	21.5	5.9	101	3187	23.4	18.5	110
	QUINTILE 3	13545	930	15.3	6.9	92	830	18.3	6.1	110	888	18.8	6.6	112	1978	14.5	14.6	87
	QUINTILE 4	15133	944	15.5	6.2	83	738	16.3	4.9	87	736	15.6	4.9	83	2601	19.1	17.2	102
	QUINTILE 5	19250	1117	18.4	5.8	77	961	21.2	5.0	89	877	18.5	4.6	78	2572	18.9	13.4	80
NEWSPAPERS	QUINTILE 1	12413	1097	18.1	8.8	118	704	15.5	5.7	101	549	11.6	4.4	76	1653	12.1	13.3	79
	QUINTILE 2	24116	1953	32.2	8.1	108	1313	29.0	5.4	97	1255	26.5	5.2	89	4034	29.6	16.7	100
	QUINTILE 3	11261	851	14.0	7.6	101	783	17.3	7.0	124	708	15.0	6.3	108	2132	15.7	18.9	113
	QUINTILE 4	20255	1445	23.8	7.1	95	1039	22.9	5.1	92	1553	32.8	7.7	131	3818	28.1	18.8	112
	QUINTILE 5	12940	728	12.0	5.6	75	691	15.3	5.3	95	663	14.0	5.1	88	1970	14.5	15.2	91
OUTDOOR	QUINTILE 1	14852	1593	26.2	10.7	143	726	16.0	4.9	87	994	21.0	6.7	115	2534	18.6	17.1	102
	QUINTILE 2	15725	1042	17.2	6.6	88	916	20.2	5.8	104	870	18.4	5.5	95	2918	21.4	18.6	110
	QUINTILE 3	16330	1434	23.6	8.8	117	975	21.5	6.0	107	1116	23.6	6.8	117	2765	20.3	16.9	101
	QUINTILE 4	16744	1060	17.5	6.3	84	961	21.2	5.7	103	824	17.4	4.9	84	2540	18.7	15.2	90
	QUINTILE 5	17334	945	15.6	5.5	73	952	21.0	5.5	98	925	19.6	5.3	91	2850	20.9	16.4	98
RADIO-DRIVE TIME	QUINTILE 1	15911	1393	22.9	8.8	117	1051	23.2	6.6	118	1047	22.1	6.6	113	3237	23.8	20.3	121
	QUINTILE 2	14837	931	15.3	6.3	84	729	16.1	4.9	88	994	21.0	6.7	115	2613	19.2	17.6	105
	QUINTILE 3	15339	1083	17.8	7.1	94	847	18.7	5.5	99	860	18.2	5.6	96	2556	18.8	16.7	99
	QUINTILE 4	16723	1216	20.0	7.3	97	920	20.3	5.5	98	756	16.0	4.5	77	2404	17.7	14.4	86
	QUINTILE 5	18176	1450	23.9	8.0	106	983	21.7	5.4	97	1072	22.7	5.9	101	2797	20.6	15.4	92
RADIO-MID- DAY	TERCILE 1	21020	1633	26.9	7.8	104	1294	28.6	6.2	110	1349	28.5	6.4	110	4158	30.6	19.8	118
	TERCILE 2	21610	1686	27.8	7.8	104	1304	28.8	6.0	108	1454	30.7	6.7	115	3612	26.5	16.7	99
	TERCILE 3	38355	2755	45.4	7.2	96	1932	42.6	5.0	90	1926	40.7	5.0	86	5836	42.9	15.2	91
RADIO-TOTAL	QUINTILE 1	15988	1372	22.6	8.6	114	1015	22.4	6.3	113	1055	22.3	6.6	113	3229	23.7	20.2	120
	QUINTILE 2	15626	1032	17.0	6.6	88	984	21.7	6.3	113	1000	21.1	6.4	110	2836	20.8	18.1	108
	QUINTILE 3	16723	1185	19.5	7.1	94	787	17.4	4.7	84	904	19.1	5.4	93	2745	20.2	16.4	98
	QUINTILE 4	16342	1430	23.5	8.8	117	993	21.9	6.1	109	979	20.7	6.0	103	2598	19.1	15.9	95
	QUINTILE 5	16306	1056	17.4	6.5	86	751	16.6	4.6	82	790	16.7	4.8	83	2198	16.2	13.5	80
TV-PRIME TIME	QUINTILE 1	15953	1137	18.7	7.1	95	922	20.4	5.8	103	1037	21.9	6.5	111	2794	20.5	17.5	104
	QUINTILE 2	16137	1519	25.0	9.4	126	1104	24.4	6.8	122	1056	22.3	6.5	112	2513	18.5	15.6	93
	QUINTILE 3	16420	1127	18.6	6.9	92	926	20.4	5.6	101	957	20.2	5.8	100	2795	20.5	17.0	101
	QUINTILE 4	16687	1352	22.3	8.1	108	1007	22.2	6.0	108	911	19.3	5.5	93	2953	21.7	17.7	105
	QUINTILE 5	15789	938	15.4	5.9	79	570	12.6	3.6	65	768	16.2	4.9	83	2550	18.7	16.2	96
TV-DAYTIME	TERCILE 1	27736	1596	26.3	5.8	77	1676	37.0	6.0	108	1704	36.0	6.1	105	4849	35.6	17.5	104
	TERCILE 2	26489	2142	35.3	8.1	108	1337	29.5	5.0	90	1549	32.8	5.8	100	4715	34.7	17.8	106
	TERCILE 3	26761	2335	38.4	8.7	116	1517	33.5	5.7	101	1476	31.2	5.5	94	4043	29.7	15.1	90
TV-TOTAL	QUINTILE 1	16345	987	16.2	6.0	81	1063	23.5	6.5	116	1146	24.2	7.0	120	2734	20.1	16.7	100
	QUINTILE 2	16447	1138	18.7	6.9	92	1004	22.2	6.1	109	1019	21.5	6.2	106	2881	21.2	17.5	104
	QUINTILE 3	15980	1327	21.8	8.3	111	883	19.5	5.5	99	851	18.0	5.3	91	2618	19.2	16.4	98
	QUINTILE 4	15887	1386	22.8	8.7	116	749	16.5	4.7	84	821	17.4	5.2	88	2807	20.6	17.7	105
	QUINTILE 5	16326	1236	20.3	7.6	101	831	18.3	5.1	91	892	18.9	5.5	94	2566	18.9	15.7	94
MAGAZINES-NEWSPAPERS: DUAL		20721	1900	31.3	9.2	122	1178	26.0	5.7	102	1263	26.7	6.1	104	3611	26.5	17.4	104
MAGAZINE IMPERATIVE		19186	1668	27.5	8.7	116	1236	27.3	6.4	115	1602	33.9	8.3	143	4073	29.9	21.2	126
NEWSPAPER IMPERATIVE		21899	1575	25.9	7.2	96	1216	26.8	5.6	99	911	19.3	4.2	71	3063	22.5	14.0	83
MAGAZINES-OUTDOOR: DUAL		15451	1683	27.7	10.9	145	852	18.8	5.5	99	961	20.3	6.2	107	2937	21.6	19.0	113
MAGAZINE IMPERATIVE		25953	1928	31.7	7.4	99	1578	34.8	6.1	109	1699	35.9	6.5	112	4652	34.2	17.9	107
OUTDOOR IMPERATIVE		24400	1624	26.7	6.7	89	1254	27.7	5.1	92	1411	29.8	5.8	99	3940	29.0	16.1	96
MAGAZINES-RADIO: DUAL		18049	1668	27.5	9.2	123	1050	23.2	5.8	104	1467	31.0	8.1	139	3635	26.7	20.1	120
MAGAZINE IMPERATIVE		23571	2093	34.5	8.9	118	1270	28.0	5.4	96	1343	28.4	5.7	98	3993	29.3	16.9	101
RADIO IMPERATIVE		23278	1324	21.8	5.7	76	1366	30.2	5.9	105	1156	24.4	5.0	85	3922	28.8	16.8	100
MAGAZINES-TELEVISION: DUAL		15459	1262	20.8	8.2	109	1119	24.7	7.2	129	1147	24.3	7.4	127	3050	22.4	19.7	117
MAGAZINE IMPERATIVE		25829	2419	39.8	9.4	125	1315	29.0	5.1	91	1533	32.4	5.9	102	4527	33.3	17.5	104
TELEVISION IMPERATIVE		26039	1432	23.6	5.5	73	1402	30.9	5.4	96	1402	29.6	5.4	92	3830	28.1	14.7	88
NEWSPAPERS-OUTDOOR: DUAL		16605	1608	26.5	9.7	129	875	19.3	5.3	94	656	13.9	4.0	68	2560	18.8	15.4	92
NEWSPAPER IMPERATIVE		26834	1948	32.1	7.3	97	1570	34.7	5.9	105	1495	31.6	5.6	95	4320	31.8	16.1	96
OUTDOOR IMPERATIVE		23346	1914	31.5	8.2	109	1329	29.3	5.7	102	1890	40.0	8.1	139	4519	33.2	19.4	115
NEWSPAPERS-RADIO: DUAL		17133	1393	22.9	8.1	108	1114	24.6	6.5	116	910	19.2	5.3	91	3024	22.2	17.7	105
NEWSPAPER IMPERATIVE		25892	2131	35.1	8.2	110	1337	29.5	5.2	92	1305	27.6	5.0	86	3807	28.0	14.7	88
RADIO IMPERATIVE		23167	1620	26.7	7.0	93	1393	30.8	6.0	107	1675	35.4	7.2	124	4726	34.7	20.4	121
NEWSPAPERS-TELEVISION: DUAL		17159	1357	22.3	7.9	105	1102	24.3	6.4	115	970	20.5	5.7	97	2881	21.2	16.8	100
NEWSPAPER IMPERATIVE		26214	2246	37.0	8.6	114	1299	28.7	5.0	89	1129	23.9	4.3	74	4094	30.1	15.6	93
TELEVISION IMPERATIVE		23412	1459	24.0	6.2	83	1355	29.9	5.8	103	1670	35.3	7.1	122	4095	30.1	17.5	104
OUTDOOR-RADIO: DUAL		15303	1169	19.2	7.6	102	932	20.6	6.1	109	933	19.7	6.1	104	3148	23.1	20.6	122
OUTDOOR IMPERATIVE		24901	2231	36.7	9.0	119	1311	28.9	5.3	94	1481	31.3	5.9	102	3910	28.7	15.7	93
RADIO IMPERATIVE		26492	187															

	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6074	100.0	7.5	100	4530	100.0	5.6	100	4729	100.0	5.8	100	13606	100.0	16.8	100
ATLANTIC MONTHLY	415	**48	0.8	11.6	154	**18	0.4	4.3	78	**16	0.3	3.9	66	**41	0.3	9.9	59
BARRON'S	453	**77	1.3	17.0	227	**18	0.4	4.0	71	**6	0.1	1.3	23	**92	0.7	20.3	121
BETTER HOMES & GARDENS	16256	1409	23.2	8.7	116	1001	22.1	6.2	110	1054	22.3	6.5	111	2956	21.7	18.2	108
BON APPETIT	2535	281	4.6	11.1	148	**52	1.1	2.1	37	**150	3.2	5.9	101	319	2.3	12.6	75
BUSINESS WEEK	1278	**144	2.4	11.3	150	**38	0.8	3.0	53	**79	1.7	6.2	106	**160	1.2	12.5	75
CAR AND DRIVER	378	**19	0.3	5.0	67	**31	0.7	8.2	147	**47	1.0	12.4	213	**83	0.6	22.0	131
CBS MAGAZINE NETWORK (GROSS)	1498	**152	2.5	10.1	135	**136	3.0	9.1	162	**104	2.2	6.9	119	**254	1.9	17.0	101
CHANGING TIMES	1505	**207	3.4	13.8	183	**104	2.3	6.9	124	**83	1.8	5.5	94	331	2.4	22.0	131
COLONIAL HOMES	1231	**63	1.0	5.1	68	**57	1.3	4.6	83	**51	1.1	4.1	71	**236	1.7	19.2	114
CONDE NAST MAG. PKG. (GROSS)	14146	1648	27.1	11.6	155	590	13.0	4.2	75	1141	24.1	8.1	138	2940	21.6	20.8	124
CONSUMERS DIGEST	1323	**119	2.0	9.0	120	**70	1.5	5.3	95	**83	1.8	6.3	107	**259	1.9	19.6	117
COSMOPOLITAN	7102	683	11.2	9.6	128	314	6.9	4.4	79	575	12.2	8.1	139	1272	9.3	17.9	107
COUNTRY LIVING	2481	**135	2.2	5.4	73	**177	3.9	7.1	128	**167	3.5	6.7	115	490	3.6	19.8	118
CUISINE	1472	**185	3.0	12.6	168	**74	1.6	5.0	90	**140	3.0	9.5	163	**218	1.6	14.8	88
CYCLE WORLD	425	**34	0.6	8.0	107	**77	1.7	18.1	324	**21	0.4	4.9	85	**77	0.6	18.1	108
DCI:CREATIVE IDEAS FOR LIV	2510	**198	3.3	7.9	105	**194	4.3	7.7	138	**116	2.5	4.6	79	607	4.5	24.2	144
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	419	6.9	6.3	83	597	13.2	8.9	159	379	8.0	5.7	97	1556	11.4	23.2	138
DISCOVER	894	**100	1.6	11.2	149	**36	0.8	4.0	72	**68	1.4	7.6	130	**167	1.2	18.7	111
EBONY	3507	217	3.6	6.2	83	410	9.1	11.7	209	296	6.3	8.4	145	691	5.1	19.7	117
ESQUIRE	1083	**91	1.5	8.4	112	**85	1.9	7.8	140	**102	2.2	9.4	161	**231	1.7	21.3	127
ESSENCE	1830	**161	2.7	8.8	117	**164	3.6	9.0	160	**168	3.6	9.2	157	336	2.5	18.4	109
FAMILY CIRCLE	15930	1468	24.2	9.2	123	860	19.0	5.4	97	983	20.8	6.2	106	3259	24.0	20.5	122
THE FAMILY HANDYMAN	1126	**113	1.9	10.0	134	**102	2.3	9.1	162	**68	1.0	4.3	73	**214	1.6	19.0	113
FAMILY WEEKLY	11468	791	13.0	6.9	92	784	17.3	6.8	122	676	14.3	5.9	101	2019	14.8	17.6	105
FIELD & STREAM	2234	**111	1.8	5.0	66	**232	5.1	10.4	186	**169	3.6	7.6	130	526	3.9	23.5	140
FOOD & WINE	579	**89	1.5	15.4	205	**30	0.7	5.2	93	**42	0.9	7.3	124	**116	0.9	20.0	119
FORBES	728	**115	1.9	15.8	211	**25	0.6	3.4	61	**43	0.9	5.9	101	**125	0.9	17.2	102
FORTUNE	906	**166	2.7	18.3	244	**22	0.5	2.4	43	**47	1.0	5.2	89	**88	0.6	9.7	58
GENTLEMEN'S QUARTERLY	791	**67	1.1	8.5	113	**39	0.9	4.9	88	**92	1.9	11.6	199	**141	1.0	17.8	106
GLAMOUR	5265	558	9.2	10.6	141	**213	4.7	4.0	72	420	8.9	8.0	137	1035	7.6	19.7	117
GOLF DIGEST	636	**35	0.6	5.5	73	**59	1.3	9.3	166	**21	0.4	3.3	57	**135	1.0	21.2	126
GOLF DIGEST/TENNIS (GROSS)	1186	**65	1.1	5.5	73	**74	1.6	6.2	112	**37	0.8	3.1	53	**224	1.6	18.9	112
GOLF MAGAZINE	441	**44	0.7	10.0	133	**28	0.6	6.3	114	**33	0.7	7.5	128	**67	0.5	15.2	90
GOLF MAGAZINE/SKI (GROSS)	922	**106	1.7	11.5	153	**37	0.8	4.0	72	**67	1.4	7.3	124	**161	1.2	17.5	104
GOOD HOUSEKEEPING	16487	1373	22.6	8.3	111	923	20.4	5.6	100	1027	21.7	6.2	107	3197	23.5	19.4	115
HARPER'S BAZAAR	2423	**263	4.3	10.9	145	**87	1.9	3.6	64	**134	2.8	5.5	95	515	3.8	21.3	127
HEALTH	1994	**199	3.3	10.0	133	**138	3.0	6.9	124	**118	2.5	5.9	101	386	2.8	19.4	115
HEARST MAG CORP. BUY (GROSS)	44101	3936	64.8	8.9	119	2414	53.3	5.5	98	2797	59.1	6.3	109	8806	64.7	20.0	119
HEARST MAN POWER (GROSS)	1993	**225	3.7	11.3	151	**128	2.8	6.4	115	**97	2.1	4.9	83	434	3.2	21.8	130
HEARST WOMAN POWER (GROSS)	31274	2784	45.8	8.9	119	1713	37.8	5.5	98	2106	44.5	6.7	115	6251	45.9	20.0	119
HOUSE BEAUTIFUL	3623	362	6.0	10.0	133	**236	5.2	6.5	116	**162	3.4	4.5	77	708	5.2	19.5	116
INC.	283	**47	0.8	16.6	221	**27	0.6	9.5	171	**22	0.5	7.8	133	**48	0.4	17.0	101
JET	2928	251	4.1	8.6	114	338	7.5	11.5	206	269	5.7	9.2	157	612	4.5	20.9	124
LADIES' HOME JOURNAL	11918	1025	16.9	8.6	115	726	16.0	6.1	109	768	16.2	6.4	110	2435	17.9	20.4	122
LHJ FAMILY GRP COMBO(GROSS)	16764	1488	24.5	8.9	118	1003	22.1	6.0	107	1070	22.6	6.4	109	3533	26.0	21.1	125
LIFE	4254	397	6.5	9.3	124	**221	4.9	5.2	93	284	6.0	6.7	114	789	5.8	18.5	110
L.A. TIMES HOME MAGAZINE	1145	**257	4.2	22.4	299	**60	1.3	5.2	94	**46	1.0	4.0	69	**242	1.8	21.1	126
MADemoiselle	2884	293	4.8	10.2	135	**103	2.3	3.6	64	**187	4.0	6.5	111	657	4.8	22.8	136
MC CALL'S	13460	1090	17.9	8.1	108	686	15.1	5.1	91	799	16.9	5.9	102	2758	20.3	20.5	122
MC CALL'S/MRK MOTHER (GROSS)	14606	1216	20.0	8.3	111	736	16.2	5.0	90	908	19.2	6.2	106	3076	22.6	21.1	125
MECHANIX ILLUSTRATED	772	**99	1.6	12.8	171	**95	2.1	12.3	220	**18	0.4	2.3	40	**215	1.6	27.8	166
METROPOLITAN HOME	967	**127	2.1	13.1	175	**39	0.9	4.0	72	**60	1.3	6.2	106	**185	1.4	19.1	114
MONEY	1588	**216	3.6	13.6	181	**77	1.7	4.8	87	**62	1.3	3.9	67	**241	1.8	15.2	90
MOTHER EARTH NEWS	1002	**48	0.8	4.8	64	**41	0.9	4.1	73	**69	1.5	6.9	118	**195	1.4	19.5	116
MS.	825	**51	0.8	6.2	82	**41	0.9	5.0	89	**31	0.7	3.8	64	**184	1.4	22.3	133
NATIONAL ENQUIRER	10336	675	11.1	6.5	87	854	18.9	8.3	148	718	15.2	6.9	119	2280	16.8	22.1	131
NATIONAL GEOGRAPHIC	9597	1006	16.6	10.5	140	391	8.6	4.1	73	533	11.3	5.6	95	1591	11.7	16.6	99
NATIONAL SUNDAY MAGAZINE PKG	49558	4154	68.4	8.4	112	2797	61.7	5.6	101	2744	58.0	5.5	95	8358	61.4	16.9	100
NATURAL HISTORY	573	**29	0.5	5.1	67	**60	1.3	10.5	187	**22	0.5	3.8	66	**44	0.3	7.7	46
NEW WOMAN	1699	**255	4.2	15.0	200	**97	2.1	5.7	102	**180	3.8	10.6	181	412	3.0	24.2	144
NEW YORK INCLUDING CUE	443	**56	0.9	12.6	169	**18	0.4	4.1	73	**22	0.5	5.0	85	**23	0.2	5.2	31
THE NEW YORKER	1270	**125	2.1	9.8	131	**48	1.1	3.8	68	**51	1.1	4.0	69	**154	1.1	12.1	72
NEWSWEEK	6277	656	10.8	10.5	139	321	7.1	5.1	91	387	8.2	6.2	106	962	7.1	15.3	91
THE N.Y. TIMES DAILY EDITION	1205	**204	3.4	16.9	226	**41	0.9	3.4	61	**22	0.5	1.8	31	**67	0.5	5.6	33
THE N.Y. TIMES MAGAZINE	2081	**296	4.9	14.2	190	**89	2.0	4.3	76	**61	1.3	2.9	50	**164	1.2	7.9	47
OMNI	788	**138	2.3	17.5	234	**22	0.5	2.8	50	**45	1.0	5.7	98	**202	1.5	25.6	153
ON CABLE	1158	**65	1.1	5.6	75	**33	0.7	2.8	51	**74	1.6	6.4	109	**381	2.8	32.9	196
1001 HOME IDEAS	2852	**264	4.3	9.3	123	**139	3.1	4.9	87	**184	3.9	6.5	110	713	5.2	25.0	149
ORGANIC GARDENING	1658	**75	1.2	4.5	60	**100	2.2	6.0	108	**87	1.8	5.2	90	392	2.9	23.6	141
OUTDOOR LIFE	896	**43	0.7	4.8	64	**81	1.8	9.0	162	**49	1.0	5.5	94	**212	1.6	23.7	141
PARADE MAGAZINE	24275	2106	34.7	8.7	116	1269	28.0	5.2	93	1395	29.5	5.7	98	3964	29.1	16.3	97

	TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D % INDX	CELESTE	A	B % DOWN	C % ACROSS	D % INDX	CHEF BOY-AR-DEE	A	B % DOWN	C % ACROSS	D % INDX	GINO'S	A	B % DOWN	C % ACROSS	D % INDX	JENO'S	A	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	6074	100.0	7.5	100		4530	100.0	5.6	100		4729	100.0	5.8	100		13606	100.0	16.8	100					
PARENTS	3845	366	6.0	9.5	127		243	5.4	6.3	113		*217	4.6	5.6	97		827	6.1	21.5	128					
PENTHOUSE	831	**78	1.3	9.4	125		**22	0.5	2.6	47		*229	0.6	3.5	60		*181	1.3	21.8	130					
PEOPLE	11645	1203	19.8	10.3	138		619	13.7	5.3	95		835	17.7	7.2	123		2091	15.4	18.0	107					
PLAYBOY	2006	*205	3.4	10.2	136		*153	3.4	7.6	136		**115	2.4	5.7	98		391	2.9	19.5	116					
POPULAR HOT RODDING	297	**13	0.2	4.4	58		**12	0.3	4.0	72		**24	0.5	8.1	138		**77	0.6	25.9	154					
POPULAR MECHANICS	1018	**113	1.9	11.1	148		**69	1.5	6.8	121		**39	0.8	3.8	66		*218	1.6	21.4	127					
POPULAR SCIENCE	878	**48	0.8	5.5	73		**25	0.6	2.8	51		**103	2.2	11.7	201		**75	0.6	8.5	51					
PREVENTION	3913	295	4.9	7.5	101		*226	5.0	5.8	103		*240	5.1	6.1	105		682	5.0	17.4	104					
PSYCHOLOGY TODAY	1710	*195	3.2	11.4	152		*87	1.9	5.1	91		*148	3.1	8.7	148		339	2.5	19.8	118					
READER'S DIGEST	22204	1707	28.1	7.7	103		1435	31.7	6.5	116		1331	28.1	6.0	103		4236	31.1	19.1	114					
REDBOOK	7684	727	12.0	9.5	126		477	10.5	6.2	111		504	10.7	6.6	112		1782	13.1	23.2	138					
ROAD & TRACK	410	**68	1.1	16.6	221		**9	0.2	2.2	39		**59	1.2	14.4	246		**66	0.5	16.1	96					
ROLLING STONE	969	*131	2.2	13.5	180		**61	1.3	6.3	113		**78	1.6	8.0	138		*212	1.6	21.9	130					
RUNNER'S WORLD	298	**18	0.3	6.0	81		**8	0.2	2.7	48		**15	0.3	5.0	86		**89	0.7	29.9	178					
SATURDAY EVENING POST	1169	**56	0.9	4.8	64		**32	0.7	2.7	49		**75	1.6	6.4	110		*159	1.2	13.6	81					
SCIENCE 84	587	**126	2.1	21.5	286		**20	0.4	3.4	61		**30	0.6	5.1	88		*145	1.1	24.7	147					
SCIENCE DIGEST	482	**72	1.2	14.9	199		**9	0.2	1.9	33		**14	0.3	2.9	50		**94	0.7	19.5	116					
SCIENTIFIC AMERICAN	594	**68	1.1	11.4	153		**19	0.4	3.2	57		**25	0.5	4.2	72		**108	0.8	18.2	108					
SELF	2089	*295	4.9	14.1	188		**49	1.1	2.3	42		*183	3.9	8.8	150		474	3.5	22.7	135					
SEVENTEEN	2411	*224	3.7	9.3	124		**58	1.3	2.4	43		*177	3.7	7.3	126		446	3.3	18.5	110					
SKI	480	**62	1.0	12.9	172		**9	0.2	1.9	34		**34	0.7	7.1	121		**94	0.7	19.6	117					
SMITHSONIAN	2760	279	4.6	10.1	135		**115	2.5	4.2	74		*180	3.8	6.5	112		355	2.6	12.9	77					
SOAP OPERA DIGEST	3013	*140	2.3	4.6	62		309	6.8	10.3	183		*188	4.0	6.2	107		730	5.4	24.2	144					
SOUTHERN LIVING	4184	*221	3.6	5.3	70		403	8.9	9.6	172		263	5.6	6.3	108		949	7.0	22.7	135					
SPORT	559	**87	1.4	15.6	208		**67	1.5	12.0	214		**32	0.7	5.7	98		**106	0.8	19.0	113					
THE SPORTING NEWS	436	**63	1.0	14.4	193		**45	1.0	10.3	185		**38	0.8	8.7	149		**124	0.9	28.4	169					
SPORTS AFIELD	493	**40	0.7	8.1	108		**51	1.1	10.3	185		**44	0.9	8.9	153		**123	0.9	24.9	149					
SPORTS ILLUSTRATED	2758	259	4.3	9.4	125		*230	5.1	8.3	149		**130	2.7	4.7	81		491	3.6	17.8	106					
STAR	7456	518	8.5	6.9	93		598	13.2	8.0	143		535	11.3	7.2	123		1549	11.4	20.8	124					
SUNDAY	24936	2101	34.6	8.4	112		1228	27.1	4.9	88		1329	28.1	5.3	91		3936	28.9	15.8	94					
SUNSET	2124	376	6.2	17.7	236		**43	0.9	2.0	36		*186	3.9	8.8	150		*357	2.6	16.8	100					
TV GUIDE	21661	1846	30.4	8.5	114		1295	28.6	6.0	107		1437	30.4	6.6	114		3937	28.9	18.2	108					
TENNIS	550	**30	0.5	5.5	73		**15	0.3	2.7	49		**15	0.3	2.7	47		**89	0.7	16.2	96					
TIME	8880	973	16.0	11.0	146		488	10.8	5.5	98		604	12.8	6.8	116		1391	10.2	15.7	93					
TOWN & COUNTRY	917	**88	1.4	9.6	128		**15	0.3	1.6	29		**65	1.4	7.1	121		*147	1.1	16.0	95					
TRAVEL & LEISURE	972	*139	2.3	14.3	191		**38	0.8	3.9	70		**56	1.2	5.8	99		*193	1.4	19.9	118					
TRUE STORY	3356	*141	2.3	4.2	56		307	6.8	9.1	164		281	5.9	8.4	143		848	6.2	25.3	150					
U.S. NEWS & WORLD REPORT	3410	367	6.0	10.8	143		*136	3.0	4.0	71		*183	3.9	5.4	92		534	3.9	15.7	93					
USA TODAY	1759	*157	2.6	8.9	119		*61	1.3	3.5	62		**89	1.9	5.1	87		*290	2.1	16.5	98					
US	1873	*133	2.2	7.1	95		*135	3.0	7.2	129		*126	2.7	6.7	115		431	3.2	23.0	137					
VOGUE	3909	503	8.3	12.9	172		*225	5.0	5.8	103		351	7.4	9.0	154		774	5.7	19.8	118					
WALL STREET JOURNAL	1886	*197	3.2	10.4	139		**49	1.1	2.6	46		**67	1.4	3.6	61		*213	1.6	11.3	67					
WEIGHT WATCHERS	2120	*104	1.7	4.9	65		**92	2.0	4.3	78		*150	3.2	7.1	121		414	3.0	19.5	116					
WOMAN'S DAY	14172	1321	21.7	9.3	124		757	16.7	5.3	95		855	18.1	6.0	103		2892	21.3	20.4	121					
WORKING MOTHER	1146	*126	2.1	11.0	147		**49	1.1	4.3	76		**110	2.3	9.6	164		319	2.3	27.8	166					
WORKING WOMAN	1322	*155	2.6	11.7	156		**121	2.7	9.2	164		*104	2.2	7.9	135		272	2.0	20.6	122					
WORLD TENNIS	*163	**3	0.0	1.8	25		**10	0.2	6.1	110		**7	0.1	4.3	74		**13	0.1	8.0	47					
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*239	3.9	9.4	126		*183	4.0	7.2	129		*232	4.9	9.2	157		480	3.5	19.0	113					
BLAIR INSERTS	43657	3723	61.3	8.5	114		2359	52.1	5.4	97		2273	48.1	5.2	89		7153	52.6	16.4	98					
DAILY NEWSPAPERS																									
READ ANY	51633	4014	66.1	7.8	104		2910	64.2	5.6	101		2942	62.2	5.7	98		8599	63.2	16.7	99					
READ ONE	43463	3210	52.8	7.4	98		2403	53.0	5.5	99		2574	54.4	5.9	101		7410	54.5	17.0	101					
READ TWO OR MORE	8170	804	13.2	9.8	131		508	11.2	6.2	111		368	7.8	4.5	77		1189	8.7	14.6	87					
WEEKEND/SUNDAY NEWSPAPERS																									
READ ANY	52678	4352	71.6	8.3	110		3005	66.3	5.7	102		2869	60.7	5.4	93		8779	64.5	16.7	99					
READ ONE	46126	3748	61.7	8.1	108		2668	58.9	5.8	103		2615	55.3	5.7	97		8029	59.0	17.4	104					
READ TWO OR MORE	6552	604	9.9	9.2	123		337	7.4	5.1	92		255	5.4	3.9	67		750	5.5	11.4	68					
OUTDOOR																									
100 SHWG - 30 DAY AV FREQ	27.55	33.61					25.65					27.55					28.12								
30 DAY REACH	71455	5606	92.3	7.8	105		4004	88.4	5.6	100		4278	90.5	6.0	1										

	TOTAL U.S. '000	A	CELESTE B % DOWN	C % ACROSS	D % INDEX	A	CHEF BOY-AR-DEE B % DOWN	C % ACROSS	D % INDEX	A	GINO'S B % DOWN	C % ACROSS	D % INDEX	A	JENO'S B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	6074	100.0	7.5	100	4530	100.0	5.6	100	4729	100.0	5.8	100	13606	100.0	16.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3408	56.1	7.8	103	2570	56.7	5.9	105	2656	56.2	6.0	104	7876	57.9	17.9	107
10:00 AM - 3:00 PM	30659	2349	38.7	7.7	102	1874	41.4	6.1	109	1970	41.7	6.4	110	5816	42.7	19.0	113
3:00 PM - 7:00 PM	31045	2324	38.3	7.5	100	1693	37.4	5.5	97	1895	40.1	6.1	105	5593	41.1	18.0	107
7:00 PM - MIDNIGHT	15767	1273	21.0	8.1	108	966	21.3	6.1	110	1127	23.8	7.1	122	2945	21.6	18.7	111
MIDNIGHT - 6:00 AM	9120	749	12.3	8.2	110	691	15.3	7.6	135	509	10.8	5.6	96	1742	12.8	19.1	114
6:00 AM - MIDNIGHT	58527	4545	74.8	7.8	104	3456	76.3	5.9	106	3569	75.5	6.1	104	10454	76.8	17.9	106
ENTIRE DAY	59311	4603	75.8	7.8	103	3529	77.9	5.9	106	3622	76.6	6.1	105	10573	77.7	17.8	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1095	18.0	6.8	90	1017	22.5	6.3	112	979	20.7	6.1	104	2957	21.7	18.3	109
ALL NEWS	2256	291	4.8	12.9	172	**75	1.7	3.3	59	**127	2.7	5.6	96	*186	1.4	8.2	49
AOR/PROGRESSIVE	3874	392	6.5	10.1	135	*171	3.8	4.4	79	*207	4.4	5.3	92	533	3.9	13.8	82
BEAUTIFUL MUSIC	5660	502	8.3	8.9	118	*267	5.9	4.7	84	319	6.7	5.6	97	982	7.2	17.3	103
BLACK	2204	*157	2.6	7.1	95	226	5.0	10.3	183	*167	3.5	7.6	130	401	2.9	18.2	108
CLASSICAL	1418	**196	3.2	13.8	184	**68	1.5	4.8	86	**129	2.7	9.1	156	*201	1.5	14.2	84
CHR/ROCK	9538	985	16.2	10.3	138	556	12.3	5.8	104	563	11.9	5.9	101	1710	12.6	17.9	107
COUNTRY	12648	697	11.5	5.5	73	922	20.4	7.3	130	807	17.1	6.4	109	2913	21.4	23.0	137
GOLDEN OLDIES	1191	**45	0.7	3.8	50	**48	1.1	4.0	72	**38	0.8	3.2	55	*212	1.6	17.8	106
MOR/NOSTALGIA	4757	431	7.1	9.1	121	*243	5.4	5.1	91	379	8.0	8.0	136	813	6.0	17.1	102
NEWS/TALK	3863	389	6.4	10.1	134	*158	3.5	4.1	73	*222	4.7	5.7	98	582	4.3	15.1	90
RELIGIOUS	3084	*190	3.1	6.2	82	*176	3.9	5.7	102	*237	5.0	7.7	132	614	4.5	19.9	119
SOFT ROCK	521	**13	0.2	2.5	33	**20	0.4	3.8	69	**3	0.1	0.6	10	**128	0.9	24.6	146
URBAN CONTEMPORARY	1585	*153	2.5	9.7	129	**102	2.3	6.4	115	*94	2.0	5.9	102	*187	1.4	11.8	70
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*246	4.1	7.5	101	296	6.5	9.1	162	*184	3.9	5.6	97	604	4.4	18.5	110
ABC DIRECTION	2316	*128	2.1	5.5	74	**73	1.6	3.2	56	**138	2.9	6.0	102	445	3.3	19.2	114
ABC ENTERTAINMENT	4834	344	5.7	7.1	95	333	7.4	6.9	123	311	6.6	6.4	110	949	7.0	19.6	117
ABC FM	2202	*155	2.6	7.0	94	**78	1.7	3.5	63	**97	2.1	4.4	75	444	3.3	20.2	120
ABC INFORMATION	5425	459	7.6	8.5	113	259	5.7	4.8	85	307	6.5	5.7	97	994	7.3	18.3	109
ABC ROCK	1677	**128	2.1	7.6	102	**72	1.6	4.3	77	**99	2.1	5.9	101	*193	1.4	11.5	69
CBS	4430	371	6.1	8.4	112	*216	4.8	4.9	87	*217	4.6	4.9	84	691	5.1	15.6	93
MUTUAL	4992	*325	5.4	6.5	87	427	9.4	8.6	153	249	5.3	5.0	85	1029	7.6	20.6	123
NBC	4679	315	5.2	6.7	90	*301	6.6	6.4	115	*225	4.8	4.8	82	861	6.3	18.4	110
RADIO/RADIO	1994	*165	2.7	8.3	110	**105	2.3	5.3	94	**114	2.4	5.7	98	474	3.5	23.8	141
RKO ONE	2298	*167	2.7	7.3	97	**122	2.7	5.3	95	*128	2.7	5.6	95	331	2.4	14.4	86
RKO TWO	3311	*201	3.3	6.1	81	*224	4.9	6.8	121	*218	4.6	6.6	113	625	4.6	18.9	112
THE SOURCE	2114	*164	2.7	7.8	103	*133	2.9	6.3	112	**90	1.9	4.3	73	371	2.7	17.5	104
NON-WIRED: BLAIR	8654	638	10.5	7.4	98	571	12.6	6.6	118	511	10.8	5.9	101	1912	14.1	22.1	132
INTERNET	12025	1357	22.3	11.3	150	714	15.8	5.9	106	925	19.6	7.7	132	2117	15.6	17.6	105
KATZ RADIO GROUP	15359	1283	21.1	8.4	111	890	19.6	5.8	104	954	20.2	6.2	106	2656	19.5	17.3	103
SUPERNET	10628	746	12.3	7.0	94	726	16.0	6.8	122	690	14.6	6.5	111	1957	14.4	18.4	110
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	685	11.3	7.9	105	500	11.0	5.8	103	601	12.7	6.9	119	1501	11.0	17.3	103
MKDAY 9:00 AM - 1:00 PM	12163	708	11.7	5.8	78	704	15.5	5.8	103	732	15.5	6.0	103	2087	15.3	17.2	102
MKDAY 1:00 PM - 4:30 PM	16150	912	15.0	5.6	75	1036	22.9	6.4	115	1039	22.0	6.4	110	2886	21.2	17.9	106
MKDAY 4:30 PM - 7:30 PM	22463	1585	26.1	7.1	94	1287	28.4	5.7	102	1398	29.6	6.2	107	3538	26.0	15.8	94
MKDAY 7:30 PM - 8:00 PM	31795	2261	37.2	7.1	95	1846	40.8	5.8	104	1918	40.6	6.0	103	5154	37.9	16.2	96
MKDAY 11:00 PM - 11:30 PM	23977	1758	28.9	7.3	98	1663	36.7	6.9	124	1485	31.4	6.2	106	4421	32.5	18.4	110
MKDAY 11:30 PM - 1:00 AM	7703	550	9.1	7.1	95	580	12.8	7.5	135	515	10.9	6.7	114	1582	11.6	20.5	122
M-SAT 8-11 PM-SUN 7-11 PM	33800	2616	43.1	7.7	103	2043	45.1	6.0	108	2088	44.2	6.2	106	5742	42.2	17.0	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	523	8.6	8.0	107	340	7.5	5.2	93	406	8.6	6.2	106	1172	8.6	17.9	107
ANOTHER WORLD	A 4620	248	4.1	5.4	72	329	7.3	7.1	127	314	6.6	6.8	116	913	6.7	19.8	118
AS THE WORLD TURNS	C 5614	230	3.8	4.1	55	337	7.4	6.0	107	319	6.7	5.7	97	1109	8.2	19.8	118
CAPITOL	C 3396	137	2.3	4.0	54	246	5.4	7.2	130	269	5.7	7.9	136	632	4.6	18.6	111
CBS MORN. NEWS 1	C 1446	*64	1.1	4.4	59	*58	1.3	4.0	72	*90	1.9	6.2	107	186	1.4	12.9	77
CBS MORN. NEWS 2	C 1207	*70	1.2	5.8	77	*52	1.1	4.3	77	*59	1.2	4.9	84	162	1.2	13.4	80
DAYS OF OUR LIVES	N 5877	349	5.7	5.9	79	366	8.1	6.2	111	394	8.3	6.7	115	1097	8.1	18.7	111
FACTS OF LIFE - DAYTIME	N 2290	*94	1.5	4.1	55	131	2.9	5.7	102	146	3.1	6.4	109	437	3.2	19.1	114
FAMILY FEUD	A 3023	138	2.3	4.6	61	160	3.5	5.3	95	182	3.8	6.0	103	403	3.0	13.3	79
GENERAL HOSPITAL	A 6097	389	6.4	6.4	85	389	8.6	6.4	114	326	6.9	5.3	92	961	7.1	15.8	94
GOOD MORNING, AMERICA-730	A 3515	286	4.7	8.1	108	218	4.8	6.2	111	224	4.7	6.4	109	574	4.2	16.3	97
GOOD MORNING, AMERICA-830	A 2818	229	3.8	8.1	108	158	3.5	5.6	100	134	2.8	4.8	81	407	3.0	14.4	86
GUIDING LIGHT	C 5339	267	4.4	5.0	67	423	9.3	7.9	142	455	9.6	8.5	146	933	6.9	17.5	104
ONE LIFE TO LIVE	A 4478	292	4.8	6.5	87	252	5.6	5.6	101	221	4.7	4.9	85	769	5.7	17.2	102
PRESS YOUR LUCK	C 2244	107	1.8	4.8	64	140	3.1	6.2	112	*133	2.8	5.9	102	468	3.4	20.9	124
PRICE IS RIGHT 1	C 4348	178	2.9	4.1	55	307	6.8	7.1	126	225	4.8	5.2	89	833	6.1	19.2	114
PRICE IS RIGHT 2	C 5014	206	3.4	4.1	55	348	7.7	6.9	124	262	5.5	5.2	89	964	7.1	19.2	114
RYAN'S HOPE	A 3150	209	3.4	6.6	88	173	3.8	5.5	98	160	3.4	5.1	87	450	3.3	14.3	85
SALE OF THE CENTURY	N 2695	*153	2.5	5.7	76	*135	3.0	5.0	90	*113	2.4	4.2	72	435	3.2	16.1	96
SEARCH FOR TOMORROW	N 2319	*173	2.8	7.5	99	*155	3.4	6.7	119	*164	3.5	7.1	121	402	3.0	17.3	103
TODAY SHOW 1	N 2693	223	3.7	8.3	110	*108	2.4	4.0	72	189	4.0	7.0	120	493	3.6	18.3	109
TODAY SHOW 2	N 2498	129	2.1	5.2	69	97	2.1	3.9	69	122	2.6	4.9	84	382	2.8	15.3	91
\$25,000 PYRAMID	C 2753	140	2.3	5.1	68	196	4.3	7.1	127	171	3.6	6.2	106	481	3.5	17.5	104
WHEEL OF FORTUNE	N 4388	275	4.5	6.3	84	264	5.8	6.0	108	281	5.9	6.4	110	794	5.8	18.1	108
YOUNG AND THE RESTLESS	C 5695	211	3.5	3.7	49	402	8.9	7.1	126	371	7.8	6.5	112	1122	8.2	19.7	117
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	*133	2.2	7.6	101	*105	2.3	6.0	107	*105	2.2	6.0	102	244	1.8	13.9	83
NBA PLAYOFF GAME -1	C 1136	**53	0.9	4.7	62	**38	0.8	3.3	60	**45	1.0	4.0					

	TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	6074	100.0	7.5	100	4530	100.0	5.6	100	4729	100.0	5.8	100	13606	100.0	16.8	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1778	29.3	6.8	91	1493	33.0	5.7	102	1508	31.9	5.8	99	4112	30.2	15.8	94
NETWORK AFFILIATES - LATE	20261	1535	25.3	7.6	101	1361	30.0	6.7	120	1268	26.8	6.3	107	3617	26.6	17.9	106
INDEPENDENTS - LATE	2076	258	4.2	12.4	166	90	2.0	4.3	78	115	2.4	5.5	95	283	2.1	13.6	81
TV EVENING NTKW 6 PM - 2 AM																	
A TEAM	N 10453	762	12.5	7.3	97	667	14.7	6.4	114	709	15.0	6.8	116	2036	15.0	19.5	116
ABC MONDAY NIGHT MOVIE	A 6412	506	8.3	7.9	105	347	7.7	5.4	97	331	7.0	5.2	88	1034	7.6	16.1	96
ABC SUNDAY NIGHT MOVIE	A 12407	977	16.1	7.9	105	759	16.8	6.1	109	706	14.9	5.7	97	1911	14.0	15.4	92
ABC WORLD NEWS TONIGHT	A 6176	434	7.1	7.0	94	342	7.5	5.5	99	379	8.0	6.1	105	946	7.0	15.3	93
AFTERMASH	C 5863	471	7.8	8.0	107	479	10.6	8.2	146	*404	8.5	6.9	118	1010	7.4	17.2	103
ALICE	C 9594	699	11.5	7.3	97	661	14.6	6.9	123	573	12.1	6.0	102	1590	11.7	16.6	99
AMERICAN PARADE	C 6622	517	8.5	7.8	104	362	8.0	5.5	98	368	7.8	5.6	95	1060	7.8	16.0	95
BENSON	A 10886	822	13.5	7.6	101	490	10.8	4.5	80	699	14.8	6.4	110	1850	13.6	17.0	101
BLUE THUNDER	A 5036	386	6.4	7.7	102	333	7.4	6.6	118	326	6.9	6.5	111	999	7.3	19.8	118
CAGNEY & LACEY	C 9965	734	12.1	7.4	98	640	14.1	6.4	115	521	11.0	5.2	90	1849	13.6	18.6	110
CBS EVENING NEWS-DEAN	C 3491	*232	3.8	6.6	89	*160	3.5	4.6	82	*232	4.9	6.6	114	441	3.2	12.6	75
CBS EVENING NEWS-RATHER	C 7123	430	7.1	6.0	80	409	9.0	5.7	103	496	10.5	7.0	119	1118	8.2	15.7	93
CBS SAT. NEWS-SCHIEFFER	C 3621	250	4.1	6.9	92	144	3.2	4.0	71	271	5.7	7.5	128	482	3.5	13.3	79
CBS SATURDAY NIGHT MOVIE	C 5436	425	7.0	7.8	104	355	7.8	6.5	117	304	6.4	5.6	96	856	6.3	15.7	94
CBS WEDNESDAY NIGHT MOVIE	C 6100	439	7.2	7.2	96	366	8.1	6.0	107	343	7.3	5.6	96	1117	8.2	18.3	109
CHEERS	N 8889	894	14.7	10.1	134	516	11.4	5.8	104	599	12.7	6.7	115	1664	12.2	18.7	111
DALLAS	C 22109	1672	27.5	7.6	101	1513	33.4	6.8	122	1319	27.9	6.0	102	3850	28.3	17.4	104
DIFF'RENT STROKES	N 6940	486	8.0	7.0	93	490	10.8	7.1	126	543	11.5	7.8	134	1144	8.4	16.5	98
DOUBLE TROUBLE	N 7223	493	8.1	6.8	91	497	11.0	6.9	123	496	10.5	6.9	118	1591	11.7	22.0	131
DUCK FACTORY	N 5595	525	8.6	9.4	125	*268	5.9	4.8	86	394	8.3	7.0	121	937	6.9	16.7	100
DUKES OF HAZZARD	C 5768	272	4.5	4.7	63	464	10.2	8.0	144	432	9.1	7.5	128	1078	7.9	18.7	111
DYNASTY	A 20053	1410	23.2	7.0	94	1209	26.7	6.0	108	1136	24.0	5.7	97	3492	25.7	17.4	104
FACTS OF LIFE	N 8087	537	8.8	6.6	89	623	13.8	7.7	138	563	11.9	7.0	119	1623	11.9	20.1	119
FALCON CREST	C 20046	1388	22.9	6.9	92	1494	33.0	7.5	133	1102	23.3	5.5	94	3451	25.4	17.2	102
FALL GUY	A 9084	594	9.8	6.5	87	543	12.0	6.0	107	638	13.5	7.0	120	1733	12.7	19.1	114
FAMILY TIES	N 7964	556	9.2	7.0	93	557	12.3	7.0	125	515	10.9	6.5	111	1626	12.0	20.4	122
FANTASY ISLAND	A 7687	541	8.9	7.0	94	481	10.6	6.3	112	451	9.5	5.9	100	1383	10.2	18.0	107
FOULUPS, BLEEPs & BLUNDERS	A 8861	610	10.0	6.9	92	530	11.7	6.0	107	570	12.1	6.4	110	1463	10.8	16.5	98
FOUR SEASONS	C 5095	511	8.4	10.0	134	*354	7.8	6.9	124	*367	7.8	7.2	123	780	5.7	15.3	91
GIMME A BREAK	N 8838	595	9.8	6.7	90	587	13.0	6.6	119	458	9.7	5.2	89	1701	12.5	19.2	115
HART TO HART	A 8978	612	10.1	6.8	91	597	13.2	6.6	119	646	13.7	7.2	123	1528	11.2	17.0	101
HILL STREET BLUES	N 8590	785	12.9	9.1	122	501	11.1	5.8	104	608	12.9	7.1	121	1644	12.1	19.1	114
HOTEL	A 14085	1014	16.7	7.2	96	911	20.1	6.5	116	706	14.9	5.0	86	2323	17.1	16.5	98
JEFFERSONS	C 9360	637	10.5	6.8	91	665	14.7	7.1	127	580	12.3	6.2	106	1472	10.8	15.7	94
JENNIFER SLEPT HERE	N 5841	424	7.0	7.3	97	394	8.7	6.7	121	499	10.6	8.5	146	1056	7.8	18.1	108
KATE & ALLIE	C 9206	809	13.3	8.8	117	480	10.6	5.2	93	522	11.0	5.7	97	1533	11.3	16.7	99
KNIGHT RIDER	N 7076	608	10.0	8.6	115	404	8.9	5.7	102	395	8.4	5.6	96	1258	9.2	17.8	106
LOVE BOAT	A 12219	873	14.4	7.1	95	635	14.0	5.2	93	821	17.4	6.7	115	2202	16.2	18.0	107
MAGNUM PI	C 11199	912	15.0	8.1	109	732	16.2	6.5	117	798	16.9	7.1	122	2091	15.4	18.7	111
MAMA'S FAMILY	N 6057	463	7.6	7.6	102	427	9.4	7.0	126	430	9.1	7.1	122	972	7.1	16.0	96
MASTER, THE	N 3598	*238	3.9	6.6	88	*166	3.7	4.6	82	259	5.5	7.2	123	606	4.5	16.8	100
MATT HOUSTON	A 6344	587	9.7	9.3	123	432	9.5	6.8	122	488	10.3	7.7	132	1205	8.9	19.0	113
NBC MONDAY NIGHT MOVIE	N 11994	896	14.8	7.5	100	709	15.7	5.9	106	751	15.9	6.3	107	2101	15.4	17.5	104
NBC NIGHTLY NEWS	N 5132	339	5.6	6.6	88	301	6.6	5.9	105	270	5.7	5.3	90	876	6.4	17.1	102
NBC NIGHTLY NEWS-SAT	N 3375	*198	3.3	5.9	78	*220	4.9	6.5	117	*221	4.7	6.5	112	482	3.5	14.3	85
NBC NIGHTLY NEWS-SUN	N 3130	*237	3.9	7.6	101	*181	4.0	5.8	103	*157	3.3	5.0	86	502	3.7	16.0	95
NBC SUNDAY NIGHT MOVIE	N 8284	870	14.3	10.5	140	514	11.3	6.2	111	602	12.7	7.3	124	1493	11.0	18.0	107
NEWHART	C 9240	762	12.5	8.2	110	657	14.5	7.1	127	487	10.3	5.3	90	1619	11.9	17.5	104
ONE DAY AT A TIME	C 7288	511	8.4	7.0	93	389	8.6	5.3	95	451	9.5	6.2	106	1223	9.0	16.8	100
PEOPLE ARE FUNNY	N 4855	378	6.2	7.8	104	402	8.9	5.3	148	338	7.1	7.0	119	847	6.2	17.4	104
REAL PEOPLE	N 8869	586	9.6	6.6	88	503	11.1	5.7	101	619	13.1	7.0	120	1562	11.5	17.6	105
REMINGTON STEELE	N 7743	464	7.6	6.0	80	529	11.7	6.8	122	430	9.1	5.6	95	1522	11.2	19.7	117
RIPLEY'S BELIEVE IT - NOT	A 5345	445	7.3	8.3	111	320	7.1	6.0	107	499	10.6	9.3	160	791	5.8	14.8	88
RIPTIDE	N 6988	534	8.8	7.6	102	522	11.5	7.5	134	352	7.4	5.0	86	1404	10.3	20.1	120
SCARECROW & MRS. KING	C 10002	754	12.4	7.5	101	529	11.7	5.3	95	574	12.1	5.7	98	1752	12.9	17.5	104
SIMON & SIMON	C 10638	718	11.8	6.7	90	794	17.5	7.5	133	758	16.0	7.1	122	2240	16.5	21.1	125
60 MINUTES	C 13293	1105	18.2	8.3	111	703	15.5	5.3	95	727	15.4	5.5	94	2039	15.0	15.3	91
ST. ELSEWHERE	N 7017	652	10.7	9.3	124	559	12.3	8.0	142	576	12.2	8.2	141	1552	11.4	22.1	132
THREE'S COMPANY	A 10917	795	13.1	7.3	97	716	15.8	6.6	117	729	15.4	6.7	114	2130	15.7	19.5	116
T.J. HOOKER	A 9204	635	10.5	6.9	92	497	11.0	5.4	97	630	13.3	6.8	117	1555	11.4	16.9	101
TONIGHT SHOW	N 2372	170	2.8	7.2	96	120	2.6	5.1	90	130	2.7	5.5	94	406	3.0	17.1	102

	TOTAL U.S. '000	STOUFFER'S FRENCH BREAD				TOMBSTONE				TONY'S				TOTINO'S			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4574	100.0	5.6	100	4123	100.0	5.1	100	8499	100.0	10.5	100	10851	100.0	13.4	100
18 - 24	9282	*414	9.1	4.5	79	535	13.0	5.8	113	1226	14.4	13.2	126	1360	12.5	14.7	109
25 - 34	19072	1066	23.3	5.6	99	1205	29.2	6.3	124	2299	27.1	12.1	115	3317	30.6	17.4	130
35 - 44	14591	925	20.2	6.3	112	821	19.9	5.6	111	1923	22.6	13.2	126	2128	19.6	14.6	109
45 - 54	11345	777	17.0	6.8	121	553	13.4	4.9	96	1260	14.8	11.1	106	1584	14.6	14.0	104
55 - 64	11635	686	15.0	5.9	104	632	15.3	5.4	107	886	10.4	7.6	73	1139	10.5	9.8	73
65 OR OLDER	15061	706	15.4	4.7	83	*377	9.1	2.5	49	905	10.6	6.0	57	1323	12.2	8.8	66
18 - 34	28354	1480	32.4	5.2	92	1741	42.2	6.1	121	3525	41.5	12.4	118	4677	43.1	16.5	123
18 - 49	48339	2815	61.5	5.8	103	2823	68.5	5.8	115	6142	72.3	12.7	121	7471	68.9	15.5	115
25 - 54	45008	2768	60.5	6.2	109	2580	62.6	5.7	113	5482	64.5	12.2	116	7028	64.8	15.6	117
35 - 49	19985	1336	29.2	6.7	118	1082	26.2	5.4	106	2617	30.8	13.1	125	2793	25.7	14.0	104
50 OR OLDER	32647	1759	38.5	5.4	95	1301	31.6	4.0	78	2357	27.7	7.2	69	3380	31.1	10.4	77
GRADUATED COLLEGE	11155	777	17.0	7.0	123	590	14.3	5.3	104	927	10.9	8.3	79	1540	14.2	13.8	103
ATTENDED COLLEGE	13682	1115	24.4	8.1	144	784	19.0	5.7	113	1590	18.7	11.6	111	2317	21.4	16.9	126
GRADUATED HIGH SCHOOL	33880	1929	42.2	5.7	101	1875	45.5	5.5	109	3941	46.4	11.6	111	4830	44.5	14.3	106
DID NOT GRADUATE HIGH SCHOOL	22270	754	16.5	3.4	60	874	21.2	3.9	77	2041	24.0	9.2	87	2163	19.9	9.7	72
EMPLOYED	40306	2553	55.8	6.3	112	2203	53.4	5.5	107	4598	54.1	11.4	109	5796	53.4	14.4	107
EMPLOYED FULL-TIME	32850	2070	45.3	6.3	112	1722	41.8	5.2	103	3602	42.4	11.0	104	4637	42.7	14.1	105
EMPLOYED PART-TIME	7456	*484	10.6	6.5	115	*481	11.7	6.5	127	996	11.7	13.4	127	1159	10.7	15.5	116
NOT EMPLOYED	40680	2021	44.2	5.0	88	1920	46.6	4.7	93	3901	45.9	9.6	91	5054	46.6	12.4	93
PROFESSIONAL/MANAGER	10392	850	18.6	8.2	145	514	12.5	4.9	97	885	10.4	8.5	81	1404	12.9	13.5	101
TECH/CLERICAL/SALES	17574	1074	23.5	6.1	108	1002	24.3	5.7	112	1928	22.7	11.0	105	2794	25.7	15.9	119
PRECISION/CRAFT	985	*442	0.9	4.3	75	*267	1.6	6.8	134	*1138	1.6	14.0	134	*1101	0.9	10.3	77
OTHER EMPLOYED	11354	588	12.9	5.2	92	621	15.1	5.5	107	1646	19.4	14.5	138	1497	13.8	13.2	98
SINGLE	9863	602	13.2	6.1	108	473	11.5	4.8	94	820	9.6	8.3	79	948	8.7	9.6	72
MARRIED	51375	3003	65.7	5.8	103	3085	74.8	6.0	118	5654	66.5	11.0	105	7812	72.0	15.2	113
DIVORCED/SEPARATED/WIDOWED	19748	969	21.2	4.9	87	565	13.7	2.9	56	2025	23.8	10.3	98	2090	19.3	10.6	79
PARENTS	32590	1775	38.8	5.4	96	2292	55.6	7.0	138	4675	55.0	14.3	137	5606	51.7	17.2	128
WHITE	70416	4003	87.5	5.7	101	3860	93.6	5.5	108	7639	89.9	10.8	103	9825	90.5	14.0	104
BLACK	8778	*448	9.8	5.1	90	*194	4.7	2.2	43	741	8.7	8.4	80	780	7.2	8.9	66
OTHER	1791	*123	2.7	6.9	122	*69	1.7	3.9	76	*118	1.4	6.6	63	*245	2.3	13.7	102
NORTHEAST-CENSUS	17786	1209	26.4	6.8	120	*263	1.5	0.4	7	999	11.8	5.6	54	738	6.8	4.1	31
NORTH CENTRAL	20741	1043	22.8	5.0	89	3650	88.5	17.6	346	3451	40.6	16.6	159	4098	37.8	19.8	147
SOUTH	27775	1339	29.3	4.8	85	*162	3.9	0.6	11	2767	32.6	10.0	95	3811	35.1	13.7	102
WEST	14683	983	21.5	6.7	119	*249	6.0	1.7	33	1283	15.1	8.7	83	2203	20.3	15.0	112
NORTHEAST-MKTG.	17961	1241	27.1	6.9	122	*100	2.4	0.6	11	843	9.9	4.7	45	922	8.5	5.1	38
EAST CENTRAL	11885	796	17.4	6.7	119	643	15.6	5.4	106	1733	20.4	14.6	139	1388	12.8	11.7	87
WEST CENTRAL	14090	560	12.2	4.0	70	3242	78.6	23.0	452	2382	28.0	16.9	161	3251	30.0	23.1	172
SOUTH	24081	1100	24.0	4.6	81	*134	3.3	0.6	11	2482	29.2	10.3	98	3445	31.7	14.3	107
PACIFIC	12969	877	19.2	6.8	120	*5	0.1	0.0	1	1058	12.4	8.2	78	1844	17.0	14.2	106
COUNTY SIZE A	32439	2403	52.5	7.4	131	1429	34.7	4.4	87	1940	22.8	6.0	57	3477	32.0	10.7	80
COUNTY SIZE B	24915	1412	30.9	5.7	100	928	22.5	3.7	73	3058	36.0	12.3	117	3595	33.1	14.4	108
COUNTY SIZE C	12930	554	12.1	4.3	76	652	15.8	5.0	99	1818	21.4	14.1	134	1866	17.2	14.4	108
COUNTY SIZE D	10703	*205	4.5	1.9	34	1115	27.0	10.4	205	1683	19.8	15.7	150	1913	17.6	17.9	133
METRO CENTRAL CITY	24518	1356	29.6	5.5	98	824	20.0	3.4	66	2210	26.0	9.0	86	2946	27.1	12.0	90
METRO SUBURBAN	35919	2664	58.2	7.4	131	1905	46.2	5.3	104	3118	36.7	8.7	83	4910	45.2	13.7	102
NON METRO	20549	*554	12.1	2.7	48	1394	33.8	6.8	133	3170	37.3	15.4	147	2994	27.6	14.6	109
TOP 5 ADI'S	18341	1291	28.2	7.0	125	817	19.8	4.5	87	633	7.4	3.5	33	1483	13.7	8.1	60
TOP 10 ADI'S	25378	1736	38.0	6.8	121	925	22.4	3.6	72	1273	15.0	5.0	48	2196	20.2	8.7	65
TOP 20 ADI'S	36488	2595	56.7	7.1	126	1720	41.7	4.7	93	2196	25.8	6.0	57	3950	36.4	10.8	81
HSHLD INC. \$50,000 OR MORE	6612	*690	15.1	10.4	185	*245	5.9	3.7	73	*518	6.1	7.8	75	897	8.3	13.6	101
\$40,000 OR MORE	12659	1231	26.9	9.7	172	*513	12.4	4.1	80	1057	12.4	8.3	80	1794	16.5	14.2	106
\$30,000 OR MORE	24698	1890	41.3	7.7	135	1466	35.6	5.9	117	2283	26.9	9.2	88	3534	32.6	14.3	107
\$25,000 OR MORE	32077	2327	50.9	7.3	128	1939	47.0	6.0	119	3252	38.3	10.1	97	4742	43.7	14.8	110
\$20,000 - \$24,999	9144	564	12.3	6.2	109	641	15.5	7.0	138	1074	12.6	11.7	112	1392	12.8	15.2	114
\$15,000 - \$19,999	8728	*404	8.8	4.6	82	*363	8.8	4.2	82	903	10.6	10.3	99	1200	11.1	13.7	103
\$10,000 - \$14,999	12562	562	12.3	4.5	79	543	13.2	4.3	85	1408	16.6	11.2	107	1682	15.5	13.4	100
UNDER \$10,000	18475	717	15.7	3.9	69	638	15.5	3.5	68	1863	21.9	10.1	96	1835	16.9	9.9	74
HOUSEHOLD OF 1 PERSON	11987	648	14.2	5.4	96	324	7.9	2.7	53	757	8.9	6.3	60	873	8.0	7.3	54
2 PEOPLE	26577	1432	31.3	5.4	95	1088	26.4	4.1	80	2235	26.3	8.4	80	3020	27.8	11.4	85
3 OR 4 PEOPLE	30617	1714	37.5	5.6	99	1915	46.4	6.3	123	3908	46.0	12.8	122	4824	44.5	15.8	118
5 OR MORE PEOPLE	11804	*780	17.1	6.6	117	796	19.3	6.7	132	1599	18.8	13.5	129	2134	19.7	18.1	135
NO CHILD IN HSHLD	46165	2710	59.2	5.9	104	1814	44.0	3.9	77	3578	42.1	7.8	74	4947	45.6	10.7	80
CHILD(REN) UNDER 2 YRS	5325	*128	2.8	2.4	43	*432	10.5	8.1	159	715	8.4	13.4	128	764	7.0	14.3	107
2 - 5 YEARS	14221	598	13.1	4.2	74	902	21.9	6.3	125	1806	21.2	12.7	121	2399	22.1	16.9	126
6 - 11 YEARS	15117	797	17.4	5.3	93	1178	28.6	7.8	153	2065	24.3	13.7	130	2936	27.1	19.4	145
12 - 17 YEARS	16611	1074	23.5	6.5	114	1072	26.0	6.5	127	2538	29.9	15.3	146	2971	27.4	17.9	133
RESIDENCE OWNED	55884	3271	71.5	5.9	104	3092	75.0	5.5	109	6121	72.0	11.0	104	8118	74.8	14.5	108
VALUE: \$50,000 OR MORE	31744	2238	48.9	7.1	125	1903	46.2	6.0	118	3015	35.5	9.5	91	4540	41.8	14.3	107
VALUE: UNDER \$50,000	24140	1033	22.6	4.3	76	1189	28.8	4.9	97	3106	36.5	12.9	123	3578	33.0	14.8	111

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	TOTAL U.S. '000	STOUFFER'S FRENCH BREAD				TOMBSTONE				TONY'S				TOTINO'S			
		A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	4574	100.0	5.6	100	4123	100.0	5.1	100	8499	100.0	10.5	100	10851	100.0	13.4	100
ATLANTIC MONTHLY	415	**26	0.5	6.3	111	**11	0.3	2.7	52	**61	0.7	14.7	140	**29	0.3	7.0	52
BARRON'S	453	**52	1.1	11.5	203	**27	0.7	6.0	117	**12	0.1	2.6	25	**95	0.9	21.0	157
BETTER HOMES & GARDENS	16256	1150	25.1	7.1	125	933	22.6	5.7	113	1851	21.8	11.4	109	2529	23.3	15.6	116
BON APPETIT	2535	*216	4.7	8.5	151	**79	1.9	3.1	61	*237	2.8	9.3	89	356	3.3	14.0	105
BUSINESS WEEK	1278	**83	1.8	6.5	115	**37	0.9	2.9	57	**51	0.6	4.0	38	*217	2.0	17.0	127
CAR AND DRIVER	378	**58	1.3	15.3	272	**11	0.3	2.9	57	**46	0.5	12.2	116	**64	0.6	16.9	126
CBS MAGAZINE NETWORK (GROSS)	1498	**257	5.6	17.2	304	**74	1.8	4.9	97	*209	2.5	14.0	133	*201	1.9	13.4	100
CHANGING TIMES	1505	**115	2.5	7.6	135	**88	2.1	5.8	115	*186	2.2	12.4	118	*244	2.2	16.2	121
COLONIAL HOMES	1231	**73	1.6	5.9	105	**27	0.7	2.2	43	**125	1.5	10.2	97	*181	1.7	14.7	110
CONDE NAST MAG. PKG. (GROSS)	14146	1134	24.8	8.0	142	731	17.7	5.2	102	1447	17.0	10.2	97	2359	21.7	16.7	124
CONSUMERS DIGEST	1323	**163	3.6	12.3	218	**35	0.8	2.6	52	**87	1.0	6.6	63	**145	1.3	11.0	82
COSMOPOLITAN	7102	506	11.1	7.1	126	276	6.7	3.9	76	686	8.1	9.7	92	1024	9.4	14.4	108
COUNTRY LIVING	2481	*198	4.3	8.0	141	*182	4.4	7.3	144	*324	3.8	13.1	124	321	3.0	12.9	97
CUISINE	1472	**135	3.0	9.2	162	**32	0.8	2.2	43	**147	1.7	10.0	95	*177	1.6	12.0	90
CYCLE WORLD	425	**46	1.0	10.8	192	**31	0.8	7.3	143	**67	0.8	15.8	150	**59	0.5	13.9	104
DCI:CREATIVE IDEAS FOR LIV	2510	**142	3.1	5.7	100	**88	2.1	3.5	69	292	3.4	11.6	111	416	3.8	16.6	124
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	469	10.3	7.0	124	*148	3.6	2.2	43	657	7.7	9.8	94	1055	9.7	15.8	118
DISCOVER	894	**58	1.3	6.5	115	**50	1.2	5.6	110	**69	0.8	7.7	74	**112	1.0	12.5	94
EDMUND	3507	265	5.8	7.6	134	*108	2.6	3.1	60	299	3.5	8.5	81	339	3.1	9.7	72
ESQUIRE	1083	**74	1.6	6.8	121	**39	0.9	3.6	71	**36	0.4	3.3	32	*156	1.4	14.4	108
ESSENCE	1830	*122	2.7	6.7	118	**69	1.7	3.8	74	*170	2.0	9.3	89	266	2.5	14.5	108
FAMILY CIRCLE	15930	1071	23.4	6.7	119	988	24.0	6.2	122	1869	22.0	11.7	112	2772	25.5	17.4	130
THE FAMILY HANDYMAN	1126	**97	2.1	8.6	153	**85	2.1	7.5	148	*195	2.3	17.3	165	*252	2.3	22.4	167
FAMILY WEEKLY	11468	464	10.1	4.0	72	678	16.4	5.9	116	1326	15.6	11.6	110	1516	14.0	13.2	99
FIELD & STREAM	2234	*192	4.2	8.6	152	*157	3.8	7.0	138	*221	2.6	9.9	94	499	4.6	22.3	167
FOOD & WINE	579	**27	0.6	4.7	83	**10	0.2	1.7	34	**55	0.6	9.5	91	**83	0.8	14.3	107
FORBES	728	**79	1.7	10.9	192	**23	0.6	3.2	62	**55	0.6	7.6	72	**107	1.0	14.7	110
FORTUNE	906	**90	2.0	9.9	176	**51	1.2	5.6	111	*771	0.8	7.8	75	*169	1.6	18.7	139
GENTLEMAN'S QUARTERLY	791	**49	1.1	6.2	110	**6	0.1	0.8	15	*78	0.9	9.9	94	*122	1.1	15.4	115
GLAMOUR	5265	371	8.1	7.0	125	313	7.6	5.9	117	622	7.3	11.8	113	940	8.7	17.9	133
GOLF DIGEST	636	**45	1.0	7.1	125	**58	1.4	9.1	179	**85	1.0	13.4	127	*779	0.7	12.4	93
GOLF DIGEST/TENNIS (GROSS)	1186	**63	1.4	5.3	94	**76	1.8	6.4	126	*123	1.4	10.4	99	*160	1.5	13.5	101
GOLF MAGAZINE	441	**29	0.6	6.6	116	**26	0.6	5.9	116	*771	0.8	16.1	153	*770	0.6	15.9	118
GOLF MAGAZINE/SKI (GROSS)	922	**35	0.8	3.8	67	**49	1.2	5.3	104	**106	1.2	11.5	110	*134	1.2	14.5	108
GOOD HOUSEKEEPING	16487	1120	24.5	6.8	120	1114	27.0	6.8	133	1887	22.2	11.4	109	2583	23.8	15.7	117
HARPER'S BAZAAR	2423	*193	4.2	8.0	141	*118	2.9	4.9	96	302	3.6	12.5	119	410	3.8	16.9	126
HEALTH	1994	**134	2.9	6.7	119	*129	3.1	6.5	127	*230	2.7	11.5	110	328	3.0	16.4	123
HEARST MAG CORP. BUY (GROSS)	44101	3084	67.4	7.0	124	2689	65.2	6.1	120	4992	58.7	11.3	108	6989	64.4	15.8	118
HEARST MAN POWER (GROSS)	1993	*106	2.3	5.3	94	*197	4.8	9.9	194	331	3.9	16.6	158	390	3.6	19.6	146
HEARST WOMAN POWER (GROSS)	31274	2202	48.1	7.0	125	2007	48.7	6.4	126	3507	41.3	11.2	107	4991	46.0	16.0	119
HOUSE BEAUTIFUL	3623	*253	5.5	7.0	124	*138	3.3	3.8	75	349	4.1	9.6	92	562	5.2	15.5	116
INC.	283	**31	0.7	11.0	194	**8	0.2	2.8	56	*11	0.1	3.9	37	*87	0.8	30.7	229
JET	2928	*169	3.7	5.8	102	*68	1.6	2.3	46	268	3.2	9.2	87	307	2.8	10.5	78
LADIES' HOME JOURNAL	11918	1043	22.8	8.8	155	712	17.3	6.0	117	1429	16.8	12.0	114	2112	19.5	17.7	132
LHJ FAMILY GRP COMBO(GROSS)	16764	1356	29.6	8.1	143	1027	24.9	6.1	120	2023	23.8	12.1	115	2882	26.6	17.2	128
LIFE	4254	322	7.0	7.6	134	213	5.2	5.0	98	362	4.3	8.5	81	646	6.0	15.2	113
L.A. TIMES HOME MAGAZINE	1145	*178	3.9	15.5	275	**0	0.0	0.0	0	*19	0.2	1.7	16	*151	1.4	13.2	98
MADMOISELLE	2884	*259	5.7	9.0	159	*154	3.7	5.3	105	251	3.0	8.7	83	492	4.5	17.1	127
MC CALL'S	13460	955	20.9	7.1	126	989	24.0	7.3	144	1602	18.8	11.9	113	2244	20.7	16.7	124
MC CALL'S/WRK MOTHER (GROSS)	14606	1075	23.5	7.4	130	1114	27.0	7.6	150	1791	21.1	12.3	117	2413	22.2	16.5	123
MECHANIX ILLUSTRATED	772	**10	0.2	1.3	23	**22	0.5	2.8	56	*161	1.9	20.9	199	*160	1.5	20.7	155
METROPOLITAN HOME	967	**47	1.0	4.9	86	**24	0.6	2.5	49	*771	0.8	7.3	70	*99	0.9	10.2	76
MONEY	1588	*167	3.7	10.5	186	*79	1.9	5.0	98	*135	1.6	8.5	81	*264	2.4	16.6	124
MOTHER EARTH NEWS	1002	**59	1.3	5.9	104	*123	3.0	12.3	241	*115	1.4	11.5	109	*203	1.9	20.3	151
MS.	825	**53	1.2	6.4	114	*43	1.0	5.2	102	*80	0.9	9.7	92	*75	0.7	9.1	68
NATIONAL ENQUIRER	10336	527	11.5	5.1	90	556	13.5	5.4	106	1286	15.1	12.4	119	1459	13.4	14.1	105
NATIONAL GEOGRAPHIC	9597	732	16.0	7.6	135	474	11.5	4.9	97	873	10.3	9.1	87	1415	13.0	14.7	110
NATIONAL SUNDAY MAGAZINE PKG	49558	3199	69.9	6.5	114	2669	64.7	5.4	106	4870	57.3	9.8	94	6960	64.1	14.0	105
NATURAL HISTORY	573	*170	1.5	12.2	216	*1	0.0	0.2	3	*42	0.5	7.3	70	*29	0.3	5.1	38
NEW WOMAN	1699	**47	3.2	8.7	153	*116	2.8	6.8	134	280	3.3	16.5	157	*237	2.2	13.9	104
NEW YORK INCLUDING CUE	443	**23	0.5	5.2	92	*3	0.1	0.7	13	*6	0.1	1.4	13	*19	0.2	4.3	32
THE NEW YORKER	1270	*86	1.9	6.8	120	*32	0.8	2.5	49	*98	1.2	7.7	74	*129	1.2	10.2	76
NEWSWEEK	6277	388	8.5	6.2	109	329	8.0	5.2	103	584	6.9	9.3	89	878	8.1	14.0	104
THE N.Y. TIMES DAILY EDITION	1205	*28	0.6	2.3	41	*5	0.1	0.4	8	*11	0.1	0.9	9	*45	0.4	3.7	28
THE N.Y. TIMES MAGAZINE	2081	*69	1.5	3.3	59	*9	0.2	0.4	8	*71	0.8	3.4	33	*82	0.8	3.9	29
OWN	788	*33	0.7	4.2	74	*36	0.9	4.6	90	*128	1.5	16.2	155	*149	1.4	18.9	141
ON CABLE	1158	**104	2.3	9.0	159	*64	1.6	5.5	109	*172	2.0	14.9	142	*304	2.8	26.3	196
1001 HOME IDEAS	2852	*179	3.9	6.3	111	*186	4.5	6.5	128	363	4.3	12.7	121	441	4.1	15.5	115
ORGANIC GARDENING	1658	**44	1.0	2.7	47	*160	3.9	9.7	190	*244	2.9	14.7	140	*236	2.2	14.2	106
OUTDOOR LIFE	896	*43	0.9	4.8	85	*85	2.1	9.5	186	*127	1.5	14.2	135	*172	1.6	19.2	143
PARADE MAGAZINE	24275	1652	36.1	6.8	120	971	23.6	4.0	79	2162	25.4	8.9	85	3250	30.0	13.4	100

	TOTAL U.S. '000	STOUFFER'S FRENCH BREAD				TOMBSTONE				TONY'S				TOTINO'S			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	4574	100.0	5.6	100	4123	100.0	5.1	100	8499	100.0	10.5	100	10851	100.0	13.4	100
PARENTS	3845	**222	4.9	5.8	102	215	5.2	5.6	110	546	6.4	14.2	135	564	5.2	14.7	109
PENTHOUSE	831	**13	0.3	1.6	28	**16	0.4	1.9	38	**91	1.1	11.0	104	**113	1.0	13.6	101
PEOPLE	11645	999	21.8	8.6	152	588	14.3	5.0	99	1169	13.8	10.0	96	1971	18.2	16.9	126
PLAYBOY	2006	**82	1.8	4.1	72	**94	2.3	4.7	92	*208	2.4	10.4	99	*276	2.5	13.8	103
POPULAR HOT RODDING	297	**8	0.2	2.7	48	**35	0.8	11.8	231	**49	0.6	16.5	157	**53	0.5	17.8	133
POPULAR MECHANICS	1018	**25	0.5	2.5	43	**99	2.4	9.7	191	*226	2.7	22.2	212	*232	2.1	22.8	170
POPULAR SCIENCE	878	**131	2.9	14.9	264	**32	0.8	3.6	72	**147	1.7	16.7	160	**136	1.3	15.5	116
PREVENTION	3913	*278	6.1	7.1	126	*105	2.5	2.7	53	354	4.2	9.0	86	532	4.9	13.6	101
PSYCHOLOGY TODAY	1710	*167	3.7	9.8	173	*81	2.0	4.7	93	*222	2.6	13.0	124	*200	1.8	11.7	87
READER'S DIGEST	22204	1429	31.2	6.4	114	1226	29.7	5.5	108	2635	31.0	11.9	113	3589	33.1	16.2	121
REDBOOK	7684	577	12.6	7.5	133	616	14.9	8.0	157	934	11.0	12.2	116	1384	12.8	18.0	134
ROAD & TRACK	410	**65	1.4	15.9	281	**11	0.3	2.7	53	**96	1.1	23.4	223	**62	0.6	15.1	113
ROLLING STONE	969	**70	1.5	7.2	128	**49	1.2	5.1	99	*128	1.5	13.2	126	*119	1.1	12.3	92
RUNNER'S WORLD	298	**13	0.3	4.4	77	**14	0.3	4.7	92	**15	0.2	5.0	48	**29	0.3	9.7	73
SATURDAY EVENING POST	1169	**74	1.6	6.3	112	*79	1.9	6.8	133	*119	1.4	10.2	97	*178	1.6	15.2	114
SCIENCE 84	587	**55	1.2	9.4	166	**17	0.4	2.9	57	**110	1.3	18.7	179	**102	0.9	17.4	130
SCIENCE DIGEST	482	**49	1.1	10.2	180	**37	0.9	7.7	151	**39	0.5	8.1	77	**37	0.3	7.7	57
SCIENTIFIC AMERICAN	594	**72	1.6	12.1	215	*24	0.6	4.0	79	**55	0.6	9.3	88	**63	0.6	10.6	79
SELF	2089	*170	3.7	8.1	144	*135	3.3	6.5	127	*242	2.8	11.6	110	382	3.5	18.3	136
SEVENTEEN	2411	*193	4.2	8.0	142	*178	4.3	7.4	145	253	3.0	10.5	100	316	2.9	13.1	98
SKI	480	**6	0.1	1.3	22	**23	0.6	4.8	94	**36	0.4	7.5	71	**65	0.6	13.5	101
SMITHSONIAN	2760	*191	4.2	6.9	123	*64	1.6	2.3	46	*230	2.7	8.3	79	331	3.1	12.0	90
SOAP OPERA DIGEST	3013	*221	4.8	7.3	130	*219	5.3	7.3	143	424	5.0	14.1	134	555	5.1	18.4	137
SOUTHERN LIVING	4184	327	7.1	7.8	138	**61	1.5	1.5	29	366	4.3	8.7	83	639	5.9	15.3	114
SPORT	559	**46	1.0	8.2	146	**28	0.7	5.0	98	**47	0.6	8.4	80	**146	1.3	26.1	195
THE SPORTING NEWS	436	**36	0.8	8.3	146	**44	1.1	10.1	198	**70	0.8	16.1	153	**62	0.6	14.2	106
SPORTS AFIELD	493	**32	0.7	6.5	115	**61	1.5	12.4	243	**67	0.8	13.6	130	**122	1.1	24.7	185
SPORTS ILLUSTRATED	2758	*233	5.1	8.4	150	*96	2.3	3.5	68	307	3.6	11.1	106	416	3.8	15.1	113
STAR	7456	392	8.6	5.3	93	314	7.6	4.2	83	757	8.9	10.2	97	1214	11.2	16.3	122
SUNDAY	24936	1802	39.4	7.2	128	1393	33.8	5.6	110	2442	28.7	9.8	93	3514	32.4	14.1	105
SUNSET	2124	*193	4.2	9.1	161	**31	0.8	1.5	29	*211	2.5	9.9	95	419	3.9	19.7	147
TV GUIDE	21661	1316	28.8	6.1	108	1030	25.0	4.8	93	2383	28.0	11.0	105	3042	28.0	14.0	105
TENNIS	550	**18	0.4	3.3	58	**18	0.4	3.3	64	**38	0.4	6.9	66	**81	0.7	14.7	110
TIME	8880	674	14.7	7.6	134	437	10.6	4.9	97	699	8.2	7.9	75	1260	11.6	14.2	106
TONN & COUNTRY	917	**56	1.2	6.1	108	**21	0.5	2.3	45	**48	0.6	5.2	50	**123	1.1	13.4	100
TRAVEL & LEISURE	972	**72	1.6	7.4	131	**55	1.3	5.7	111	**61	0.7	6.3	60	**69	0.6	7.1	53
TRUE STORY	3356	**101	2.2	3.0	53	203	4.9	6.0	119	534	6.3	15.9	152	556	5.1	16.6	124
U.S. NEWS & WORLD REPORT	3410	*255	5.6	7.5	132	*153	3.7	4.5	88	360	4.2	10.6	101	488	4.5	14.3	107
USA TODAY	1759	*152	3.3	8.6	153	*114	2.8	6.5	127	*224	2.6	12.7	121	*344	3.2	19.6	146
US	1873	*184	4.0	9.8	174	**91	2.2	4.9	95	*245	2.9	13.1	125	387	3.6	20.7	154
VOGUE	3909	335	7.3	8.6	152	*129	3.1	3.3	65	332	3.9	8.5	81	545	5.0	13.9	104
WALL STREET JOURNAL	1886	*113	2.5	6.0	106	**66	1.6	3.5	69	**72	0.8	3.8	36	*195	1.8	10.3	77
WEIGHT WATCHERS	2120	*189	4.1	8.9	158	*195	4.7	9.2	181	296	3.5	14.0	133	415	3.8	19.6	146
WOMAN'S DAY	14172	945	20.7	6.7	118	872	21.1	6.2	121	1505	17.7	10.6	101	2432	22.4	17.2	128
WORKING MOTHER	1146	**120	2.6	10.5	185	*125	3.0	10.9	214	*189	2.2	16.5	157	*169	1.6	14.7	110
WORKING WOMAN	1322	**104	2.3	7.9	139	**75	1.8	5.7	111	*186	2.2	14.1	134	*211	1.9	16.0	119
WORLD TENNIS	*163	**13	0.3	8.0	141	**5	0.1	3.1	60	**4	0.0	2.5	23	**9	0.1	5.5	41
ZIFF-DAVIS MAG NETMK (GROSS)	2532	*158	3.5	6.2	110	*126	3.1	5.0	98	*225	2.6	8.9	85	325	3.0	12.8	96
BLAIR INSERTS	43657	2946	64.4	6.7	119	2281	55.3	5.2	103	4035	47.5	9.2	88	6024	55.5	13.8	103
DAILY NEWSPAPERS																	
READ ANY	51633	3000	65.6	5.8	103	2619	63.5	5.1	100	5248	61.7	10.2	97	7003	64.5	13.6	101
READ ONE	43463	2412	52.7	5.5	98	2261	54.8	5.2	102	4520	53.2	10.4	99	6118	56.4	14.1	105
READ TWO OR MORE	8170	588	12.9	7.2	127	358	8.7	4.4	86	727	8.6	8.9	85	885	8.2	10.8	81
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3286	71.8	6.2	110	2798	67.9	5.3	104	5421	63.8	10.3	98	7173	66.1	13.6	102
READ ONE	46126	2861	62.5	6.2	110	2483	60.2	5.4	106	4889	57.5	10.6	101	6491	59.8	14.1	105
READ TWO OR MORE	6552	424	9.3	6.5	115	316	7.7	4.8	95	532	6.3	8.1	77	682	6.3	10.4	78
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.88				27.98				27.09				28.69			
30 DAY REACH	71455	4048	88.5	5.7	100	3670	89.0	5.1	101	7604	89.5	10.6	101	9562	88.1	13.4	100
50 SHWG - 30 DAY AV FREQ	14.56	14.50				14.78				14.20				14.97			
30 DAY REACH	67742	3892	85.1	5.7	102	3476	84.3	5.1	101	7257	85.4	10.7	102	9170	84.5	13.5	101
25 SHWG - 30 DAY AV FREQ	7.94	7.70				7.97				7.79				8.09			
30 DAY REACH	62117	3623	79.2	5.8	103	3251	78.9	5.2	103	6575	77.4	10.6	101	8454	77.9	13.6	102
CABLE TV: HOME WIRED	32077	2191	47.9	6.8	121	1257	30.5	3.9	77	4120	48.5	12.8	122	4674	43.1	14.6	109
HOME NOT WIRED	48909	2384	52.1	4.9	86	2866	69.5	5.9	115	4379	51.5	9.0	85	6176	56.9	12.6	94
HAVE PAY CABLE	15935	1194	26.1	7.5	133	677	16.4	4.2	83	2196	25.8	13.8	131	2740	25.3	17.2	128

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		STOUFFER'S FRENCH BREAD				TOMBSTONE				TONY'S				TOTINO'S				
		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	4574	100.0	5.6	100	4123	100.0	5.1	100	8499	100.0	10.5	100	10851	100.0	13.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26053	1542	33.7	5.9	105	1010	24.5	3.9	76	2398	28.2	9.2	88	3030	27.9	11.6	87
NETWORK AFFILIATES - LATE		20261	1203	26.3	5.9	105	1167	28.3	5.8	113	2145	25.2	10.6	101	2941	27.1	14.5	108
INDEPENDENTS - LATE		2076	139	3.0	6.7	119	*53	1.3	2.6	50	145	1.7	7.0	67	246	2.3	11.8	88
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	586	12.8	5.6	99	456	11.1	4.4	86	1142	13.4	10.9	104	1584	14.6	15.2	113
ABC MONDAY NIGHT MOVIE	A	6412	343	7.5	5.3	95	436	10.6	6.8	134	717	8.4	11.2	107	820	7.6	12.8	95
ABC SUNDAY NIGHT MOVIE	A	12407	814	17.8	6.6	116	596	14.5	4.8	94	1145	13.5	9.2	88	1498	13.8	12.1	90
ABC WORLD NEWS TONIGHT	A	6176	328	7.2	5.3	94	189	4.6	3.1	60	692	8.1	11.2	107	678	6.2	11.0	82
AFTERMASH	C	5863	*373	8.2	6.4	113	361	8.8	6.2	121	641	7.5	10.9	104	746	6.9	12.7	95
ALICE	C	9594	580	12.7	6.0	107	428	10.4	4.5	88	1031	12.1	10.7	102	1200	11.1	12.5	93
AMERICAN PARADE	C	6622	399	8.7	6.0	107	318	7.7	4.8	94	666	7.8	10.1	96	721	6.6	10.9	81
BENSON	A	10886	659	14.4	6.1	107	593	14.4	5.4	107	1064	12.5	9.8	93	1297	12.0	11.9	89
BLUE THUNDER	A	5036	288	6.3	5.7	101	261	6.3	5.2	102	426	5.0	8.5	81	743	6.8	14.8	110
CAGNEY & LACEY	C	9965	600	13.1	6.0	107	682	16.5	6.8	134	1084	12.8	10.9	104	1543	14.2	15.5	116
CBS EVENING NEWS-DEAN	C	3491	*258	5.6	7.4	131	*123	3.0	3.5	69	*190	2.2	5.4	52	389	3.6	11.1	83
CBS EVENING NEWS-RATHER	C	7123	468	10.2	6.6	116	342	8.3	4.8	94	631	7.4	8.9	84	1024	9.4	14.4	107
CBS SAT. NEWS-SCHIEFFER	C	3621	258	5.6	7.1	126	126	3.1	3.5	68	244	2.9	6.7	64	445	4.1	12.3	92
CBS SATURDAY NIGHT MOVIE	C	5436	247	5.4	4.5	80	240	5.8	4.4	87	528	6.2	9.7	93	796	7.3	14.6	109
CBS WEDNESDAY NIGHT MOVIE	C	6100	276	6.0	4.5	80	283	6.9	4.6	91	702	8.3	11.5	110	798	7.4	13.1	98
CHEERS	N	8889	675	14.8	7.6	134	436	10.6	4.9	96	911	10.7	10.2	98	1374	12.7	15.5	115
DALLAS	C	22109	1275	27.9	5.8	102	1309	31.7	5.9	116	2282	26.9	10.3	98	2986	27.5	13.5	101
DIFF'RENT STROKES	N	6940	348	7.6	5.0	89	306	7.4	4.4	87	795	9.4	11.5	109	890	8.2	12.8	96
DOUBLE TROUBLE	N	7223	417	9.1	5.8	102	434	10.5	6.0	118	847	10.0	11.7	112	996	9.2	13.8	103
DUCK FACTORY	N	5595	376	8.2	6.7	119	263	6.4	4.7	92	507	6.0	9.1	86	799	7.4	14.3	107
DUKES OF HAZZARD	C	5768	*181	4.0	3.1	56	294	7.1	5.1	100	608	7.2	10.5	100	760	7.0	13.2	98
DYNASTY	A	20053	1093	23.9	5.5	97	923	22.4	4.6	90	2007	23.6	10.0	95	2904	26.8	14.5	108
FACTS OF LIFE	N	8087	474	10.4	5.9	104	518	12.6	6.4	126	928	10.9	11.5	109	1165	10.7	14.4	108
FALCON CREST	C	20046	1130	24.7	5.6	100	1251	30.3	6.2	123	1934	22.8	9.6	92	2638	24.3	13.2	98
FALL GUY	A	9084	554	12.1	6.1	108	394	9.6	4.3	85	1037	12.2	11.4	109	1228	11.3	13.5	101
FAMILY TIES	N	7964	369	8.1	4.6	82	408	9.9	5.1	101	860	10.1	10.8	103	1232	11.4	15.5	115
FANTASY ISLAND	A	7687	468	10.2	6.1	108	484	11.7	6.3	124	883	10.4	11.5	109	1030	9.5	13.4	100
FOULUPS, BLEEPs & BLUNDERS	A	8861	523	11.4	5.9	105	517	12.5	5.8	115	1091	12.8	12.3	117	1110	10.2	12.5	93
FOUR SEASONS	C	5095	383	8.4	7.5	133	*243	5.9	4.8	94	472	5.6	9.3	88	633	5.8	12.4	93
GIMME A BREAK	N	8538	369	8.1	4.2	74	390	9.5	4.4	87	879	10.3	9.9	95	1040	9.6	11.8	88
HART TO HART	A	8978	574	12.5	6.4	113	536	13.0	6.0	117	1075	12.6	12.0	114	1403	12.9	15.6	117
HILL STREET BLUES	N	8590	534	11.7	6.2	110	391	9.5	4.6	89	837	9.8	9.7	93	1432	13.2	16.7	124
HOTEL	A	14085	746	16.3	5.3	94	603	14.6	4.3	84	1494	17.6	10.6	101	2001	18.4	14.2	106
JEFFERSONS	C	9340	537	11.7	5.7	102	450	10.9	4.8	94	1058	12.4	11.3	108	1219	11.2	13.0	97
JENNIFER SLEPT HERE	N	5841	349	7.6	6.0	106	294	7.1	5.0	99	648	7.6	11.1	106	784	7.2	13.4	100
KATE & ALLIE	C	9206	571	12.5	6.2	110	636	15.4	6.9	136	977	11.5	10.6	101	1364	12.6	14.8	111
KNIGHT RIDER	N	7076	367	8.0	5.2	92	319	7.7	4.5	89	658	7.7	9.3	89	978	9.0	13.8	103
LOVE BOAT	A	12219	800	17.5	6.5	116	479	11.6	3.9	77	1161	13.7	9.5	91	1618	14.9	13.2	99
MAGNUM PI	C	11199	824	18.0	7.4	130	583	14.1	5.2	102	1253	14.7	11.2	107	1569	14.5	14.0	105
MAMA'S FAMILY	N	6057	355	7.8	5.9	104	304	7.4	5.0	99	653	7.7	10.8	103	695	6.4	11.5	86
MASTER, THE	N	3598	*153	3.3	4.3	75	*98	2.4	2.7	54	319	3.8	8.9	84	524	4.8	14.6	109
MATT HOUSTON	A	6344	466	10.2	7.3	130	176	4.3	2.8	54	684	8.0	10.8	103	907	8.4	14.3	107
NBC MONDAY NIGHT MOVIE	N	11994	637	13.9	5.3	94	724	17.6	6.0	119	1303	15.3	10.9	104	1591	14.7	13.3	99
NBC NIGHTLY NEWS	N	5132	306	6.7	6.0	106	160	3.9	3.1	61	395	4.6	7.7	73	515	4.7	10.0	75
NBC NIGHTLY NEWS-SAT	N	3375	*200	4.4	5.9	105	*102	2.5	3.0	59	332	3.9	9.8	94	411	3.8	12.2	91
NBC NIGHTLY NEWS-SUN	N	3130	*270	5.9	8.6	153	*62	1.5	2.0	39	266	3.1	8.5	81	285	2.6	9.1	68
NBC SUNDAY NIGHT MOVIE	N	8284	508	11.1	6.1	109	364	8.8	4.4	86	833	9.8	10.1	96	1166	10.7	14.1	105
NEMHART	C	9240	572	12.5	6.2	110	614	14.9	6.6	131	921	10.8	10.0	95	1346	12.4	14.6	109
ONE DAY AT A TIME	C	7288	383	8.4	5.3	93	462	11.2	6.3	125	939	11.0	12.9	123	1016	9.4	13.9	104
PEOPLE ARE FUNNY	N	8455	*267	5.8	5.5	97	278	6.7	5.7	112	494	5.8	10.2	97	545	5.0	11.2	84
REAL PEOPLE	N	8869	501	11.0	5.6	100	416	10.1	4.7	92	767	9.0	8.6	82	1175	10.8	13.2	99
REMINGTON STEELE	N	7743	415	9.1	5.4	95	467	11.3	6.0	118	787	9.3	10.2	97	1121	10.3	14.5	108
RIPLY'S BELIEVE IT - NOT	A	5345	370	8.1	6.9	123	281	6.8	5.3	103	550	6.5	10.3	98	799	7.4	14.9	112
RIPTIDE	N	6788	387	8.5	5.5	98	291	7.1	4.2	82	822	9.7	11.8	112	1179	10.9	16.9	126
SCARECROW & MRS. KING	C	10002	680	14.9	6.8	120	525	12.7	5.2	103	1102	13.0	11.0	105	1147	10.6	11.5	86
SIMON & SIMON	C	10638	565	12.4	5.3	94	574	13.9	5.4	106	1359	16.0	12.8	122	1474	13.6	13.9	103
60 MINUTES	C	13293	871	19.0	6.6	116	452	11.0	3.4	67	1323	15.6	10.0	95	1634	15.1	12.3	92
ST. ELSEWHERE	N	7017	427	9.3	6.1	108	522	12.7	7.4	146	712	8.4	10.1	97	1217	11.2	17.3	129
THREE'S COMPANY	A	10917	612	13.4	5.6	99	738	17.9	6.8	133	1347	15.8	12.3	118	1629	15.0	14.9</	

PIZZA MADE AT HOME (NOT FROZEN)

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-5

	<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD MAKE THEM?			
YES	21755	26.9	2373
NO	59231	73.1	7062

IF YES

6B. WHAT KINDS DO YOU MAKE?

FULL SIZE HOMEMADE FROM SCRATCH	10928	13.5	1201
FULL SIZE FROM A BOXED KIT	8396	10.4	905
FULL SIZE -PREPARED CRUST WITH TOPPING	2415	3.0	240
ENGLISH MUFFINS WITH TOPPING	2701	3.3	302
FRENCH/ITALIAN BREAD WITH TOPPING	1655	2.0	188
OTHER BREAD WITH TOPPING	1144	1.4	117
DO NOT KNOW	222	.3	26

	TOTAL U.S. '000	MAKE PIZZA AT HOME				FULL SIZE HOMEMADE FROM SCRATCH				FULL SIZE FROM A BOXED KIT				FULL SIZE PREPARED CRUST WITH TOPPING			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	21755	100.0	26.9	100	10928	100.0	13.5	100	8396	100.0	10.4	100	2415	100.0	3.0	100
18 - 24	9282	2788	12.8	30.0	112	1542	14.1	16.6	123	1157	13.8	12.5	120	**225	9.3	2.4	81
25 - 34	19072	7095	32.6	37.2	138	3826	35.0	20.1	149	2681	31.9	14.1	136	726	30.1	3.8	128
35 - 44	14591	4987	22.9	34.2	127	2420	22.1	16.6	123	2115	25.2	14.5	140	*485	20.1	3.3	111
45 - 54	11345	3095	14.2	27.3	102	1370	12.5	12.1	89	1167	13.9	10.3	99	*376	15.6	3.3	111
55 - 64	11635	2076	9.5	17.8	66	1201	11.0	10.3	76	632	7.5	5.4	52	**335	13.9	2.9	97
65 OR OLDER	15061	1715	7.9	11.4	42	569	5.2	3.8	28	644	7.7	4.3	41	*267	11.1	1.8	59
18 - 34	28354	9883	45.4	34.9	130	5368	49.1	18.9	140	3838	45.7	13.5	131	951	39.4	3.4	112
18 - 49	48339	16583	76.2	34.3	128	8612	78.8	17.8	132	6537	77.9	13.5	130	1649	68.3	3.4	114
25 - 54	45008	15176	69.8	33.7	126	7616	69.7	16.9	125	5963	71.0	13.2	128	1588	65.8	3.5	118
35 - 49	19985	6700	30.8	33.5	125	3244	29.7	16.2	120	2699	32.1	13.5	130	698	28.9	3.5	117
50 OR OLDER	32647	5172	23.8	15.8	59	2316	21.2	7.1	53	1858	22.1	5.7	55	766	31.7	2.3	79
GRADUATED COLLEGE	11155	3409	15.7	30.6	114	2118	19.4	19.0	141	1098	13.1	9.8	95	**285	11.8	2.6	86
ATTENDED COLLEGE	13682	4417	20.3	32.3	120	2254	20.6	16.5	122	1735	20.7	12.7	122	*486	20.1	3.6	119
GRADUATED HIGH SCHOOL	33880	10071	46.3	29.7	111	4918	45.0	14.5	108	4035	48.1	11.9	115	1047	43.4	3.1	104
DID NOT GRADUATE HIGH SCHOOL	22270	3858	17.7	17.3	64	1638	15.0	7.4	55	1528	18.2	6.9	66	*597	24.7	2.7	90
EMPLOYED	40306	12250	56.3	30.4	113	6057	55.4	15.0	111	4778	56.9	11.9	114	1211	50.1	3.0	101
EMPLOYED FULL-TIME	32850	9584	44.1	29.2	109	4764	43.6	14.5	107	3842	45.8	11.7	113	903	37.4	2.7	92
EMPLOYED PART-TIME	7456	2666	12.3	35.8	133	1294	11.8	17.4	129	936	11.1	12.6	121	**308	12.8	4.1	139
NOT EMPLOYED	40680	9505	43.7	23.4	87	4870	44.6	12.0	89	3618	43.1	8.9	86	1204	49.9	3.0	99
PROFESSIONAL/MANAGER	10392	3082	14.2	29.7	110	1578	14.4	15.2	113	1261	15.0	12.1	117	**354	14.7	3.4	114
TECH/CLERICAL/SALES	17574	5755	26.5	32.7	122	2867	26.2	16.3	121	2271	27.0	12.9	125	*489	20.2	2.8	93
PRECISION/CRAFT	985	*252	1.2	25.6	95	*106	1.0	10.8	80	*116	1.4	11.8	114	*15	0.6	1.5	51
OTHER EMPLOYED	11354	3160	14.5	27.8	104	1506	13.8	13.3	98	1131	13.5	10.0	96	*353	14.6	3.1	104
SINGLE	9863	2086	9.6	21.1	79	1034	9.5	10.5	78	856	10.2	8.7	84	**137	5.7	1.4	47
MARRIED	51375	15986	73.5	31.1	116	8028	73.5	15.6	116	6263	74.6	12.2	118	1867	77.3	3.6	122
DIVORCED/SEPARATED/WIDOWED	19748	3682	16.9	18.6	69	1866	17.1	9.4	70	1276	15.2	6.5	62	*411	17.0	2.1	70
PARENTS	32590	12577	57.8	38.6	144	6296	57.6	19.3	143	5225	62.2	16.0	155	1396	57.8	4.3	144
WHITE	70416	20088	92.3	28.5	106	10260	93.9	14.6	108	7773	92.6	11.0	106	2088	86.5	3.0	99
BLACK	8778	1196	5.5	13.6	51	469	4.3	5.3	40	417	5.0	4.8	46	**222	9.2	2.5	85
OTHER	1791	**470	2.2	26.2	98	**199	1.8	11.1	82	**206	2.5	11.5	111	*105	4.3	5.9	197
NORTHEAST-CENSUS	17786	4703	21.6	26.4	98	2531	23.2	14.2	105	1034	12.3	5.8	56	673	27.9	3.8	127
NORTH CENTRAL	20741	7432	34.2	35.8	133	3658	33.5	17.6	131	3576	42.6	17.2	166	563	23.3	2.7	91
SOUTH	27775	5903	27.1	21.3	79	2488	22.8	9.0	66	2703	32.2	9.7	94	719	29.8	2.6	87
WEST	14683	3718	17.1	25.3	94	2251	20.6	15.3	114	1083	12.9	7.4	71	*459	19.0	3.1	105
NORTHEAST-MKTG.	17961	4535	20.8	25.2	94	2357	21.6	13.1	97	1044	12.4	5.8	56	594	24.6	3.3	111
EAST CENTRAL	11885	4324	19.9	36.4	135	1957	17.9	16.5	122	1960	23.3	16.5	159	*402	16.6	3.4	113
WEST CENTRAL	14090	4865	22.4	34.5	129	2588	23.7	18.4	136	2275	27.1	16.1	156	*407	16.9	2.9	97
SOUTH	24081	4998	23.0	20.8	77	2221	20.3	9.2	68	2310	27.5	9.6	93	*573	23.7	2.4	80
PACIFIC	12969	3032	13.9	23.4	87	1804	16.5	13.9	103	807	9.6	6.2	60	*438	18.1	3.4	113
COUNTY SIZE A	32439	7570	34.8	23.3	87	3989	36.5	12.3	91	2425	28.9	7.5	72	1013	41.9	3.1	105
COUNTY SIZE B	24915	7322	33.7	29.4	109	3575	32.7	14.3	106	2849	33.9	11.4	110	791	32.8	3.2	106
COUNTY SIZE C	12930	3697	17.0	28.6	106	1960	17.9	15.2	112	1421	16.9	11.0	106	*378	15.7	2.9	98
COUNTY SIZE D	10703	3166	14.6	29.6	110	1403	12.8	13.1	97	1701	20.3	15.9	153	**233	9.6	2.2	73
METRO CENTRAL CITY	24518	5459	25.1	22.3	83	2790	25.5	11.4	84	2056	24.5	8.4	81	641	26.5	2.6	88
METRO SUBURBAN	35919	10491	48.2	29.2	109	5450	49.9	15.2	112	3614	43.0	10.1	97	1209	50.1	3.4	113
NON METRO	20549	5805	26.7	28.2	105	2687	24.6	13.1	97	2726	32.5	13.3	128	*565	23.4	2.7	92
TOP 5 ADI'S	18341	3949	18.2	21.5	80	2195	20.1	12.0	89	1069	12.7	5.8	56	*459	19.0	2.5	84
TOP 10 ADI'S	25378	5611	25.8	22.1	82	2988	27.3	11.8	87	1625	19.4	6.4	62	642	26.6	2.5	85
TOP 20 ADI'S	36488	8782	40.4	24.1	90	4720	43.2	12.9	96	2715	32.3	7.4	72	1028	42.6	2.8	94
HSHLD INC. \$50,000 OR MORE	6612	2006	9.2	30.3	113	1164	10.7	17.6	130	*570	6.8	8.6	83	**234	9.7	3.5	119
\$40,000 OR MORE	12659	4117	18.9	32.5	121	2248	20.6	17.8	132	1344	16.0	10.6	102	*515	21.3	4.1	136
\$30,000 OR MORE	24698	7911	36.4	32.0	119	4233	38.7	17.1	127	2833	33.7	11.5	111	965	40.0	3.9	131
\$25,000 OR MORE	32077	10413	47.9	32.5	121	5696	52.1	17.8	132	3692	44.0	11.5	111	1182	48.9	3.7	124
\$20,000 - \$24,999	9144	2855	13.1	31.2	116	1241	11.4	13.6	101	1239	14.8	13.9	135	**268	11.1	2.9	98
\$15,000 - \$19,999	8728	2340	10.8	26.8	100	1137	10.4	13.0	97	951	11.3	10.5	101	**244	10.1	2.8	94
\$10,000 - \$14,999	12562	2918	13.4	23.2	86	1347	12.3	10.7	79	1228	14.6	9.8	94	*415	17.2	3.3	111
UNDER \$10,000	18475	3229	14.8	17.5	65	1506	13.8	8.2	60	1286	15.3	7.0	67	*305	12.6	1.7	55
HOUSEHOLD OF 1 PERSON	11987	1619	7.4	13.5	50	729	6.7	6.1	45	635	7.6	5.3	51	*172	7.1	1.4	48
2 PEOPLE	26577	5294	24.3	19.9	74	2704	24.7	10.2	75	1836	21.9	6.9	67	572	23.7	2.2	72
3 OR 4 PEOPLE	30617	10456	48.1	34.2	127	5224	47.8	17.1	126	4146	49.4	13.5	131	1162	48.1	3.8	127
5 OR MORE PEOPLE	11804	4386	20.2	37.2	138	2271	20.8	19.2	143	1779	21.2	15.1	145	*509	21.1	4.3	145
NO CHILD IN HSHLD	46165	8654	39.8	18.7	70	4356	39.9	9.4	70	2954	35.2	6.4	62	957	39.6	2.1	70
CHILD(REN) UNDER 2 YRS	5325	2161	9.9	40.6	151	1202	11.0	22.6	167	819	9.8	15.4	148	**226	9.4	4.2	142
2 - 5 YEARS	14221	5410	24.9	38.0	142	3043	27.8	21.4	159	2189	26.1	15.4	148	*565	23.4	4.0	133
6 - 11 YEARS	15117	5613	25.8	37.1	138	2744	25.1	18.2	135	2303	27.4	15.2	147	*625	25.9	4.1	139
12 - 17 YEARS	16611	6153	28.3	37.0	138	2829	25.9	17.0	126	2640	31.4	15.9	153	*712	29.5	4.3	144
RESIDENCE OWNED	55884	16050	73.8	28.7	107	8102	74.1	14.5	107	6176	73.6	11.1	107	1798	74.5	3.2	108
VALUE: \$50,000 OR MORE	31744	9970	45.8	31.4	117	5432	49.7	17.1	127	3412	40.6	10.7	104	1203	49.8	3.8	127
VALUE: UNDER \$50,000	24140	6080	27.9	25.2	94	2670	24.4	11.1	82	2763	32.9	11.4	110	*595	24.6	2.5	83

PIZZA MADE AT HOME (NOT FROZEN) - KINDS
(FEMALE HOMEMAkers)

			MAKE PIZZA AT HOME					FULL SIZE HOMEMADE FROM SCRATCH					FULL SIZE FROM A BOXED KIT					FULL SIZE PREPARED CRUST WITH TOPPING					
			TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS		D % INDX	A '000	B % DOWN	C % ACROSS		D % INDX	A '000	B % DOWN	C % ACROSS		D % INDX	A '000	B % DOWN	C % ACROSS		D % INDX
						%	INDX				%	INDX				%	INDX				%	INDX	
TOTAL FEMALE HOMEMAKERS			86786	21755	100.0	26.9	100	10928	100.0	13.5	100	8396	100.0	10.4	100	2415	100.0	3.0	100				
MAGAZINES	QUINTILE 1	15799	5198	23.9	32.9	122	2686	24.7	17.1	126	1922	22.9	12.2	117	653	27.0	4.1	139					
	QUINTILE 2	17259	4978	22.9	28.8	107	2635	24.1	15.3	113	1887	22.5	10.9	105	*492	20.4	2.9	96					
	QUINTILE 3	13545	4026	18.5	29.7	111	2047	18.7	15.1	112	1532	18.2	11.3	109	*485	20.1	3.6	120					
	QUINTILE 4	15133	3861	17.7	25.5	95	2057	18.8	13.6	101	1447	17.2	9.6	92	*357	14.8	2.4	79					
	QUINTILE 5	19250	3693	17.0	19.2	71	1492	13.7	7.8	57	1607	19.1	8.3	81	*429	17.8	2.2	75					
NEWSPAPERS	QUINTILE 1	12413	3332	15.3	26.8	100	1769	16.2	14.3	106	1151	13.7	9.3	89	*323	13.4	2.6	87					
	QUINTILE 2	24116	6344	29.2	26.3	98	3424	31.3	14.2	105	2056	24.5	8.5	82	754	31.2	3.1	105					
	QUINTILE 3	11261	3325	15.3	29.5	110	1672	15.3	14.8	110	1418	16.9	12.6	121	*396	16.4	3.5	118					
	QUINTILE 4	20255	5872	27.0	29.0	108	2696	24.7	13.3	99	2486	29.6	12.3	118	610	25.3	3.0	101					
	QUINTILE 5	12940	2881	13.2	22.3	83	1386	12.5	10.6	78	1284	15.3	9.9	96	*332	13.7	2.6	86					
OUTDOOR	QUINTILE 1	14852	4303	19.8	29.0	108	2285	20.9	15.4	114	1427	17.0	9.6	93	*520	21.5	3.5	117					
	QUINTILE 2	15725	4666	21.4	29.7	110	2271	20.8	14.4	107	1960	23.3	12.5	120	*380	15.7	2.4	81					
	QUINTILE 3	16330	4377	20.1	26.8	100	2242	20.5	13.7	102	1618	19.3	9.9	96	*606	25.1	3.7	124					
	QUINTILE 4	16744	4127	19.0	24.6	92	2130	19.5	12.7	94	1664	19.8	9.9	96	*524	21.7	3.1	105					
	QUINTILE 5	17334	4281	19.7	24.7	92	2000	18.3	11.5	86	1728	20.6	10.0	96	*385	15.9	2.2	74					
RADIO-DRIVE TIME	QUINTILE 1	15911	4831	22.2	30.4	113	2414	22.1	15.2	112	1868	22.2	11.7	113	*498	20.6	3.1	105					
	QUINTILE 2	14837	3847	17.7	25.9	97	1780	16.3	12.0	89	1465	17.4	9.9	95	*388	16.1	2.6	88					
	QUINTILE 3	15339	4245	19.5	27.7	103	2113	19.3	13.8	102	1642	19.6	10.7	103	*556	23.0	3.6	122					
	QUINTILE 4	16723	4636	21.3	27.7	103	2421	22.2	14.5	107	1981	23.6	11.8	114	*435	18.0	2.6	87					
	QUINTILE 5	18176	4195	19.3	23.1	86	2199	20.1	12.1	90	1439	17.1	7.9	76	*538	22.3	3.0	99					
RADIO-MID-DAY	TERCILE 1	21020	6126	28.2	29.1	108	2966	27.1	14.1	105	2450	29.2	11.7	112	733	30.4	3.5	117					
	TERCILE 2	21610	6186	28.4	28.6	107	3010	27.5	13.9	103	2364	28.2	10.9	106	762	31.6	3.5	118					
	TERCILE 3	38355	9443	43.4	24.6	92	4951	45.3	12.9	96	3582	42.7	9.3	90	920	38.1	2.4	80					
RADIO-TOTAL	QUINTILE 1	15988	4609	21.2	28.8	107	2256	20.6	14.1	105	1793	21.4	11.2	108	*479	19.8	3.0	100					
	QUINTILE 2	15626	4407	20.3	28.2	105	2192	20.1	14.0	104	1678	20.0	10.7	104	*522	21.6	3.3	112					
	QUINTILE 3	16723	4713	21.7	28.2	105	2451	22.4	14.7	109	1729	20.6	10.3	100	568	23.5	3.4	114					
	QUINTILE 4	16342	4485	20.6	27.4	102	2157	19.7	13.2	98	1965	23.4	12.0	116	*394	16.3	2.4	81					
	QUINTILE 5	16306	3541	16.3	21.7	81	1871	17.1	11.5	85	1231	14.7	7.5	73	*452	18.7	2.8	93					
TV-PRIME TIME	QUINTILE 1	15953	3863	17.8	24.2	90	1353	17.1	11.7	87	1387	16.5	8.7	84	*617	25.5	3.9	130					
	QUINTILE 2	16137	4392	20.2	27.2	101	2364	21.6	14.6	109	1687	20.1	10.5	101	*522	21.6	3.2	108					
	QUINTILE 3	16420	4918	22.6	30.0	111	2361	21.6	14.4	107	1921	22.9	11.7	113	*537	22.2	3.3	110					
	QUINTILE 4	16687	4457	20.5	26.7	99	2194	20.1	13.1	97	1721	20.5	10.3	99	*445	18.4	2.7	89					
	QUINTILE 5	15789	4125	19.0	26.1	97	2141	19.6	13.6	100	1680	20.0	10.6	103	**294	12.2	1.9	62					
TV-DAYTIME	TERCILE 1	27736	7160	32.9	25.8	96	3550	32.5	12.8	95	2869	34.2	10.3	100	845	35.0	3.0	102					
	TERCILE 2	26489	7457	34.3	28.2	105	3594	32.9	13.6	101	2986	35.6	11.3	109	910	37.7	3.4	115					
	TERCILE 3	26761	7138	32.8	26.7	99	3784	34.6	14.1	105	2540	30.3	9.5	92	660	27.3	2.5	83					
TV-TOTAL	QUINTILE 1	16345	4190	19.3	25.6	95	2108	19.3	12.9	96	1541	18.4	9.4	91	*645	26.7	3.9	132					
	QUINTILE 2	16447	3946	18.1	24.0	89	2000	18.3	12.2	90	1552	18.5	9.4	91	*448	18.6	2.7	91					
	QUINTILE 3	15980	4415	20.3	27.6	103	2132	19.5	13.3	99	1735	20.7	10.9	105	*460	19.0	2.9	97					
	QUINTILE 4	15887	4575	21.0	28.8	107	2187	20.0	13.8	102	1792	21.3	11.3	109	*492	20.4	3.1	104					
	QUINTILE 5	16326	4629	21.3	28.4	106	2501	22.9	15.3	114	1776	21.2	10.9	105	*369	15.3	2.3	76					
MAGAZINES-NEWSPAPERS: DUAL			20721	6158	28.3	29.7	111	3244	29.7	15.7	116	2122	25.3	10.2	99	733	30.4	3.5	119				
MAGAZINE IMPERATIVE			19186	6199	28.5	32.3	120	3073	28.1	16.0	119	2642	31.5	13.8	133	684	28.3	3.6	120				
NEWSPAPER IMPERATIVE			21899	5207	23.9	23.8	89	2799	25.6	12.8	95	1788	21.3	8.2	79	*582	24.1	2.7	89				
MAGAZINES-OUTDOOR: DUAL			15451	4975	22.9	32.2	120	2504	22.9	16.2	120	2021	24.1	13.1	126	*517	21.4	3.3	112				
MAGAZINE IMPERATIVE			25953	7452	34.3	28.7	107	3948	36.1	15.2	113	2715	32.3	10.5	101	951	39.4	3.7	123				
OUTDOOR IMPERATIVE			24400	6181	28.4	25.3	94	3107	28.4	12.7	94	2252	26.8	9.2	89	*640	26.5	2.6	88				
MAGAZINES-RADIO: DUAL			18049	5732	26.3	31.8	118	2822	25.8	15.6	116	2169	25.8	12.0	116	719	29.8	4.0	134				
MAGAZINE IMPERATIVE			23571	6909	31.8	29.3	109	3797	34.7	16.1	119	2554	30.4	10.8	105	771	31.9	3.3	110				
RADIO IMPERATIVE			23278	5890	27.1	25.3	94	2920	26.7	12.5	93	2277	27.1	9.8	94	*655	27.1	2.8	94				
MAGAZINES-TELEVISION: DUAL			15459	4406	20.3	28.5	106	2328	21.3	15.1	112	1612	19.2	10.4	101	*643	26.6	4.2	139				
MAGAZINE IMPERATIVE			25829	8315	38.2	32.2	120	4225	38.7	16.4	121	3215	38.3	12.4	120	831	34.4	3.2	108				
TELEVISION IMPERATIVE			26039	5944	27.3	22.8	85	2846	26.0	10.9	81	2397	28.5	9.2	89	*601	24.9	2.3	77				
NEWSPAPERS-OUTDOOR: DUAL			16605	4793	22.0	28.9	107	2593	23.7	15.6	116	1619	19.3	9.8	94	*493	20.4	3.0	100				
NEWSPAPER IMPERATIVE			26834	6706	30.8	25.0	93	3515	32.2	13.1	97	2396	28.5	8.9	86	819	33.9	3.1	102				
OUTDOOR IMPERATIVE			23346	6008	30.4	28.3	105	3183	29.1	13.6	101	2767	33.0	11.9	114	732	30.3	3.1	105				
NEWSPAPERS-RADIO: DUAL			17133	4832	22.2	28.2	105	2560	23.4	14.9	111	1661	19.8	9.7	94	*494	20.5	2.9	97				
NEWSPAPER IMPERATIVE			25892	6754	31.0	26.1	97	3687	33.7	14.2	106	2352	28.0	9.1	88	764	31.6	3.0	99				
RADIO IMPERATIVE			23167	6844	31.5	29.5	110	3250	29.7	14.0	104	2843	33.9	12.3	118	805	33.3	3.5	117				
NEWSPAPERS-TELEVISION: DUAL			17159	4355	20.0	25.4	94	2285	20.9	13.3	99	1483	17.7	8.6	83	*537	22.2	3.1	105				
NEWSPAPER IMPERATIVE			26214	7447	34.2	28.4	106	3983	36.4	15.2	113	2607	31.1	9.9	96	730	30.2	2.8	93				
TELEVISION IMPERATIVE			23412	5987	27.5	25.6	95	2787	25.5	11.9	88	2700	32.2	11.5	111	692	28.7	3.0	99				
OUTDOOR-RADIO: DUAL			15303	4418	20.3	28.9	107	2190	20.0	14.3	106	1770	21.1	11.6	112	*507	21.0	3.3	111				
OUTDOOR IMPERATIVE			24901	6943	31.9	27.9	104	3828	33.2	14.6	108	2541	30.3	10.2	98	715</							

	TOTAL U.S. '000	MAKE PIZZA AT HOME				FULL SIZE HOMEMADE FROM SCRATCH				FULL SIZE FROM A BOXED KIT				FULL SIZE PREPARED CRUST WITH TOPPING			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	21755	100.0	26.9	100	10928	100.0	13.5	100	8396	100.0	10.4	100	2415	100.0	3.0	100
ATLANTIC MONTHLY	415	**140	0.6	33.7	126	**37	0.3	8.9	66	**46	0.5	11.1	107	**20	0.8	4.8	162
BARRON'S	453	**145	0.7	32.0	119	**109	1.0	24.1	178	**17	0.2	3.8	36	**58	2.4	12.8	429
BETTER HOMES & GARDENS	16256	5232	24.0	32.2	120	2694	24.7	16.6	123	1893	22.5	11.6	112	737	30.5	4.5	152
BON APPETIT	2535	840	3.9	33.1	123	600	5.5	23.7	175	**212	2.5	8.4	81	**55	2.3	2.2	73
BUSINESS WEEK	1278	278	1.3	21.8	81	*174	1.6	13.6	101	**53	1.0	6.5	63	**65	2.7	5.1	171
CAR AND DRIVER	378	**121	0.6	32.0	119	**90	0.8	23.8	176	**57	0.7	15.1	145	**0	0.0	0.0	0
CBS MAGAZINE NETWORK (GROSS)	1498	593	2.7	39.6	147	*316	2.9	21.1	156	**229	2.7	15.3	147	**86	3.6	5.7	193
CHANGING TIMES	1505	350	1.6	23.3	87	*155	1.4	10.3	76	*169	2.0	11.2	108	**40	1.7	2.7	89
COLONIAL HOMES	1231	404	1.9	32.8	122	225	2.1	18.3	135	*175	2.1	14.2	137	**33	1.4	2.7	90
CONDE NAST MAG. PKG. (GROSS)	14146	4245	19.5	30.0	112	2465	22.6	17.4	129	1346	16.0	9.5	92	392	16.2	2.8	93
CONSUMERS DIGEST	1323	450	2.1	34.0	127	*196	1.8	14.8	110	*234	2.8	17.7	171	**59	2.4	4.5	150
COSMOPOLITAN	7102	2084	9.6	29.3	109	1098	10.0	15.5	115	704	8.4	9.9	96	*176	7.3	2.5	83
COUNTRY LIVING	2481	1113	5.1	44.9	167	589	5.4	23.7	176	407	4.8	16.4	158	*178	3.2	3.1	105
CUISINE	1472	476	2.2	32.3	120	324	3.0	22.0	163	*113	1.3	7.7	74	*64	2.7	4.3	146
CYCLE WORLD	425	**198	0.9	46.6	173	**104	1.0	24.5	181	**38	0.5	8.9	86	*20	0.8	4.7	158
DCI:CREATIVE IDEAS FOR LIV	2510	755	3.5	30.1	112	330	3.0	13.1	97	*248	3.0	9.9	95	**161	6.7	6.4	215
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1890	8.7	28.2	105	844	7.7	12.6	93	759	9.0	11.3	109	*306	12.7	4.6	153
DISCOVER	894	270	1.2	30.2	112	*171	1.6	19.1	142	**62	0.7	6.9	67	**10	0.4	1.1	38
EBONY	3507	637	2.9	18.2	68	254	2.3	7.2	54	218	2.6	6.2	60	*148	6.1	4.2	142
ESQUIRE	1083	*264	1.2	24.4	91	*200	1.8	18.5	137	**62	0.7	5.7	55	**43	1.8	4.0	133
ESSENCE	1830	309	1.4	16.9	63	*136	1.2	7.4	55	*90	1.1	4.9	47	**81	3.4	4.4	148
FAMILY CIRCLE	15930	5127	23.6	32.2	120	2716	24.9	17.0	126	1956	23.3	12.3	118	501	20.7	3.1	105
THE FAMILY HANDYMAN	1126	363	1.7	32.2	120	*171	1.6	15.2	113	*171	2.0	15.2	146	**68	2.8	6.0	203
FAMILY WEEKLY	11468	3415	15.7	29.8	111	1845	16.9	16.1	119	1243	14.8	10.8	105	276	11.4	2.4	81
FIELD & STREAM	2234	719	3.3	32.2	120	426	3.9	19.1	141	*274	3.3	12.3	118	**65	2.7	2.9	98
FOOD & WINE	579	*121	0.6	20.9	78	**55	0.5	9.5	70	**41	0.5	7.1	68	**16	0.7	2.8	93
FORBES	728	*168	0.8	23.1	86	**112	1.0	15.4	114	**37	0.4	5.1	49	**55	2.3	7.6	253
FORTUNE	906	*227	1.0	25.1	93	**147	1.3	16.2	120	**36	0.4	4.0	38	**58	2.4	6.4	215
GENTLEMEN'S QUARTERLY	791	262	1.2	33.1	123	*179	1.6	22.6	168	**46	0.5	5.8	56	**30	1.2	3.8	127
GLAMOUR	5265	1718	7.9	32.6	121	1007	9.2	19.1	142	559	6.7	10.6	102	*144	6.0	2.7	92
GOLF DIGEST	636	*238	1.1	37.4	139	**101	0.9	15.9	118	*174	2.1	27.4	264	**22	0.9	3.5	116
GOLF DIGEST/TENNIS (GROSS)	1186	361	1.7	30.4	113	*175	1.6	14.8	109	*213	2.5	18.0	173	**32	1.3	2.7	90
GOLF MAGAZINE	441	*144	0.7	32.7	122	**95	0.9	21.5	160	**77	0.9	17.5	168	**6	0.2	1.4	46
GOLF MAGAZINE/SKI (GROSS)	922	276	1.3	29.9	111	*192	1.8	20.8	154	*102	1.2	11.1	107	*113	0.5	1.4	47
GOOD HOUSEKEEPING	16487	5356	24.6	32.5	121	2793	25.6	16.9	126	2059	24.5	12.5	120	628	26.0	3.8	128
HARPER'S BAZAAR	2423	678	3.1	28.0	104	399	3.7	16.5	122	*211	2.5	8.7	84	**108	4.5	4.5	149
HEALTH	1994	600	2.8	30.1	112	371	3.4	18.6	138	*148	1.8	7.4	72	**112	4.6	5.6	188
HEARST MAG CORP. BUY (GROSS)	44101	14281	65.6	32.4	121	7409	67.8	16.8	125	5330	63.5	12.1	117	1568	64.9	3.6	119
HEARST MAN POWER (GROSS)	1993	896	4.1	45.0	167	468	4.3	23.5	174	305	3.6	15.3	148	*90	3.7	4.5	151
HEARST WOMAN POWER (GROSS)	31274	9896	45.5	31.6	118	4985	45.6	15.9	118	3806	45.3	12.2	117	1092	45.2	3.5	117
HOUSE BEAUTIFUL	3623	1009	4.6	27.8	104	556	5.1	15.3	114	335	4.0	9.2	89	**124	5.1	3.4	115
INC.	283	**115	0.5	40.6	151	**58	0.5	20.5	152	**36	0.4	12.7	123	**49	2.0	17.3	581
JET	2928	518	2.4	17.7	66	231	2.1	7.9	58	*144	1.7	4.9	47	**104	4.3	3.6	119
LADIES' HOME JOURNAL	11918	3733	17.2	31.3	117	1762	16.1	14.8	110	1645	19.6	13.8	133	388	16.1	3.3	109
LHJ FAMILY GRP COMBO(GROSS)	16764	5351	24.6	31.9	119	2698	24.7	16.1	119	2221	26.5	13.2	128	584	24.2	3.5	117
LIFE	4254	1297	6.0	30.5	113	721	6.6	16.9	126	468	5.6	11.0	106	*92	3.8	2.2	73
L.A. TIMES HOME MAGAZINE	1145	*238	1.1	20.8	77	**144	1.3	12.6	93	**46	0.5	4.0	39	**76	3.1	6.6	223
MADEMOISELLE	2884	875	4.0	30.3	113	528	4.8	18.3	136	301	3.6	10.4	101	*72	3.0	2.5	84
MC CALL'S	13460	4074	18.7	30.3	113	2001	18.3	14.9	110	1710	20.4	12.7	123	475	19.7	3.5	118
MC CALL'S/WRK MOTHER (GROSS)	14606	4601	21.1	31.5	117	2223	20.3	15.2	113	2006	23.9	13.7	132	543	22.5	3.7	125
MECHANIX ILLUSTRATED	772	*356	1.6	46.1	172	*153	1.4	19.8	147	*131	1.6	17.0	164	*35	1.4	4.5	152
METROPOLITAN HOME	967	*196	0.9	20.3	75	*94	0.9	9.7	72	**58	0.7	6.0	58	**41	1.7	4.2	142
MONEY	1588	430	2.0	27.1	101	*255	2.3	16.1	119	*126	1.5	7.9	77	*98	4.1	6.2	207
MOTHER EARTH NEWS	1002	527	2.4	52.6	196	298	2.7	29.7	220	*193	2.3	19.3	186	*12	0.5	1.2	40
MS.	825	*221	1.0	26.8	100	**101	0.9	12.2	91	*78	0.9	9.5	91	*33	1.4	4.0	134
NATIONAL ENQUIRER	10336	2615	12.0	25.3	94	1180	10.8	11.4	85	1033	12.3	10.0	96	*308	12.8	3.0	100
NATIONAL GEOGRAPHIC	9597	3116	14.3	32.5	121	1736	15.9	18.1	134	1064	12.7	11.1	107	338	14.0	3.5	118
NATIONAL SUNDAY MAGAZINE PKG	49558	13934	64.0	28.1	105	7250	66.3	14.6	108	4976	59.3	10.0	97	1678	69.5	3.4	114
NATURAL HISTORY	573	*146	0.7	25.5	95	*132	1.2	23.0	171	**40	0.5	7.0	67	*9	0.4	1.6	53
NEW WOMAN	1699	507	2.3	29.8	111	*229	2.1	13.5	100	*279	3.3	16.4	158	*28	1.2	1.6	55
NEW YORK INCLUDING CUE	443	**86	0.4	19.4	72	**56	0.5	12.6	94	**25	0.3	5.6	54	*7	0.3	1.6	53
THE NEW YORKER	1270	331	1.5	26.1	97	*228	2.1	18.0	133	**88	1.0	6.9	67	*50	2.1	3.9	132
NEWSWEEK	6277	1922	8.8	30.6	114	921	8.4	14.7	109	621	7.4	9.9	95	*279	11.6	4.4	149
THE N.Y. TIMES DAILY EDITION	1205	*207	1.0	17.2	64	*157	1.4	13.0	97	*13	0.2	1.1	10	*4	0.2	0.3	11
THE N.Y. TIMES MAGAZINE	2081	405	1.9	19.5	72	342	3.1	16.4	122	*32	0.4	1.5	15	*17	0.7	0.8	27
OMNI	788	274	1.3	34.8	129	*153	1.4	19.4	144	*135	1.6	17.1	165	*29	1.2	3.7	123
ON CABLE	1158	405	1.9	35.0	130	*203	1.9	17.5	130	*150	1.8	13.0	125	*25	1.0	2.2	72
1001 HOME IDEAS	2852	1018	4.7	35.7	133	565	5.2	19.8	147	428	5.1	15.0	145	*84	3.5	2.9	99
ORGANIC GARDENING	1658	593	2.7	35.8	133	404	3.7	24.4	181	*176	2.1	10.6	102	*29	1.2	1.7	59
OUTDOOR LIFE	896	318	1.5	35.5	132	*151	1.4	16.9	125	*134	1.6	15.0	144	*23	1.0	2.6	86
PARADE MAGAZINE	24275	6951	32.0	28.6	107	3495	32.0	14.4	107	2398	28.6	9.9	95	940	38.9	3.9	130

PIZZA MADE AT HOME (NOT FROZEN) - KINDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	MAKE PIZZA AT HOME				FULL SIZE HOMEMADE FROM SCRATCH				FULL SIZE FROM A BOXED KIT				FULL SIZE PREPARED CRUST WITH TOPPING			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	21755	100.0	26.9	100	10928	100.0	13.5	100	8396	100.0	10.4	100	2415	100.0	3.0	100
PARENTS	3845	1476	6.8	38.4	143	792	7.2	20.6	153	567	6.8	14.7	142	*231	9.6	6.0	201
PENTHOUSE	831	*269	1.2	32.4	121	**147	1.3	17.7	131	**103	1.2	12.4	120	**78	3.2	9.4	315
PEOPLE	11645	3437	15.8	29.5	110	1729	15.8	14.8	110	1336	15.9	11.5	111	394	16.3	3.4	113
PLAYBOY	2006	717	3.3	35.7	133	371	3.4	18.5	137	*275	3.3	13.7	132	**99	4.1	4.9	165
POPULAR HOT RODDING	297	**88	0.4	29.6	110	**53	0.5	17.8	132	**17	0.2	5.7	55	**11	0.5	3.7	124
POPULAR MECHANICS	1018	449	2.1	44.1	164	*230	2.1	22.6	167	**110	1.3	10.8	104	**83	3.4	8.2	273
POPULAR SCIENCE	878	312	1.4	35.5	132	*194	1.8	22.1	164	**143	1.7	16.3	157	**19	0.8	2.2	73
PREVENTION	3913	1193	5.5	30.5	113	658	6.0	16.8	125	400	4.8	10.2	99	**135	5.6	3.5	116
PSYCHOLOGY TODAY	1710	507	2.3	29.6	110	315	2.9	18.4	137	*197	2.3	11.5	111	**35	1.4	2.0	69
READER'S DIGEST	22204	6803	31.3	30.6	114	3298	30.2	14.9	110	2636	31.4	11.9	115	911	37.7	4.1	138
REDBOOK	7684	2456	11.3	32.0	119	1094	10.0	14.2	106	1043	12.4	13.6	131	*287	11.9	3.7	125
ROAD & TRACK	410	**180	0.8	43.9	163	**138	1.3	33.7	249	**73	0.9	17.8	172	**27	1.1	6.6	221
ROLLING STONE	969	414	1.9	42.7	159	297	2.7	30.7	227	*155	1.8	16.0	154	**49	2.0	5.1	170
RUNNER'S WORLD	298	**54	0.2	18.1	67	**34	0.3	11.4	85	**14	0.2	4.7	45	**0	0.0	0.0	0
SATURDAY EVENING POST	1169	363	1.7	31.1	116	*218	2.0	18.6	138	**114	1.4	9.8	94	**25	1.0	2.1	72
SCIENCE 84	587	265	1.2	45.1	168	*112	1.0	19.1	141	**102	1.2	17.4	168	**0	0.0	0.0	0
SCIENCE DIGEST	482	*207	1.0	42.9	160	*130	1.2	27.0	200	**73	0.9	15.1	146	**4	0.2	0.8	28
SCIENTIFIC AMERICAN	594	*214	1.0	36.0	134	*165	1.5	27.8	206	**47	0.6	7.9	76	**33	1.4	5.6	186
SELF	2089	587	2.7	28.1	105	300	2.7	14.4	106	*239	2.8	11.4	110	**26	1.1	1.2	42
SEVENTEEN	2411	763	3.5	31.6	118	405	3.7	16.8	124	323	3.8	13.4	129	**39	1.6	1.6	54
SKI	480	*131	0.6	27.3	102	**97	0.9	20.2	150	**25	0.3	5.2	50	**7	0.3	1.5	49
SMITHSONIAN	2760	689	3.2	25.0	93	372	3.4	13.5	100	217	2.6	7.9	76	**54	2.2	2.0	66
SOAP OPERA DIGEST	3013	862	4.0	28.6	107	378	3.5	12.5	93	392	4.7	13.0	125	**120	5.0	4.0	134
SOUTHERN LIVING	4184	1135	5.2	27.1	101	515	4.7	12.3	91	511	6.1	12.2	118	**145	6.0	3.5	116
SPORT	559	*164	0.8	29.3	109	**101	0.9	18.1	134	**54	0.6	9.7	93	**14	0.6	2.5	84
THE SPORTING NEWS	436	**168	0.8	38.5	143	**67	0.6	15.4	114	**87	1.0	20.0	192	**8	0.3	1.8	62
SPORTS AFIELD	493	*240	1.1	48.7	181	**108	1.0	21.9	162	**122	1.5	24.7	239	**3	0.1	0.6	20
SPORTS ILLUSTRATED	2758	1003	4.6	36.4	135	633	5.8	23.0	170	321	3.8	11.6	112	**77	3.2	2.8	94
STAR	7456	2039	9.4	27.3	102	946	8.7	12.7	94	801	9.5	10.7	104	*178	7.4	2.4	80
SUNDAY	24936	6944	31.9	27.8	104	3746	34.3	15.0	111	2380	28.3	9.5	92	887	36.7	3.6	119
SUNSET	2124	556	2.6	26.2	97	369	3.4	17.4	129	*114	1.4	5.4	52	**46	1.9	2.2	73
TV GUIDE	21661	5967	27.4	27.5	103	2886	26.4	13.3	99	2239	26.7	10.3	100	833	34.5	3.8	129
TENNIS	550	*122	0.6	22.2	83	**74	0.7	13.5	100	**38	0.5	6.9	67	**11	0.5	2.0	67
TIME	8880	2743	12.6	30.9	115	1492	13.7	16.8	125	881	10.5	9.9	96	*316	13.1	3.6	119
TOWN & COUNTRY	917	*206	0.9	22.5	84	*132	1.2	14.4	107	**75	0.9	8.2	79	**18	0.7	2.0	66
TRAVEL & LEISURE	972	243	1.1	25.0	93	*106	1.0	10.9	81	**88	1.0	9.1	87	**42	1.7	4.3	145
TRUE STORY	3356	982	4.5	29.3	109	464	4.2	13.8	102	407	4.8	12.1	117	**157	6.5	4.7	157
U.S. NEWS & WORLD REPORT	3410	798	3.7	23.4	87	402	3.7	11.8	87	368	4.4	10.8	104	**95	3.9	2.8	93
USA TODAY	1759	535	2.5	30.4	113	264	2.4	15.0	111	*160	1.9	9.1	88	**68	2.8	3.9	130
US	1873	564	2.6	30.1	112	*232	2.1	12.4	92	*190	2.3	10.1	98	**102	4.2	5.4	183
VOGUE	3909	1066	4.9	27.3	102	630	5.8	16.1	119	247	2.9	6.3	61	*149	6.2	3.8	128
WALL STREET JOURNAL	1886	521	2.4	27.6	103	297	2.7	15.7	117	**110	1.3	5.8	56	**76	3.1	4.0	135
WEIGHT WATCHERS	2120	794	3.6	37.5	139	450	4.1	21.2	157	308	3.7	14.5	140	**58	2.4	2.7	92
WOMAN'S DAY	14172	4804	22.1	33.9	126	2466	22.6	17.4	129	1855	22.1	13.1	126	537	22.2	3.8	127
WORKING MOTHER	1146	527	2.4	46.0	171	*222	2.0	19.4	144	*297	3.5	25.9	250	**68	2.8	5.9	199
WORKING WOMAN	1322	459	2.1	34.7	129	224	2.0	16.9	126	*136	1.6	10.3	99	**114	4.7	8.6	289
WORLD TENNIS	*163	**13	0.1	8.0	30	**7	0.1	4.3	32	**4	0.0	2.5	24	**11	0.5	6.7	226
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*873	4.0	34.5	128	479	4.4	18.9	140	329	3.9	13.0	125	**71	2.9	2.8	94
BLAIR INSERTS	43657	12205	56.1	28.0	104	6357	58.2	14.6	108	4358	51.9	10.0	96	1493	61.8	3.4	115
DAILY NEWSPAPERS																	
READ ANY	51633	13849	63.7	26.8	100	7115	65.1	13.8	102	5122	61.0	9.9	96	1471	60.9	2.8	96
READ ONE	43463	11702	53.8	26.9	100	5966	54.6	13.7	102	4397	52.4	10.1	98	1248	51.7	2.9	96
READ TWO OR MORE	8170	2147	9.9	26.3	98	1149	10.5	14.1	104	724	8.6	8.9	85	*224	9.3	2.7	92
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	14601	67.1	27.7	103	7605	69.6	14.4	107	5258	62.6	10.0	96	1680	69.6	3.2	107
READ ONE	46126	12792	58.8	27.7	103	6648	60.8	14.4	107	4688	55.8	10.2	98	1440	59.6	3.1	105
READ TWO OR MORE	6552	1809	8.3	27.6	103	958	8.8	14.6	108	570	6.8	8.7	84	*240	9.9	3.7	123
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.02				29.52				27.09				26.65			
30 DAY REACH	71455	19386	89.1	27.1	101	9810	89.8	13.7	102	7510	89.4	10.5	101	2212	91.6	3.1	104
50 SHWG - 30 DAY AV FREQ	14.56	15.25				15.59				14.17				13.86			
30 DAY REACH	67742	18469	84.9	27.3	101	9315	85.2	13.8	102	7174	85.4	10.6	102	2128	88.1	3.1	105
25 SHWG - 30 DAY AV FREQ	7.94	8.25				8.36				7.79				7.24			
30 DAY REACH	62117	17030	78.3	27.4	102	8684	79.5	14.0	104	6472	77.1	10.4	100	2025	83.9	3.3	109
CABLE TV: HOME WIRED	32077	9665	44.4	30.1	112	4832	44.2	15.1	112	3834	45.7	12.0	115	1192	49.4	3.7	125
HOME NOT WIRED	48909	12090	55.6	24.7	92	6096	55.8	12.5	92	4561	54.3	9.3	90	1223	50.6	2.5	84
HAVE PAY CABLE	15935	5464	25.1	34.3	128	2840	26.0	17.8	132	2113	25.2	13.3	128	*670	27.7	4.2	141

		MAKE PIZZA AT HOME				FULL SIZE HOMEMADE FROM SCRATCH				FULL SIZE FROM A BOXED KIT				FULL SIZE PREPARED CRUST WITH TOPPING			
	TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS																	
80986 21755 100.0 26.9 100 10928 100.0 13.5 100 11396 100.0 10.4 100 2415 100.0 3.0 100																	
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	12481	57.4	28.4	106	6117	56.0	13.9	103	4931	58.7	11.2	108	1216	50.4	2.8	93
10:00 AM - 3:00 PM	30659	8753	41.2	29.2	109	4349	39.8	14.2	105	3473	41.4	11.3	109	1040	43.1	3.4	114
3:00 PM - 7:00 PM	31045	9196	42.3	29.6	110	4572	41.8	14.7	109	3738	44.5	12.0	116	953	39.5	3.1	103
7:00 PM - MIDNIGHT	15767	4533	20.8	28.7	107	2394	21.9	15.2	113	1599	19.0	10.1	98	520	21.5	3.3	111
MIDNIGHT - 6:00 AM	9120	2633	12.1	28.9	107	1423	13.0	15.6	116	1068	12.7	11.7	113	*228	9.4	2.5	84
6:00 AM - MIDNIGHT	58527	16658	76.6	28.5	106	8269	75.7	14.1	105	6548	78.0	11.2	108	1738	72.0	3.0	100
ENTIRE DAY	59311	16855	77.5	28.4	106	11385	76.7	14.1	105	6630	79.0	11.2	108	1760	72.9	3.0	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY 16172 5384 24.7 33.3 124 2614 23.9 16.2 120 2144 25.5 13.3 128 626 25.9 3.9 130																	
ALL NEWS	2256	482	2.2	21.4	80	281	2.6	12.5	92	*1100	1.2	4.4	43	**44	1.8	2.0	65
AOR/PROGRESSIVE	3874	1149	5.3	29.7	110	587	5.4	15.2	112	405	4.8	10.5	101	**120	5.0	3.1	104
BEAUTIFUL MUSIC	5660	1683	7.7	29.7	111	856	7.8	15.1	112	666	7.9	11.8	113	*218	9.0	3.9	129
BLACK	2204	463	2.1	21.0	78	*246	2.3	11.2	83	*179	2.1	8.1	78	**63	2.6	2.9	96
CLASSICAL	1418	423	1.9	29.8	111	*186	1.7	13.1	97	*171	2.0	12.1	116	**35	1.4	2.5	83
CHR/ROCK	9538	3003	13.8	31.5	117	1521	13.9	15.9	118	1259	15.0	13.2	127	*270	11.2	2.8	95
COUNTRY	12648	3646	16.8	28.8	107	1735	15.9	13.7	102	1612	19.2	12.7	123	*284	11.8	2.2	75
GOLDEN OLDIES	1191	*273	1.3	22.9	85	**80	0.7	6.7	50	**101	1.2	8.5	82	**105	4.3	8.8	296
MOR/NOSTALGIA	4757	1309	6.0	27.5	102	711	6.5	14.9	111	479	5.7	10.1	97	**116	4.8	2.4	82
NEWS/TALK	3863	889	4.1	23.0	86	538	4.8	13.7	101	277	3.3	7.2	69	**86	3.6	2.2	75
RELIGIOUS	3084	692	3.2	22.4	84	313	2.9	10.1	75	*226	2.7	7.3	71	**141	5.8	4.6	153
SOFT ROCK	521	**142	0.7	27.3	101	**75	0.7	14.4	107	**61	0.7	11.7	113	**4	0.2	0.8	26
URBAN CONTEMPORARY	1585	284	1.3	17.9	67	*146	1.3	9.2	68	**57	0.7	3.6	35	**52	2.2	3.3	110
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1115	5.1	34.2	127	449	4.1	13.8	102	460	5.5	14.1	136	**163	6.7	5.0	168
ABC DIRECTION	2316	720	3.3	31.1	116	397	3.6	17.1	127	258	3.1	11.1	107	**46	1.9	2.0	67
ABC ENTERTAINMENT	4834	1321	6.1	27.3	102	655	6.0	13.5	100	589	7.0	12.2	118	**91	3.8	1.9	63
ABC FM	2202	614	2.8	27.9	104	313	2.9	14.2	105	288	3.4	13.1	126	**55	2.3	2.5	84
ABC INFORMATION	5425	1561	7.2	28.8	107	756	6.9	13.9	103	663	7.9	12.2	118	**99	4.1	1.8	61
ABC ROCK	1677	617	2.8	36.8	137	352	3.2	21.0	156	*235	2.8	14.0	135	**10	0.4	0.6	20
CBS	4430	1174	5.4	26.5	99	616	5.6	13.9	103	447	5.3	10.1	97	*134	5.5	3.0	101
MUTUAL	4992	1363	6.3	27.3	102	672	6.1	13.5	100	542	6.5	10.9	105	**114	4.7	2.3	77
NBC	4679	1366	6.3	29.2	109	730	6.7	15.6	116	507	6.0	10.8	105	*197	8.2	4.2	141
RADIORADIO	1994	620	2.8	31.1	116	333	3.0	16.7	124	*265	3.2	13.3	128	**63	2.6	3.2	106
RKO ONE	2298	657	3.0	28.6	106	332	3.0	14.4	107	*268	3.2	11.7	112	**68	2.8	3.0	99
RKO TWO	3311	854	3.9	25.8	96	443	4.1	13.4	99	347	4.1	10.5	101	**64	2.7	1.9	65
THE SOURCE	2114	688	3.2	32.5	121	289	2.6	13.7	101	*314	3.7	14.9	143	**56	2.3	2.6	89
NON-WIRED : BLAIR	8654	2630	12.1	30.4	113	1436	13.1	16.6	123	1014	12.1	11.7	113	*202	8.4	2.3	78
INTERNET	12025	3314	15.2	27.6	103	1681	15.4	14.0	104	1250	14.9	10.4	100	363	15.0	3.0	101
KATZ RADIO GROUP	15359	4389	20.2	28.6	106	2256	20.6	14.7	109	1736	20.7	11.3	109	178	19.8	3.1	104
SUPERNET	10628	3088	14.2	29.1	108	1475	13.5	13.9	103	1355	16.1	12.7	123	*243	10.1	2.3	77
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2122	9.8	24.5	91	1079	9.9	12.5	92	774	9.2	8.9	86	256	10.6	3.0	99
WKDAY 9:00 AM - 1:00 PM	12163	3135	14.4	25.8	96	1508	13.8	12.4	92	1213	14.4	10.0	96	425	17.6	3.5	117
WKDAY 1:00 PM - 4:30 PM	16150	4240	19.5	26.3	98	2069	18.9	12.8	95	1706	20.3	10.6	102	562	23.3	3.5	117
WKDAY 4:30 PM - 7:30 PM	22463	5335	24.5	23.8	88	2666	24.4	11.9	88	2007	23.9	8.9	86	690	28.6	3.1	103
WKDAY 7:30 PM - 8:00 PM	31795	7715	35.5	24.3	90	3832	35.1	12.1	89	2953	35.2	9.3	90	961	39.8	3.0	101
WKDAY 11:00 PM - 11:30 PM	23977	6544	30.1	27.3	102	3226	29.5	13.5	100	2491	29.7	10.4	100	860	35.6	3.6	120
WKDAY 11:30 PM - 1:00 AM	7703	2223	10.2	28.9	107	1095	10.0	14.2	105	581	10.5	11.4	110	285	11.8	3.7	124
M-SAT 8-11 PM-SUN 7-11 PM	33800	8943	41.1	26.5	98	4474	40.9	13.2	98	3397	40.5	10.1	97	1126	46.6	3.3	112
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1771	8.1	27.1	101	864	7.9	13.2	98	672	8.0	10.3	99	255	10.6	3.9	131
ANOTHER WORLD	N 4620	1227	5.6	26.6	99	561	5.1	12.1	90	496	5.9	10.7	104	*214	8.9	4.6	155
AS THE WORLD TURNS	C 5614	1357	6.2	24.2	90	597	5.5	10.6	79	505	7.2	10.8	104	*151	6.3	2.7	90
CAPITOL	C 3396	818	3.8	24.1	90	391	3.6	11.5	85	414	4.9	12.2	118	*271	2.9	2.1	70
CBS MORN. NEWS 1	C 1446	284	1.3	19.6	73	141	1.3	9.8	72	*80	1.0	5.5	53	**18	0.7	1.2	42
CBS MORN. NEWS 2	C 1207	229	1.1	19.0	71	114	1.0	9.4	70	*69	0.8	5.7	55	**22	0.9	1.8	61
DAYS OF OUR LIVES	N 5877	1753	8.1	29.8	111	930	8.5	15.8	117	602	7.2	10.2	99	251	10.4	4.3	143
FACTS OF LIFE - DAYTIME	N 2290	665	3.1	29.0	108	290	2.7	12.7	94	372	4.4	16.2	157	**58	2.4	2.5	85
FAMILY FEUD	A 3023	755	3.5	25.0	93	353	3.2	11.7	87	266	3.2	8.8	85	*121	5.0	4.0	134
GENERAL HOSPITAL	A 6097	1586	7.3	26.0	97	723	6.6	11.9	88	672	8.0	11.0	106	238	9.9	3.9	131
GOOD MORNING, AMERICA-730 A	A 3515	856	3.9	24.4	91	349	3.2	9.9	74	433	5.2	12.3	119	*96	4.0	2.7	92
GOOD MORNING, AMERICA-830 A	A 2818	652	3.0	23.1	86	278	2.5	9.9	73	276	3.3	9.8	94	*122	5.1	4.3	145
GUIDING LIGHT	C 5339	1300	6.0	24.3	91	630	5.8	11.8	87	505	7.2	11.3	109	*104	4.3	1.9	65
ONE LIFE TO LIVE	A 4478	1219	5.6	27.2	101	566	5.2	12.6	94	522	6.2	11.7	112	178	7.4	4.0	133
PRESS YOUR LUCK	C 2244	576	2.6	25.7	96	272	2.5	12.1	90	210	2.5	9.4	90	**72	3.0	3.2	108
PRICE IS RIGHT 1	C 4348	955	4.4	22.0	82	478	4.4	11.0	81	354	4.2	8.1	79	*100	4.1	2.3	77
PRICE IS RIGHT 2	C 5014	1170	5.4	23.3	87	570	5.2	11.4	84	453	5.4	9.0	87	*116	4.8	2.3	78
RYAN'S HOPE																	

PIZZA MADE AT HOME (NOT FROZEN) - KINDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	MAKE PIZZA AT HOME				FULL SIZE HOMEMADE FROM SCRATCH				FULL SIZE FROM A BOXED KIT				FULL SIZE PREPARED CRUST WITH TOPPING				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS			80986	21755	100.0	26.9	100	10928	100.0	13.5	100	8396	100.0	10.4	100	2415	100.0	3.0	100
WKDAY LOCAL EVENING TV NEWS																			
		26063	5649	26.0	21.7	81	2749	25.2	10.5	78	2161	25.7	8.3	80	693	28.7	2.7	89	
	NETWORK AFFILIATES - EARLY	20261	5519	25.4	27.2	101	2720	24.9	13.4	99	2079	24.8	10.3	99	748	31.0	3.7	124	
	INDEPENDENTS - LATE	2076	507	2.3	24.4	91	295	2.7	14.2	105	152	1.8	7.3	71	*55	2.3	2.6	89	
TV EVENING NTKW 6 PM - 2 AM																			
	A TEAM	N 10453	2790	12.8	26.7	99	1542	14.1	14.8	109	1028	12.2	9.8	95	335	13.9	3.2	107	
	ABC MONDAY NIGHT MOVIE	A 6412	1745	8.0	27.2	101	868	7.9	13.5	100	666	7.9	10.4	100	*248	10.3	3.9	130	
	ABC SUNDAY NIGHT MOVIE	A 12407	3303	15.2	26.6	99	1704	15.6	13.7	102	1221	14.5	9.8	95	393	16.3	3.2	106	
	ABC WORLD NEWS TONIGHT	A 6176	1329	6.1	21.5	80	620	5.7	10.0	74	564	6.7	9.1	88	137	5.7	2.2	74	
	AFTERMASH	C 5863	1300	6.0	22.2	83	717	6.6	12.2	91	519	6.2	8.9	85	**122	5.1	2.1	70	
	ALICE	C 9594	2391	11.0	24.9	93	1121	10.3	11.7	87	955	11.4	10.0	96	*272	11.3	2.8	95	
	AMERICAN PARADE	C 6622	1355	6.2	20.5	76	653	6.0	9.9	73	573	6.8	8.7	83	**142	5.9	2.1	72	
	BENSON	A 10886	2768	12.7	25.4	95	1412	12.9	13.0	96	982	11.7	9.0	87	457	18.9	4.2	141	
	BLUE THUNDER	A 5036	1316	6.0	26.1	97	684	6.3	13.6	101	501	6.0	9.9	96	*207	8.6	4.1	138	
	CAGNEY & LACEY	C 9965	2772	12.7	27.8	104	1332	12.2	13.4	99	1149	13.7	11.5	111	272	11.3	2.7	92	
	CBS EVENING NEWS-DEAN	C 3491	758	3.5	21.7	81	361	3.3	10.3	77	*279	3.3	8.0	77	**79	3.3	2.3	76	
	CBS EVENING NEWS-RATHER	C 7123	1516	7.0	21.3	79	722	6.6	10.1	75	639	7.6	9.0	87	140	5.8	2.0	66	
	CBS SAT. NEWS-SCHIEFFER	C 3621	632	2.9	17.5	65	300	2.7	8.3	61	239	2.8	6.6	64	**46	1.9	1.3	43	
	CBS SATURDAY NIGHT MOVIE	C 5436	1520	7.0	28.0	104	731	6.7	13.4	100	557	6.6	10.2	99	178	7.4	3.3	110	
	CBS WEDNESDAY NIGHT MOVIE	C 6100	1559	7.2	25.6	95	767	7.0	12.6	93	578	6.9	9.5	91	283	11.7	4.6	156	
	CHEERS	N 8889	2743	12.6	30.9	115	1406	12.9	15.8	117	997	11.9	11.2	108	351	14.5	3.9	132	
	DALLAS	C 22109	5545	25.5	25.1	93	2842	26.0	12.9	95	2006	23.9	9.1	88	737	30.5	3.3	112	
	DIFF'RENT STROKES	N 6940	1742	8.0	25.1	93	817	7.5	11.8	87	708	8.4	10.2	98	*140	5.8	2.0	68	
	DOUBLE TROUBLE	N 7223	1911	8.8	26.5	98	861	7.9	11.9	88	816	9.7	11.3	109	*248	10.3	3.4	115	
	DUCK FACTORY	N 5595	1612	7.4	28.8	107	785	7.2	14.0	104	606	7.2	10.8	104	*214	8.9	3.8	128	
	DUKES OF HAZZARD	C 5768	1392	6.4	24.1	90	656	6.0	11.4	84	558	6.6	9.7	93	*232	9.6	4.0	135	
	DYNASTY	A 20053	5361	24.6	26.7	100	2653	24.3	13.2	98	1932	23.0	9.6	93	556	23.0	2.8	93	
	FACTS OF LIFE	N 8087	2246	10.3	27.8	103	1066	9.8	13.2	98	959	11.4	11.9	114	*261	10.8	3.2	108	
	FALCON CREST	C 20046	5231	24.0	26.1	97	2687	24.6	13.4	99	1910	22.7	9.5	92	616	25.5	3.1	103	
	FALL GUY	A 9084	2369	10.9	26.1	97	1164	10.7	12.8	95	942	11.2	10.4	100	321	13.3	3.5	119	
	FAMILY TIES	N 7964	2205	10.1	27.7	103	1048	9.6	13.2	98	889	10.6	11.2	108	*275	11.4	3.5	116	
	FANTASY ISLAND	A 7687	1776	8.2	23.1	86	954	8.7	12.4	92	708	8.4	9.2	89	*206	8.5	2.7	90	
	FOULUPS, BLEEPs & BLUNDERS	A 8861	2375	10.9	26.8	100	1322	12.1	14.9	111	804	9.6	9.1	88	*307	12.7	3.5	116	
	FOUR SEASONS	C 5095	1205	5.5	23.7	88	572	5.2	11.2	83	529	6.3	10.4	100	**116	4.8	2.3	76	
	GIMME A BREAK	N 8838	2159	9.9	24.4	91	1000	9.2	11.3	84	769	9.2	8.7	84	339	14.0	3.8	129	
	HART TO HART	A 8978	2148	9.9	23.9	89	1072	9.8	11.9	88	818	9.7	9.1	88	*243	10.1	2.7	91	
	HILL STREET BLUES	N 8590	2571	11.8	29.9	111	1240	11.3	14.4	107	1009	12.0	11.7	113	333	13.8	3.9	130	
	HOTEL	A 14085	3728	17.1	26.5	99	1885	17.2	13.4	99	1388	16.5	9.9	95	492	20.4	3.5	117	
	JEFFERSONS	C 9360	2300	10.6	24.6	91	1027	9.4	11.0	81	952	11.3	10.2	98	*244	10.1	2.6	87	
	JENNIFER SLEPT HERE	N 5841	1767	8.1	30.3	113	882	8.1	15.1	112	706	8.4	12.1	117	**101	4.2	1.7	58	
	KATE & ALLIE	C 9206	2490	11.4	27.0	101	1208	11.1	13.1	97	1020	12.1	11.1	107	329	13.6	3.6	120	
	KNIGHT RIDER	N 7076	1896	8.7	26.8	100	854	7.8	12.1	89	714	8.5	10.1	97	*257	10.6	3.6	122	
	LOVE BOAT	A 12219	2624	12.1	21.5	80	1284	11.7	10.5	78	1086	12.9	8.9	86	305	12.6	2.5	84	
	MAGNUM PI	C 11199	2849	13.1	25.4	95	1449	13.3	12.9	96	1179	14.0	10.5	102	383	15.9	3.4	115	
	MAMA'S FAMILY	N 6057	1570	7.2	25.9	96	722	6.6	11.9	88	599	7.1	9.9	95	*148	6.1	2.4	82	
	MASTER, THE	N 3598	982	4.5	27.3	102	538	4.9	15.0	111	325	3.9	9.0	87	**105	4.3	2.9	98	
	MATT HOUSTON	A 6344	1841	8.5	29.0	108	939	8.6	14.8	110	655	7.8	10.3	100	*275	11.4	4.3	145	
	NBC MONDAY NIGHT MOVIE	N 11994	3674	16.9	30.6	114	1757	16.1	14.6	109	1486	17.7	12.4	120	458	19.0	3.8	128	
	NBC NIGHTLY NEWS	N 5132	1162	5.3	22.6	84	581	5.3	11.3	84	396	4.7	7.7	74	169	7.0	3.3	110	
	NBC NIGHTLY NEWS-SAT	N 3375	659	3.0	19.5	73	377	3.4	11.2	83	*236	2.8	7.0	67	**78	3.2	2.3	78	
	NBC NIGHTLY NEWS-SUN	N 3130	777	3.6	24.8	92	346	3.2	11.1	82	282	3.4	9.0	87	**98	4.1	3.1	105	
	NBC SUNDAY NIGHT MOVIE	N 8284	2453	11.3	29.6	110	1254	11.5	15.1	112	978	11.6	11.8	114	*330	13.7	4.0	134	
	NEWMATH	C 9240	2540	11.7	27.5	102	1241	11.4	13.4	100	1044	12.4	11.3	109	*273	11.3	3.0	99	
	ONE DAY AT A TIME	C 7288	2014	9.3	27.6	103	918	8.4	12.6	93	942	11.2	12.9	125	*151	6.3	2.1	69	
	PEOPLE ARE FUNNY	N 4855	1289	5.9	26.5	99	587	5.4	12.1	90	511	6.1	10.5	102	**112	4.6	2.3	77	
	REAL PEOPLE	N 8869	2119	9.7	23.9	89	1075	9.8	12.1	90	752	9.0	8.5	82	*278	11.5	3.1	105	
	REMINGTON STEELE	N 7743	2137	9.8	27.6	103	1061	9.7	13.7	102	841	10.0	10.9	105	*255	10.6	3.3	110	
	RIPLY'S BELIEVE IT - NOT	A 5345	1645	7.6	30.8	115	807	7.4	15.1	112	662	7.9	12.4	119	*126	5.2	2.4	79	
	RIPTIDE	N 6988	1996	9.2	28.6	106	977	8.9	14.0	104	802	9.6	11.5	111	*278	11.5	4.0	133	
	SCARECROW & MRS. KING	C 10002	2527	11.6	25.3	94	1232	11.3	12.3	91	1054	12.6	10.5	102	*378	15.7	3.8	127	
	SIMON & SIMON	C 10638	2815	12.9	26.5	99	1354	12.4	12.7	94	1179	14.0	11.1	107	429	17.8	4.0	135	
	60 MINUTES	C 13293	2847	13.1	21.4	80	1363	12.5	10.3	76	1129	13.4	8.5	82	310	12.8	2.3	78	
	ST. ELSEWHERE	N 7017	2163	9.9	30.8	115	984	9.0	14.0	104	973	11.6	13.9	134	*260	10.8	3.7	124	
	THREE'S COMPANY	A 10917	2834	13.0	26.0	97	1336	12.2	12.2	91	1197	14.3							

	TOTAL U.S. '000	ENGLISH MUFFINS WITH TOPPING				FRENCH/ITALIAN BREAD WITH TOPPING				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL FEMALE HOMEMAKERS	30986	2701	100.0	3.3	100	1655	100.0	2.0	100								
18 - 24	19072	**234	8.7	2.5	76	**123	7.4	1.3	65								
25 - 34	14591	734	27.2	3.8	115	605	36.6	3.2	155								
35 - 44	11345	744	27.5	5.1	153	*374	22.6	2.6	125								
45 - 54	11635	*484	17.9	4.3	128	**246	14.9	2.2	106								
55 - 64	15061	**282	10.4	2.4	73	**171	10.3	1.5	72								
65 OR OLDER	28354	*224	8.3	1.5	45	**136	8.2	0.9	44								
18 - 34	48339	968	35.8	3.4	102	727	43.9	2.6	125								
18 - 49	45008	2024	74.9	4.2	126	1285	77.6	2.7	130								
25 - 54	19985	1961	72.6	4.4	131	1225	74.0	2.7	133								
35 - 49	32647	1056	39.1	5.3	158	*558	33.7	2.8	137								
50 OR OLDER		677	25.1	2.1	62	*370	22.4	1.1	55								
GRADUATED COLLEGE	11155	*523	19.4	4.7	141	*298	18.0	2.7	131								
ATTENDED COLLEGE	13852	625	23.2	4.6	137	*407	24.6	3.0	146								
GRADUATED HIGH SCHOOL	13850	1153	42.7	3.4	102	890	41.7	2.0	100								
DID NOT GRADUATE HIGH SCHOOL	22270	*399	14.8	1.8	54	*260	15.7	1.2	57								
EMPLOYED	40306	1562	57.8	3.9	116	*35	56.5	2.3	114								
EMPLOYED FULL-TIME	32850	1218	45.1	3.7	111	767	46.3	2.3	114								
EMPLOYED PART-TIME	7456	*343	12.7	4.6	138	*168	10.2	2.3	110								
NOT EMPLOYED	40680	1140	42.2	2.8	84	720	43.5	1.8	87								
PROFESSIONAL/MANAGER	10392	*355	13.1	3.4	102	*259	15.6	2.5	122								
TECH/CLERICAL/SALES	17574	744	27.5	4.2	127	*431	26.0	2.5	120								
PRECISION/CRAFT	985	**49	1.8	5.0	149	*8	0.5	0.8	40								
OTHER EMPLOYED	11354	*413	15.3	3.6	109	*237	14.3	2.1	102								
SINGLE	51375	*299	11.1	3.0	91	*136	8.2	1.4	67								
MARRIED	19748	489	18.1	2.5	74	*307	18.5	1.6	76								
DIVORCED/SEPARATED/WIDOWED	32590	1649	61.1	5.1	152	1036	62.6	3.2	156								
PARENTS																	
WHITE	70416	2340	86.6	3.3	100	1415	85.5	2.0	98								
BLACK	8778	*235	8.7	2.7	80	*125	7.6	1.4	70								
OTHER	1791	**126	4.7	7.0	211	*115	6.9	6.4	314								
NORTHEAST-CENSUS	17786	1093	40.5	6.1	184	*398	24.0	2.2	110								
NORTH CENTRAL	20741	531	19.7	2.6	77	*402	24.3	1.9	95								
SOUTH	27775	542	20.1	2.0	59	*401	24.2	1.4	71								
WEST	14683	*536	19.8	3.7	109	*454	27.4	3.1	151								
NORTHEAST-MKTG.	17961	1139	42.2	6.3	190	*383	23.1	2.1	104								
EAST CENTRAL	11885	*374	13.8	3.1	94	*307	18.5	2.6	126								
WEST CENTRAL	14090	*302	11.2	2.1	64	*219	13.2	1.6	76								
SOUTH	24081	*355	13.1	1.5	44	*311	18.8	1.3	63								
PACIFIC	12969	*531	19.7	4.1	123	*435	26.3	3.4	164								
COUNTY SIZE A	32439	1244	46.1	3.8	115	751	45.4	2.3	113								
COUNTY SIZE B	24915	913	33.8	3.7	110	*514	31.1	2.1	101								
COUNTY SIZE C	12930	**342	12.7	2.6	79	*230	13.9	1.8	87								
COUNTY SIZE D	10703	**202	7.5	1.9	57	*160	9.7	1.5	73								
METRO CENTRAL CITY	24518	681	25.2	2.8	83	*479	28.9	2.0	96								
METRO SUBURBAN	35919	1579	58.5	4.4	132	*51	51.5	2.4	116								
NON METRO	20549	*440	16.3	2.1	64	*323	19.5	1.6	77								
TOP 5 ADI'S	18341	777	28.8	4.2	127	*462	27.9	2.5	123								
TOP 10 ADI'S	25378	1120	41.5	4.4	132	*585	35.5	2.3	113								
TOP 20 ADI'S	36488	1455	53.9	4.0	120	845	51.1	2.3	113								
HSGLD INC. \$50,000 OR MORE	6612	**322	11.9	4.9	146	**205	12.4	3.1	152								
\$40,000 OR MORE	12659	694	25.7	5.5	164	*414	25.0	3.3	160								
\$30,000 OR MORE	24698	1187	43.9	4.8	144	*666	40.2	2.7	132								
\$25,000 OR MORE	32077	1409	52.2	4.4	132	816	49.3	2.5	124								
\$20,000 - \$24,999	9144	*436	16.1	4.8	143	**207	12.5	2.3	111								
\$15,000 - \$19,999	8728	**134	5.0	1.5	46	*150	9.1	1.7	84								
\$10,000 - \$14,999	12562	*358	13.3	2.8	85	*194	11.7	1.5	76								
UNDER \$10,000	18475	*364	13.5	2.0	59	*287	17.3	1.6	76								
HOUSEHOLD OF 1 PERSON	11987	*204	7.6	1.7	51	*147	8.9	1.2	60								
2 PEOPLE	26577	575	21.3	2.2	65	*395	23.9	1.5	73								
3 OR 4 PEOPLE	30617	1193	44.2	3.9	117	650	39.3	2.1	104								
5 OR MORE PEOPLE	11804	*729	27.0	6.2	185	*462	27.9	3.9	192								
NO CHILD IN HSHLD	46165	1004	37.2	2.2	65	592	35.8	1.3	63								
CHILD(REN) UNDER 2 YRS	5325	**168	6.2	3.2	95	*80	4.8	1.5	74								
2 - 5 YEARS	14221	*596	22.1	4.2	126	*416	25.1	2.9	143								
6 - 11 YEARS	15117	776	28.7	5.1	154	*635	38.4	4.2	206								
12 - 17 YEARS	16611	1038	38.4	6.2	187	*504	30.5	3.0	148								
RESIDENCE OWNED	55884	2044	75.7	3.7	110	1200	72.5	2.1	105								
VALUE: \$50,000 OR MORE	31744	1363	50.5	4.3	129	*32	50.3	2.6	128								
VALUE: UNDER \$50,000	24140	*681	25.2	2.8	85	*368	22.2	1.5	75								

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	TOTAL U.S. '000	ENGLISH MUFFINS WITH TOPPING				FRENCH/ITALIAN BREAD WITH TOPPING				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL FEMALE HOMEMAKERS	80986	2701	100.0	3.3	100	1655	100.0	2.0	100								
ATLANTIC MONTHLY	415	**57	2.1	13.7	412	**5	0.3	1.2	59								
BARRON'S	453	**81	3.0	17.9	536	**47	2.8	10.4	508								
BETTER HOMES & GARDENS	16256	798	29.5	4.9	147	521	31.5	3.2	157								
BON APPETIT	2535	**96	3.6	3.8	114	**86	5.2	3.4	166								
BUSINESS WEEK	1278	**49	1.8	3.8	115	**36	2.2	2.8	138								
CAR AND DRIVER	378	**7	0.3	1.9	56	**7	0.4	1.9	91								
CBS MAGAZINE NETWORK (GROSS)	1498	**126	4.7	8.4	252	**60	3.6	4.0	196								
CHANGING TIMES	1505	**36	1.3	2.4	72	**20	1.2	1.3	65								
COLONIAL HOMES	1231	**51	1.9	4.1	124	**21	1.3	1.7	83								
CONDE NAST MAG. PKG. (GROSS)	14146	697	25.8	4.9	148	528	31.9	3.7	183								
CONSUMERS DIGEST	1323	**70	2.6	5.3	159	**40	2.4	3.0	148								
COSMOPOLITAN	7102	279	10.3	3.9	118	**212	12.8	3.0	146								
COUNTRY LIVING	2481	*163	6.0	6.6	197	**110	6.6	4.4	217								
CUISINE	1472	**60	2.2	4.1	122	**22	1.3	1.5	73								
CYCLE WORLD	425	**40	1.5	9.4	282	**2	0.1	0.5	23								
DCI:CREATIVE IDEAS FOR LIV	2510	**64	2.4	2.5	76	**111	6.7	4.4	216								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*171	6.3	2.6	77	*205	12.4	3.1	150								
DISCOVER	894	**48	1.8	5.4	161	**30	1.8	3.4	164								
EBONY	3507	*115	4.3	3.3	98	**58	3.5	1.7	81								
ESQUIRE	1083	**44	1.6	4.1	122	**42	2.5	3.9	190								
ESSENCE	1830	**32	1.2	1.7	52	**32	1.9	1.7	86								
FAMILY CIRCLE	15930	740	27.4	4.6	139	505	30.5	3.2	155								
THE FAMILY HANDYMAN	1126	**59	2.2	5.2	157	**34	2.1	3.0	148								
FAMILY WEEKLY	11468	309	11.4	2.7	81	269	16.3	2.3	115								
FIELD & STREAM	2234	**97	3.6	4.3	130	**47	2.8	2.1	103								
FOOD & WINE	579	**47	1.7	8.1	243	**21	1.3	3.6	177								
FORBES	728	**53	2.0	7.3	218	**52	3.1	7.1	350								
FORTUNE	906	**63	2.3	7.0	208	**45	2.7	5.0	243								
GENTLEMEN'S QUARTERLY	791	**20	0.7	2.5	76	**7	0.4	0.9	43								
GLAMOUR	5265	*245	9.1	4.7	140	*179	10.8	3.4	166								
GOLF DIGEST	636	**51	1.9	8.0	240	**43	2.6	6.8	331								
GOLF DIGEST/TENNIS (GROSS)	1186	**64	2.4	5.4	162	**59	3.6	5.0	243								
GOLF MAGAZINE	441	**29	1.1	6.6	197	**30	1.8	6.8	333								
GOLF MAGAZINE/SKI (GROSS)	922	**49	1.8	5.3	159	**37	2.2	4.0	196								
GOOD HOUSEKEEPING	16487	712	26.4	4.3	129	467	28.2	2.8	139								
HARPER'S BAZAAR	2423	**144	5.3	5.9	178	**72	4.4	3.0	145								
HEALTH	1994	**134	5.0	6.7	201	**164	9.9	8.2	402								
HEARST MAG CORP. BUY (GROSS)	44101	2069	76.6	4.7	141	1356	81.9	3.1	150								
HEARST MAN POWER (GROSS)	1993	**152	5.6	7.6	229	**103	6.2	5.2	253								
HEARST WOMAN POWER (GROSS)	31274	1357	50.2	4.3	130	903	54.6	2.9	141								
HOUSE BEAUTIFUL	3623	*158	5.8	4.4	131	**122	7.4	3.4	165								
INC.	283	**35	1.3	12.4	371	**30	1.8	10.6	519								
JET	2928	*118	4.4	4.0	121	**47	2.8	1.6	79								
LADIES' HOME JOURNAL	11918	547	20.3	4.6	138	424	25.6	3.6	174								
LHJ FAMILY GRP COMBO(GROSS)	16764	813	30.1	4.8	145	698	42.2	4.2	204								
LIFE	4254	*237	8.8	5.6	167	**96	5.8	2.3	110								
L.A. TIMES HOME MAGAZINE	1145	**101	3.7	8.8	264	**66	4.0	5.8	282								
MADMOISELLE	2884	**133	4.9	4.6	138	**121	7.3	4.2	205								
MC CALL'S	13460	540	20.0	4.0	120	468	28.3	3.5	170								
MC CALL'S/WRK MOTHER (GROSS)	14606	607	22.5	4.2	125	500	30.2	3.4	168								
MECHANIX ILLUSTRATED	772	**70	2.6	9.1	272	**31	1.9	4.0	196								
METROPOLITAN HOME	967	**16	0.6	1.7	50	**6	0.4	0.6	30								
MONEY	1588	**90	3.3	5.7	170	**77	4.7	4.8	237								
MOTHER EARTH NEWS	1002	**63	2.3	6.3	189	**46	2.8	4.6	225								
MS.	825	**26	1.0	3.2	94	**43	2.6	5.2	255								
NATIONAL ENQUIRER	10336	373	13.8	3.6	108	*197	11.9	1.9	93								
NATIONAL GEOGRAPHIC	9597	446	16.5	4.6	139	*249	15.0	2.6	127								
NATIONAL SUNDAY MAGAZINE PKG	49558	1902	70.4	3.8	115	1063	64.2	2.1	105								
NATURAL HISTORY	573	**9	0.3	1.6	47	**19	1.1	3.3	162								
NEW WOMAN	1699	**72	2.7	4.2	127	**17	1.0	1.0	49								
NEW YORK INCLUDING CUE	443	**8	0.3	1.8	54	**4	0.2	0.9	44								
THE NEW YORKER	1270	**85	3.1	6.7	201	**48	2.9	3.8	185								
NEWSWEEK	6277	*287	10.6	4.6	137	*215	13.0	3.4	168								
THE N.Y. TIMES DAILY EDITION	1205	**29	1.1	2.4	72	**7	0.4	0.6	28								
THE N.Y. TIMES MAGAZINE	2081	**64	2.4	3.1	92	**17	1.0	0.8	40								
OMNI	788	**31	1.1	3.9	118	**14	0.8	1.8	87								
ON CABLE	1158	**25	0.9	2.2	65	**9	0.5	0.8	38								
1001 HOME IDEAS	2852	**133	4.9	4.7	140	**110	6.6	3.9	189								
ORGANIC GARDENING	1658	**113	4.2	6.8	204	**25	1.5	1.5	74								
OUTDOOR LIFE	896	**62	2.3	6.9	207	**40	2.4	4.5	218								
PARADE MAGAZINE	24275	1151	42.6	4.7	142	526	31.8	2.2	106								

PIZZA MADE AT HOME (NOT FROZEN) - KINDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ENGLISH MUFFINS WITH TOPPING				FRENCH/ITALIAN BREAD WITH TOPPING				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2701	100.0	3.3	100	1655	100.0	2.0	100								
PARENTS	3845	*183	6.8	4.8	143	**116	7.0	3.0	148								
PENTHOUSE	831	**27	1.0	3.2	97	**24	1.5	2.9	141								
PEOPLE	11645	517	19.1	4.4	133	338	20.4	2.9	142								
PLAYBOY	2006	**98	3.6	4.9	146	**50	3.0	2.5	122								
POPULAR HOT RODDING	297	**15	0.6	5.1	151	**13	0.8	4.4	214								
POPULAR MECHANICS	1018	**100	3.7	9.8	295	**39	2.4	3.8	187								
POPULAR SCIENCE	878	**59	2.2	6.7	201	**28	1.7	3.2	156								
PREVENTION	3913	*235	8.7	6.0	180	**134	8.1	3.4	168								
PSYCHOLOGY TODAY	1710	**66	2.4	3.9	116	**33	2.0	1.9	94								
READER'S DIGEST	22204	831	30.8	3.7	112	595	36.0	2.7	131								
REDBOOK	7684	366	13.6	4.8	143	*224	13.5	2.9	143								
ROAD & TRACK	410	**51	1.9	12.4	373	**43	2.6	10.5	513								
ROLLING STONE	969	**93	3.4	9.6	288	**45	2.7	4.6	227								
RUNNER'S WORLD	298	**4	0.1	1.3	40	**0	0.0	0.0	0								
SATURDAY EVENING POST	1169	**48	1.8	4.1	123	**26	1.6	2.2	109								
SCIENCE 84	587	**106	3.9	18.1	541	**14	0.8	2.4	117								
SCIENCE DIGEST	482	**27	1.0	5.6	168	**33	2.0	6.8	335								
SCIENTIFIC AMERICAN	594	**42	1.6	7.1	212	**13	0.8	2.2	107								
SELF	2089	**110	4.1	5.3	158	**82	5.0	3.9	192								
SEVENTEEN	2411	**72	2.7	3.0	90	**49	3.0	2.0	99								
SKI	480	**20	0.7	4.2	125	**7	0.4	1.5	71								
SMITHSONIAN	2760	**70	2.6	2.5	76	**68	4.1	2.5	121								
SOAP OPERA DIGEST	3013	**89	3.3	3.0	89	**76	4.6	2.5	123								
SOUTHERN LIVING	4184	**107	4.0	2.6	77	**95	5.7	2.3	111								
SPORT	559	**30	1.1	5.4	161	**5	0.3	0.9	44								
THE SPORTING NEWS	436	**20	0.7	4.6	138	**5	0.3	1.1	56								
SPORTS AFIELD	493	**25	0.9	5.1	152	**30	1.8	6.1	298								
SPORTS ILLUSTRATED	2758	*127	4.7	4.6	138	**68	4.1	2.5	121								
STAR	7456	310	11.5	4.2	125	**105	6.3	1.4	69								
SUNDAY	24936	1028	38.1	4.1	124	516	31.2	2.1	101								
SUNSET	2124	**99	3.7	4.7	140	**102	6.2	4.8	235								
TV GUIDE	21661	770	28.5	3.6	107	549	33.2	2.5	124								
TENNIS	550	**13	0.5	2.4	71	**16	1.0	2.9	142								
TIME	8880	535	19.8	6.0	181	*291	17.6	3.3	160								
TOWN & COUNTRY	917	**30	1.1	3.3	98	**13	0.8	1.4	69								
TRAVEL & LEISURE	972	**27	1.0	2.8	83	**13	0.8	1.3	65								
TRUE STORY	3356	**75	2.8	2.2	67	**104	6.3	3.1	152								
U.S. NEWS & WORLD REPORT	3410	**90	3.3	2.6	79	**59	3.6	1.7	85								
USA TODAY	1759	**82	3.0	4.7	140	**48	2.9	2.7	134								
US	1873	**87	3.2	4.6	139	**45	2.7	2.4	118								
VOGUE	3909	*208	7.7	5.3	160	*146	8.8	3.7	183								
WALL STREET JOURNAL	1886	**65	2.4	3.4	103	**59	3.6	3.1	153								
WEIGHT WATCHERS	2120	**56	2.1	2.6	79	**98	5.9	4.6	226								
WOMAN'S DAY	14172	647	24.0	4.6	137	493	29.8	3.5	170								
WORKING MOTHER	1146	**68	2.5	5.9	178	**32	1.9	2.8	137								
WORKING WOMAN	1322	**54	2.0	4.1	122	**66	4.0	5.0	244								
WORLD TENNIS	*163	**6	0.2	3.7	110	**5	0.3	3.1	150								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*132	4.9	5.2	156	**87	5.3	3.4	168								
BLAIR INSERTS	43657	1756	65.0	4.0	121	920	55.6	2.1	103								
DAILY NEWSPAPERS																	
READ ANY	51633	1816	67.2	3.5	105	1087	65.7	2.1	103								
READ ONE	43463	1387	51.4	3.2	96	939	56.7	2.2	106								
READ TWO OR MORE	8170	429	15.9	5.3	157	*148	8.9	1.8	89								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1946	72.0	3.7	111	1064	64.3	2.0	99								
READ ONE	46126	1596	59.1	3.5	104	978	59.1	2.1	104								
READ TWO OR MORE	6552	350	13.0	5.3	160	**86	5.2	1.3	64								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.92				31.36											
30 DAY REACH	71455	2370	87.7	3.3	99	1473	89.0	2.1	101								
50 SHWG - 30 DAY AV FREQ	14.56	16.32				16.05											
30 DAY REACH	67742	2260	83.7	3.3	100	1447	87.4	2.1	105								
25 SHWG - 30 DAY AV FREQ	7.94	8.70				8.44											
30 DAY REACH	62117	2105	77.9	3.4	102	1378	83.3	2.2	109								
CABLE TV: HOME WIRED	32077	1283	47.5	4.0	120	791	47.8	2.5	121								
HOME NOT WIRED	48909	1418	52.5	2.9	87	863	52.1	1.8	86								
HAVE PAY CABLE	15935	785	29.1	4.9	148	*419	25.3	2.6	129								

	TOTAL U.S. '000	ENGLISH MUFFINS WITH TOPPING				FRENCH/ITALIAN BREAD WITH TOPPING				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	2701	100.0	3.3	100	1655	100.0	2.0	100									
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1688	62.5	3.8	115	883	53.4	2.0	98								
10:00 AM - 3:00 PM	30659	1016	37.6	3.3	99	787	47.6	2.6	126								
3:00 PM - 7:00 PM	31045	1002	37.1	3.2	97	576	34.8	1.9	91								
7:00 PM - MIDNIGHT	15767	545	20.2	3.5	104	315	19.0	2.0	98								
MIDNIGHT - 6:00 AM	9120	377	14.0	4.1	124	*232	14.0	2.5	124								
6:00 AM - MIDNIGHT	58527	2130	78.9	3.6	109	1266	76.5	2.2	106								
ENTIRE DAY	59311	2138	79.2	3.6	108	1268	76.6	2.1	105								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	554	20.5	3.4	103	372	22.5	2.3	113								
ALL NEWS	2256	*123	4.6	5.5	163	*86	5.2	3.8	187								
AOR/PROGRESSIVE	3874	*148	5.5	3.8	115	*59	3.6	1.5	75								
BEAUTIFUL MUSIC	5660	303	11.2	5.4	161	*111	6.7	2.0	96								
BLACK	2204	*54	2.0	2.5	73	*27	1.6	1.2	60								
CLASSICAL	1418	*100	3.7	7.1	211	*41	2.5	2.9	141								
CHR/ROCK	9538	364	13.5	3.8	114	*195	11.8	2.0	100								
COUNTRY	12648	395	14.6	3.1	94	*256	15.5	2.0	99								
GOLDEN OLDIES	1191	*32	1.2	2.7	81	*19	1.1	1.6	78								
MOR/NOSTALGIA	4757	*146	5.4	3.1	92	*80	4.8	1.7	82								
NEWS/TALK	3863	*152	5.6	3.9	118	*70	4.2	1.8	89								
RELIGIOUS	3863	*87	3.2	2.8	85	*92	5.6	3.0	146								
SOFT ROCK	521	*1	0.0	0.2	6	*0	0.0	0.0	0								
URBAN CONTEMPORARY	1585	*50	1.9	3.2	95	*40	2.4	2.5	123								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*144	5.3	4.4	132	*73	4.4	2.2	110								
ABC DIRECTION	2316	*111	4.1	4.8	144	*36	2.2	1.6	76								
ABC ENTERTAINMENT	4834	*159	5.9	3.3	99	*69	4.2	1.4	70								
ABC FM	2202	*51	1.9	2.3	69	*40	2.4	1.8	89								
ABC INFORMATION	5425	*187	6.9	3.4	103	*112	6.8	2.1	101								
ABC ROCK	1677	*79	2.9	4.7	141	*21	1.3	1.3	61								
CBS	4430	*157	5.8	3.5	106	*89	5.4	2.0	98								
MUTUAL	4992	*161	6.0	3.2	97	*54	3.3	1.1	53								
NBC	4679	*157	5.8	3.4	101	*97	5.9	2.1	101								
RADIORADIO	1994	*83	3.1	4.2	125	*24	1.5	1.2	59								
RKO ONE	2298	*65	2.4	2.8	85	*47	2.8	2.0	100								
RKO TWO	3311	*109	4.0	3.3	99	*62	3.7	1.9	92								
THE SOURCE	2114	*58	2.1	2.7	82	*37	2.2	1.8	86								
NON-WIRED : BLAIR	8654	274	10.1	3.2	95	*195	11.8	2.3	110								
INTERNET	12025	482	17.8	4.0	120	*265	16.0	2.2	108								
KATZ RADIO GROUP	15359	597	22.1	3.9	117	*270	16.3	1.8	86								
SUPERNET	10628	410	15.2	3.9	116	*218	13.2	2.1	100								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	246	9.1	2.8	85	149	9.0	1.7	84								
WKDAY 9:00 AM - 1:00 PM	12163	319	11.8	2.6	79	262	15.8	2.2	105								
WKDAY 1:00 PM - 4:30 PM	16150	476	17.6	2.9	88	356	21.5	2.2	108								
WKDAY 4:30 PM - 7:30 PM	22463	701	26.0	3.1	94	452	27.3	2.0	98								
WKDAY 7:30 PM - 8:00 PM	31795	870	32.2	2.7	82	639	38.6	2.0	98								
WKDAY 11:00 PM - 11:30 PM	23977	861	31.9	3.6	108	481	29.1	2.0	98								
WKDAY 11:30 PM - 1:00 AM	7703	270	10.0	3.5	105	192	11.6	2.5	122								
M-SAT 8-11 PM+SUN 7-11 PM	33800	1142	42.3	3.4	101	736	44.5	2.2	107								
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	295	10.9	4.5	135	*206	12.4	3.2	154								
ANOTHER WORLD	N 4620	*73	2.7	1.6	47	*105	6.3	2.3	111								
AS THE WORLD TURNS	C 5614	*183	6.8	3.3	98	*126	7.6	2.2	110								
CAPITOL	C 3396	*79	2.9	2.3	70	*53	3.2	1.6	76								
CBS MORN. NEWS 1	C 1446	*30	1.1	2.1	62	*20	1.2	1.4	68								
CBS MORN. NEWS 2	C 1207	*33	1.2	2.7	82	*20	1.2	1.7	81								
DAYS OF OUR LIVES	N 5877	*97	3.6	1.7	49	*95	5.7	1.6	79								
FACTS OF LIFE - DAYTIME	N 2290	*60	2.2	2.6	79	*84	5.1	3.7	179								
FAMILY FEUD	A 3023	*44	1.6	1.5	44	*32	1.9	1.1	52								
GENERAL HOSPITAL	A 6097	193	7.1	3.2	95	*101	6.1	1.7	81								
GOOD MORNING, AMERICA-730	A 3515	*96	3.6	2.7	82	*49	3.0	1.4	68								
GOOD MORNING, AMERICA-830	A 2818	*77	2.9	2.7	82	*32	1.9	1.1	56								
GUIDING LIGHT	C 5339	*125	4.6	2.3	70	*81	4.9	1.5	74								
ONE LIFE TO LIVE	A 4478	131	4.9	2.9	88	*73	4.4	1.6	80								
PRESS YOUR LUCK	C 2244	*91	3.4	4.1	122	*65	3.9	2.9	142								
PRICE IS RIGHT 1	C 4348	146	5.4	3.4	101	*71	4.3	1.6	80								
PRICE IS RIGHT 2	C 5014	157	5.8	3.1	94	*91	5.5	1.8	89								
RYAN'S HOPE	A 3150	*69	2.6	2.2	66	*50	3.0	1.6	78								
SALE OF THE CENTURY	N 2695	*63	2.3	2.3	70	*71	4.3	2.6	129								
SEARCH FOR TOMORROW	N 2319	*18	0.7	0.8	23	*8	0.5	0.3	17								
TODAY SHOW 1	N 2693	*71	2.6	2.6	79	*56	3.4	2.1	102								
TODAY SHOW 2	N 2498	*64	2.4	2.6	77	*32	1.9	1.3	63								
\$25,000 PYRAMID	C 2753	*95	3.5	3.5	103	*63	3.8	2.3	112								
WHEEL OF FORTUNE	N 4388	*63	2.3	1.4	43	*76	4.6	1.7	85								
YOUNG AND THE RESTLESS	C 5695	*151	5.6	2.7	80	*133	8.0	2.3	114								
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	*72	2.7	4.1	123	*46	2.8	2.6	128								
NBA PLAYOFF GAME -1	C 1136	*16	0.6	1.4	42	*5	0.3	0.4	22								
NBC MAJOR LEAGUE PRE-GAME	N 953	*18	0.7	1.9	57	*14	0.8	1.5	72								
SPORTSWORLD - SUN	N 1233	*21	0.8	1.7	51	*32	1.9	2.6	127								
SUNDAY MORNING	C 1611	*49	1.8	3.0	91	*18	1.1	1.1	55								

	TOTAL U.S. '000	ENGLISH MUFFINS WITH TOPPING				FRENCH/ITALIAN BREAD WITH TOPPING											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2701	100.0	3.3	100	1655	100.0	2.0	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	752	27.8	2.9	87	386	23.3	1.5	72								
NETWORK AFFILIATES - LATE	20261	758	28.1	3.7	112	424	25.6	2.1	102								
INDEPENDENTS - LATE	2076	*78	2.9	3.8	113	**45	2.7	2.2	106								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	302	11.2	2.9	87	*173	10.5	1.7	81								
ABC MONDAY NIGHT MOVIE	A 6412	*219	8.1	3.4	102	*130	7.9	2.0	99								
ABC SUNDAY NIGHT MOVIE	A 12407	405	15.0	3.3	98	271	16.4	2.2	107								
ABC WORLD NEWS TONIGHT	A 6176	179	6.6	2.9	87	*114	6.9	1.8	90								
AFTERMASH	C 5863	**169	6.3	2.9	86	**133	8.0	2.3	111								
ALICE	C 9594	266	9.8	2.8	83	*163	9.8	1.7	83								
AMERICAN PARADE	C 6622	*187	6.9	2.8	85	**88	5.3	1.3	65								
BENSON	A 10886	416	15.4	3.8	115	*215	13.0	2.0	97								
BLUE THUNDER	A 5036	*177	6.6	3.5	105	**94	5.7	1.9	91								
CAGNEY & LACEY	C 9965	348	12.9	3.5	105	*150	9.1	1.5	74								
CBS EVENING NEWS-DEAN	C 3491	**141	5.2	4.0	121	**63	3.8	1.8	88								
CBS EVENING NEWS-RATHER	C 7123	186	6.9	2.6	78	*100	6.0	1.4	69								
CBS SAT. NEWS-SCHIEFFER	C 3621	*98	3.6	2.7	81	**50	3.0	1.4	68								
CBS SATURDAY NIGHT MOVIE	C 5436	239	8.8	4.4	132	*131	7.9	2.4	118								
CBS WEDNESDAY NIGHT MOVIE	C 6100	205	7.6	3.4	101	*136	8.2	2.2	109								
CHEERS	N 8889	346	12.8	3.9	117	*245	14.8	2.8	135								
DALLAS	C 22109	638	23.6	2.9	87	*406	24.5	1.8	90								
DIFF'RENT STROKES	N 6940	*158	5.8	2.3	68	*118	7.1	1.7	83								
DOUBLE TROUBLE	N 7223	*266	9.8	3.7	110	*163	9.8	2.3	110								
DUCK FACTORY	N 5595	*186	6.9	3.3	100	**148	8.9	2.6	129								
DUKES OF HAZZARD	C 5768	*125	4.6	2.2	65	**108	6.5	1.9	92								
DYNASTY	A 20053	679	25.1	3.4	102	476	28.8	2.4	116								
FACTS OF LIFE	N 8087	*260	9.6	3.2	96	*185	11.2	2.3	112								
FALCON CREST	C 20046	578	21.4	2.9	86	*387	23.4	1.9	94								
FALL GUY	A 9084	284	10.5	3.1	94	*198	12.0	2.2	107								
FAMILY TIES	N 7964	*222	8.2	2.8	84	*181	10.9	2.3	111								
FANTASY ISLAND	A 7687	*190	7.0	2.5	74	*141	8.5	1.8	90								
FOULUPS, BLEEPs & BLUNDERS	A 8861	*217	8.0	2.4	73	*173	10.5	2.0	96								
FOUR SEASONS	C 5095	*174	6.4	3.4	102	**145	8.8	2.8	139								
GIMME A BREAK	N 8838	*230	8.5	2.6	78	*175	10.6	2.0	97								
HART TO HART	A 8978	266	9.8	3.0	89	*124	7.5	1.4	68								
HILL STREET BLUES	N 8590	368	13.6	4.3	128	*286	17.3	3.3	163								
HOTEL	A 14085	536	19.8	3.8	114	251	15.2	1.8	87								
JEFFERSONS	C 9360	309	11.4	3.3	99	*199	12.0	2.1	104								
JENNIFER SLEPT HERE	N 5841	*168	6.2	2.9	86	**116	7.0	2.0	97								
KATE & ALLIE	C 9206	364	13.5	4.0	119	*200	12.1	2.2	106								
KNIGHT RIDER	N 7076	*115	4.3	1.6	49	*142	8.6	2.0	98								
LOVE BOAT	A 12219	312	11.6	2.6	77	*211	12.7	1.7	85								
MAGNUM PI	C 11199	357	13.2	3.2	96	*261	15.8	2.3	114								
MAMA'S FAMILY	N 6057	*218	8.1	3.6	108	**137	8.3	2.3	111								
MASTER, THE	N 3598	**103	3.8	2.9	86	*86	5.2	2.4	117								
MATT HOUSTON	A 6344	*257	9.5	4.1	121	**123	7.4	1.9	95								
NBC MONDAY NIGHT MOVIE	N 11994	475	17.6	4.0	119	296	17.9	2.5	121								
NBC NIGHTLY NEWS	N 5132	140	5.2	2.7	82	*108	6.5	2.1	103								
NBC NIGHTLY NEWS-SAT	N 3375	**100	3.7	3.0	89	*80	4.8	2.4	116								
NBC NIGHTLY NEWS-SUN	N 3130	**94	3.5	3.0	90	*75	4.5	2.4	117								
NBC SUNDAY NIGHT MOVIE	N 8284	*280	10.4	3.4	101	**194	11.7	2.3	115								
NEWHART	C 9240	350	13.0	3.8	114	*195	11.8	2.1	103								
ONE DAY AT A TIME	C 7288	*174	6.4	2.4	72	*132	8.0	1.8	89								
PEOPLE ARE FUNNY	N 4855	**151	5.6	3.1	93	**142	8.6	2.9	143								
REAL PEOPLE	N 8869	229	8.5	2.6	77	*149	9.0	1.7	82								
REMINGTON STEELE	N 7743	281	10.4	3.6	109	*150	9.1	1.9	95								
RIPLEY'S BELIEVE IT - NOT	A 5345	*150	5.6	2.8	84	*159	9.6	3.0	146								
RIPTIDE	N 6988	*199	7.4	2.8	85	*158	9.5	2.3	111								
SCARECROW & MRS. KING	C 10002	291	10.8	2.9	87	*147	8.9	1.5	72								
SIMON & SIMON	C 10638	339	12.6	3.2	96	314	19.0	3.0	144								
60 MINUTES	C 13293	527	19.5	4.0	119	240	14.5	1.8	88								
ST. ELSEWHERE	N 7017	*250	9.3	3.6	107	**164	9.9	2.3	114								
THREE'S COMPANY	A 10917	333	12.3	3.1	91	*210	12.7	1.9	94								
T.J. HOOKER	A 9204	*214	7.9	2.3	70	*157	9.5	1.7	83								
TONIGHT SHOW	N 2372	89	3.3	3.8	113	*41	2.5	1.7	85								
TRAPPER JOHN, M.D.	C 9846	342	12.7	3.5	104	*157	9.5	1.6	78								
TV BLOOPERS & PRAC. JOKES	N 9105	220	8.1	2.4	72	*177	10.7	1.9	95								
20/20	A 9387	367	13.6	3.9	117	*151	9.1	1.6	79								
WEBSTER	A 11067	436	16.1	3.9	118	*223	13.5	2.0	99								
WORLD NEWS - SUN	A 3062	*126	4.7	4.1	123	*66	4.0	2.2	105								
YELLOW ROSE	N 4978	*145	5.4	2.9	87	**151	9.1	3.0	148								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	*490	18.1	5.5	165	**237	14.3	2.7	131								
BASKETBALL - COLLEGE GAMES	4080	**125	4.6	3.1	92	**112	6.8	2.7	134								
BASKETBALL - PRO GAMES	3607	**110	4.1	3.0	91	*77	4.7	2.1	104								
BOWLING	3883	**159	5.9	4.1	123	*66	4.0	1.7	83								
BOXING	3928	**91	3.4	2.3	69	**102	6.2	2.6	127								
FOOTBALL - COLLEGE GAMES	6366	**165	6.1	2.6	78	**265	16.0	4.2	204								
FOOTBALL - PRO GAMES	11300	*385	14.3	3.4	102	*371	22.4	3.3	161								
GOLF	3378	**108	4.0	3.2	96	*54	3.3	1.6	78								
POST-SEASON COLL. FOOTBALL	4906	**136	5.0	2.8	83	**169	10.2	3.4	169								
POST-SEASON PRO FOOTBALL	6120	**254	9.4	4.2	124	**228	13.8	3.7	182								
TENNIS	3033	**104	3.9	3.4	103	*57	3.4	1.9	92								
WRESTLING - PROFESSIONAL	3344	**96	3.6	2.9	86	*38	2.3	1.1	56								

FROZEN POTATO PRODUCTS

BASE = FEMALE HOMEMAERS (80986)

QUESTIONNAIRE PAGE H-3

		'000	%	UNWEIGHTED						
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?										
YES		44540	55.0	4953						
NO		36446	45.0	4482						
		ALL		SOLE		PRIMARY		SECONDARY		
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES										
6B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?										
FROZEN FRENCH FRIED POTATOES		35884	44.3	23577	29.1	11279	13.9	1026	1.3	3935
OTHER FROZEN POTATOES		20186	24.9	7879	9.7	5731	7.1	6576	8.1	2219
DO NOT KNOW		776	1.0							97
6C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?										
A & P/ANN PAGE		1277	1.6	383	.5	637	.8	256	.3	143
BIRDS EYE/AKF		2689	3.3	942	1.2	1314	1.6	433	.5	313
GREEN GIANT		1462	1.8	444	.5	752	.9	267	.3	204
HEINZ		1893	2.3	622	.8	937	1.2	334	.4	231
LYDEN FARMS		1282	1.6	394	.5	655	.8	223	.3	159
MCCAIN'S		993	1.2	250	.3	584	.7	159	.2	119
ORE-IDA		34308	42.4	23873	29.5	8720	10.8	1715	2.1	3757
OTHER BRANDS		13604	16.8	5397	6.7	4414	5.5	3794	4.7	1436
DO NOT KNOW		606	.7							66

		'000	%	UNWEIGHTED	
6D. ABOUT HOW MANY PACKAGES OF FROZEN POTATOES WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?					
10 OR MORE	H	687	.8	65	
7 - 9	H	744	.9	69	
4 - 6	H	3689	4.6	371	
3	H	5705	7.0	631	
2	H	12000	14.8	1339	
1 OR LESS	L	16563	20.5	1864	
NONE	L	5152	6.4	614	

FROZEN POTATO PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	44540	100.0	55.0	100	10825	100.0	13.4	100	12000	100.0	14.8	100	21714	100.0	26.8	100
18 - 24	9282	4967	11.2	53.5	97	1169	10.8	12.6	94	1195	10.0	12.9	87	2603	12.0	28.0	105
25 - 34	19072	11887	26.7	62.3	113	2825	26.1	14.8	111	3348	27.9	17.6	118	5714	26.3	30.0	112
35 - 44	14591	9666	21.7	66.2	120	2836	26.2	19.4	145	2777	23.1	19.0	128	4053	18.7	27.8	104
45 - 54	11345	6645	14.9	58.6	107	1726	15.9	15.2	114	1691	14.1	14.9	101	3229	14.9	28.5	106
55 - 64	11635	5538	12.4	47.6	87	1116	10.3	9.6	72	1560	13.0	13.4	90	2862	13.2	24.6	92
65 OR OLDER	15061	5837	13.1	38.8	70	1154	10.7	7.7	57	1430	11.9	9.5	64	3253	15.0	21.6	81
18 - 34	28354	16854	37.8	59.4	108	3994	36.9	14.1	105	4544	37.9	16.0	108	8317	38.3	29.3	109
18 - 49	48339	29811	66.9	61.7	112	7668	70.8	15.9	119	8235	68.6	17.0	115	13908	64.1	28.8	107
25 - 54	45008	28198	63.3	62.7	114	7387	68.2	16.4	123	7816	65.1	17.4	117	12996	59.9	28.9	108
35 - 49	19985	12957	29.1	64.8	118	3673	33.9	18.4	137	3691	30.8	18.5	125	5592	25.8	28.0	104
50 OR OLDER	32647	14729	33.1	45.1	82	3157	29.2	9.7	72	3766	31.4	11.5	78	7806	35.9	23.9	89
GRADUATED COLLEGE	11155	6209	13.9	55.7	101	1201	11.1	10.8	81	1658	13.8	14.9	100	3350	15.4	30.0	112
ATTENDED COLLEGE	13682	8102	18.2	59.2	108	1800	16.6	13.2	98	2126	17.7	15.5	105	4177	19.2	30.5	114
GRADUATED HIGH SCHOOL	33880	19904	44.7	58.7	107	5107	47.2	15.1	113	5284	44.0	15.6	105	9512	43.8	28.1	105
DID NOT GRADUATE HIGH SCHOOL	22270	10324	23.2	46.4	84	2716	25.1	12.2	91	2932	24.4	13.2	89	4675	21.5	21.0	78
EMPLOYED	40306	24010	53.9	59.6	108	5599	51.7	13.9	104	6496	54.1	16.1	109	11915	54.9	29.6	110
EMPLOYED FULL-TIME	32850	19246	43.2	58.6	107	4625	42.7	14.1	105	5169	43.1	15.7	106	9452	43.5	28.8	107
EMPLOYED PART-TIME	7456	4764	10.7	63.9	116	975	9.0	13.1	98	1327	11.1	17.8	120	2462	11.3	33.0	123
NOT EMPLOYED	40680	20529	46.1	50.5	92	5225	48.3	12.8	96	5504	45.9	13.5	91	9800	45.1	24.1	90
PROFESSIONAL/MANAGER	10392	6037	13.6	58.1	106	1282	11.8	12.3	92	1488	12.4	14.3	97	3267	15.0	31.4	117
TECH/CLERICAL/SALES	17574	10861	24.4	61.8	112	2581	23.8	14.7	110	2955	24.6	16.8	113	5325	24.5	30.3	113
PRECISION/CRAFT	985	641	1.4	65.1	118	**105	1.0	10.7	80	**223	1.9	22.6	153	*312	1.4	31.7	118
OTHER EMPLOYED	11354	6472	14.5	57.0	104	1631	15.1	14.4	107	1831	15.3	16.1	109	3010	13.9	26.5	99
SINGLE	9863	4587	10.3	46.5	85	989	9.1	10.0	75	800	6.7	8.1	55	2798	12.9	28.4	106
MARRIED	51375	30443	68.3	59.3	108	7533	69.6	14.7	110	8747	72.9	17.0	115	14163	65.2	27.6	103
DIVORCED/SEPARATED/WIDOWED	19748	9510	21.4	48.2	88	2303	21.3	11.7	87	2454	20.4	12.4	84	4753	21.9	24.1	90
PARENTS	32590	21508	48.3	66.0	120	6494	60.0	19.9	149	6180	51.5	19.0	128	8834	40.7	27.1	101
WHITE	70416	39364	88.4	55.9	102	9265	85.6	13.2	98	10460	87.2	14.9	100	19639	90.4	27.9	104
BLACK	8778	4366	9.8	49.7	90	1474	13.6	16.8	126	1287	10.7	14.7	99	1605	7.4	18.3	68
OTHER	1791	*810	1.8	45.2	82	**86	0.8	4.8	36	**254	2.1	14.2	96	**470	2.2	26.2	98
NORTHEAST-CENSUS	17786	9455	21.2	53.2	97	2796	25.8	15.7	118	2372	19.8	13.3	90	4287	19.7	24.1	90
NORTH CENTRAL	20741	12696	28.5	61.2	111	2800	25.9	13.5	101	3298	27.5	15.9	107	6598	30.4	31.8	119
SOUTH	27775	14949	33.6	53.8	98	3778	34.9	13.6	102	4369	36.4	15.7	106	6803	31.3	24.5	91
WEST	14683	7439	16.7	50.7	92	1451	13.4	9.9	74	1962	16.3	13.4	90	4026	18.5	27.4	102
NORTHEAST-MKTG.	17961	9640	21.6	53.7	98	2849	26.3	15.9	119	2574	21.4	14.3	97	4218	19.4	23.5	88
EAST CENTRAL	11885	6689	15.0	56.3	102	1659	15.3	14.0	104	1891	15.8	15.9	107	3139	14.5	26.4	99
WEST CENTRAL	14090	8633	19.4	61.3	111	1717	15.9	12.2	91	2097	17.5	14.9	100	4819	22.2	34.2	128
SOUTH	24081	12973	29.1	53.9	98	3309	30.6	13.7	103	3655	30.5	15.2	102	6010	27.7	25.0	93
PACIFIC	12969	6604	14.8	50.9	93	1292	11.9	10.0	75	1783	14.9	13.7	93	3529	16.3	27.2	101
COUNTY SIZE A	32439	16908	38.0	52.1	95	4225	39.0	13.0	97	4539	37.8	14.0	94	8144	37.5	25.1	94
COUNTY SIZE B	24915	14438	32.4	57.9	105	3586	33.1	14.4	108	4070	33.9	16.3	110	6783	31.2	27.2	102
COUNTY SIZE C	12930	7143	16.0	55.2	100	1666	15.4	12.9	96	1664	13.9	12.9	87	3813	17.6	29.5	110
COUNTY SIZE D	10703	6050	13.6	56.5	103	1348	12.5	12.6	94	1728	14.4	16.1	109	2975	13.7	27.8	104
METRO CENTRAL CITY	24518	12641	28.4	51.6	94	3297	30.5	13.4	101	3555	29.6	14.5	98	5788	26.7	23.6	88
METRO SUBURBAN	35919	20481	46.0	57.0	104	4734	43.7	13.2	99	5431	45.3	15.1	102	10317	47.5	28.7	107
NON METRO	20549	11418	25.6	55.6	101	2794	25.8	13.6	102	3014	25.1	14.7	99	5609	25.8	27.3	102
TOP 5 ADI'S	18341	9739	21.9	53.1	97	2462	22.7	13.4	100	2482	20.7	13.5	91	4795	22.1	26.1	98
TOP 10 ADI'S	25378	13143	29.5	51.8	94	3261	30.1	12.8	96	3437	28.6	13.5	91	6446	29.7	25.4	95
TOP 20 ADI'S	36488	19220	43.2	52.7	96	4653	43.0	12.8	95	5039	42.0	13.8	93	9528	43.9	26.1	97
HSHLD INC. \$50,000 OR MORE	6612	4223	9.5	63.9	116	939	8.7	14.2	106	1151	9.6	17.4	117	2134	9.8	32.3	120
\$40,000 OR MORE	12659	8055	18.1	63.6	116	1845	17.0	14.6	109	2244	18.7	17.7	120	3966	18.3	31.3	117
\$30,000 OR MORE	24698	15110	33.9	61.2	111	3511	32.4	14.2	106	4149	34.6	16.8	113	7450	34.3	30.2	113
\$25,000 OR MORE	32077	19759	44.4	61.6	112	4658	43.0	14.5	109	5403	45.0	16.8	114	9698	44.7	30.2	113
\$20,000 - \$24,999	9144	5231	11.7	57.2	104	1365	12.6	14.9	112	1372	11.4	15.0	101	2495	11.5	27.3	102
\$15,000 - \$19,999	8728	4753	10.7	54.5	99	1136	10.5	13.0	97	1129	9.4	12.9	87	2487	11.5	28.5	106
\$10,000 - \$14,999	12562	6467	14.5	51.5	94	1534	14.2	12.2	91	1869	15.6	14.9	100	3065	14.1	24.4	91
UNDER \$10,000	18475	8329	18.7	45.1	82	2132	19.7	11.5	86	2228	18.6	12.1	81	3969	18.3	21.5	80
HOUSEHOLD OF 1 PERSON	11987	4548	10.2	37.9	69	581	5.4	4.8	36	950	7.9	7.9	53	3018	13.9	25.2	94
2 PEOPLE	26577	13112	29.4	49.3	90	2357	21.8	8.9	66	3485	29.0	13.1	88	7269	33.5	27.4	102
3 OR 4 PEOPLE	30617	18878	42.4	61.7	112	4820	44.5	15.7	118	5486	45.7	17.9	121	8572	39.5	28.0	104
5 OR MORE PEOPLE	11804	8001	18.0	67.8	123	3067	28.3	26.0	194	2079	17.3	17.6	119	2856	13.2	24.2	90
NO CHILD IN HSHLD	46165	21774	48.9	47.2	86	3881	35.9	8.4	63	5475	45.6	11.9	80	12418	57.2	26.9	100
CHILD(REN) UNDER 2 YRS	5325	3175	7.1	59.6	108	587	5.4	11.0	82	923	7.7	17.3	117	1665	7.7	31.3	117
2 - 5 YEARS	14221	8925	20.0	62.8	114	2726	25.2	19.2	143	2540	21.2	17.9	121	3659	16.9	25.7	96
6 - 11 YEARS	15117	10190	22.9	67.4	123	3408	31.5	22.5	169	2874	23.9	19.0	128	3908	18.0	25.9	96
12 - 17 YEARS	16611	11366	25.5	68.4	124	3865	35.7	23.3	174	3147	26.2	18.9	128	4354	20.1	26.2	98
RESIDENCE OWNED	55884	31565	70.9	56.5	103	7597	70.2	13.6	102	8798	73.3	15.7	106	15170	69.9	27.1	101
VALUE: \$50,000 OR MORE	31744	18588	41.7	58.6	106	4171	38.5	13.1	98	5245	43.7	16.5	112	9172	42.2	28.9	108
VALUE: UNDER \$50,000	24140	12977	29.1	53.8	98	3426	31.6	14.2	106	3553	29.6	14.7	99	5998	27.6	24.8	93

FROZEN POTATO PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

			TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL FEMALE HOMEMAKERS			80986	44540	100.0	55.0	100	10825	100.0	13.4	100	12000	100.0	14.8	100	21714	100.0	26.8	100
MAGAZINES	QUINTILE 1	15799	9875	22.2	62.5	114	2685	24.8	17.0	127	2506	20.9	15.9	107	4684	21.6	29.6	111	
	QUINTILE 2	17259	9707	21.8	56.2	102	2450	22.6	14.2	106	2564	21.4	14.9	100	4694	21.6	27.2	101	
	QUINTILE 3	13545	7699	17.3	56.8	103	1790	16.5	13.2	99	1996	16.6	14.7	99	3913	18.0	28.9	108	
	QUINTILE 4	15133	8305	18.6	54.9	100	1738	16.1	11.5	86	2308	19.2	15.3	103	4260	19.6	28.2	105	
	QUINTILE 5	19250	8953	20.1	46.5	85	2163	20.0	11.2	84	2627	21.9	13.6	92	4164	19.2	21.6	81	
NEWSPAPERS	QUINTILE 1	12413	6989	15.7	56.3	102	1866	17.2	15.0	112	1775	14.8	14.3	97	3347	15.4	27.0	101	
	QUINTILE 2	24116	13512	30.3	56.0	102	3447	31.8	14.3	107	3587	29.9	14.9	100	6478	29.8	26.9	100	
	QUINTILE 3	11261	6435	14.4	57.1	104	1832	16.9	16.3	122	1652	13.8	14.7	99	2952	13.6	26.2	98	
	QUINTILE 4	20255	11548	25.9	57.0	104	2165	20.0	10.7	80	3357	28.0	16.6	112	6026	27.8	29.8	111	
	QUINTILE 5	12940	6057	13.6	46.8	85	1516	14.0	11.7	88	1629	13.6	12.6	85	2912	13.4	22.5	84	
OUTDOOR	QUINTILE 1	14852	8243	18.5	55.5	101	1860	17.2	12.5	94	1879	15.7	12.7	85	4504	20.7	30.3	113	
	QUINTILE 2	15725	8945	20.1	56.9	103	2015	18.6	12.8	96	2648	22.1	16.8	114	4282	19.7	27.2	102	
	QUINTILE 3	16330	9323	20.9	57.1	104	2309	21.3	14.1	106	2804	23.4	17.2	116	4210	19.4	25.8	96	
	QUINTILE 4	16744	9314	20.9	55.6	101	2434	22.5	14.5	109	2216	18.5	13.2	89	4664	21.5	27.9	104	
	QUINTILE 5	17334	8715	19.6	50.3	91	2206	20.4	12.7	95	2455	20.5	14.2	96	4054	18.7	23.4	87	
RADIO-DRIVE TIME	QUINTILE 1	15911	9385	21.1	59.0	107	2398	22.2	15.1	113	2648	22.1	16.6	112	4339	20.0	27.3	102	
	QUINTILE 2	14837	8447	19.0	56.9	104	2120	19.6	14.3	107	2134	17.8	14.4	97	4194	19.3	28.3	105	
	QUINTILE 3	15339	8548	19.2	55.7	101	1994	18.4	13.0	97	2506	20.9	16.3	110	4047	18.6	26.4	98	
	QUINTILE 4	16723	9412	21.1	56.3	102	2106	19.5	12.6	94	2509	20.9	15.0	101	4796	22.1	28.7	107	
	QUINTILE 5	18176	8748	19.6	48.1	88	2207	20.4	12.1	91	2204	18.4	12.1	82	4338	20.0	23.9	89	
RADIO-MID- DAY	TERCILE 1	21020	12391	27.8	58.9	107	3110	28.7	14.8	111	3551	29.6	16.9	114	5731	26.4	27.3	102	
	TERCILE 2	21610	11850	26.6	54.8	100	2897	26.8	13.4	100	3305	27.5	15.3	103	5647	26.0	26.1	97	
	TERCILE 3	38355	20299	45.6	52.9	96	4818	44.5	12.6	94	5144	42.9	13.4	91	10337	47.6	27.0	101	
	QUINTILE 1	15988	9409	21.1	58.9	107	2538	23.4	15.9	119	2593	21.6	16.2	109	4278	19.7	26.8	100	
	QUINTILE 2	15626	8966	20.1	57.4	104	2129	19.7	13.6	102	2461	20.5	15.7	106	4377	20.2	28.0	104	
RADIO-TOTAL	QUINTILE 3	16723	9715	21.8	58.1	106	2450	22.6	14.7	110	2563	21.4	15.3	103	4702	21.7	28.1	105	
	QUINTILE 4	16342	8638	19.4	52.9	96	1760	16.3	10.8	81	2307	19.2	14.1	95	4571	21.1	28.0	104	
	QUINTILE 5	16306	7812	17.5	47.9	87	1948	18.0	11.9	89	2077	17.3	12.7	86	3786	17.4	23.2	87	
	QUINTILE 1	15953	8862	19.9	55.6	101	1874	17.3	11.7	88	2184	18.2	13.7	92	4804	22.1	30.1	112	
	QUINTILE 2	16137	9010	20.2	55.8	102	2603	24.0	16.1	121	2449	20.4	15.2	102	3959	18.2	24.5	92	
TV-PRIME TIME	QUINTILE 3	16420	9255	20.8	56.4	102	2134	19.7	13.0	97	2651	22.1	16.1	109	4470	20.6	27.2	102	
	QUINTILE 4	16687	9128	20.5	54.7	99	2228	20.6	13.4	100	2651	22.1	15.9	107	4249	19.6	25.5	95	
	QUINTILE 5	15789	8284	18.6	52.5	95	1985	18.3	12.6	94	2066	17.2	13.1	88	4232	19.5	26.8	100	
	TERCILE 1	27736	15200	34.1	54.8	100	3814	35.2	13.8	103	4330	36.1	15.6	105	7056	32.5	25.4	95	
	TERCILE 2	26489	14670	32.9	55.4	101	3817	35.3	14.4	108	3800	31.7	14.3	97	7053	32.5	26.6	99	
TV-DAYTIME	TERCILE 3	26761	14670	32.9	54.8	100	3194	29.5	11.9	89	3870	32.3	14.5	98	7605	35.0	28.4	106	
	QUINTILE 1	16345	8768	19.7	53.6	98	2053	19.0	12.6	94	2276	19.0	13.9	94	4440	20.4	27.2	101	
	QUINTILE 2	16447	9151	20.5	55.6	101	2562	23.7	15.6	117	2323	19.4	14.1	95	4266	19.6	25.9	97	
	QUINTILE 3	15980	9219	20.7	57.7	105	2046	18.9	12.8	96	2944	24.5	18.4	124	4228	19.5	26.5	99	
	QUINTILE 4	15887	8602	19.3	54.1	98	2069	19.1	13.0	97	2430	20.3	15.3	103	4104	18.9	25.8	96	
TV-TOTAL	QUINTILE 5	16326	8799	19.8	53.9	98	2095	19.4	12.8	96	2028	16.9	12.4	84	4676	21.5	28.6	107	
	MAGAZINES-NEWSPAPERS: DUAL	20721	12048	27.0	58.1	106	3219	29.7	15.5	116	3080	25.7	14.9	100	5749	26.5	27.7	103	
	MAGAZINE IMPERATIVE	19186	11407	25.6	59.5	108	2718	25.1	14.2	106	3084	25.7	16.1	108	5605	25.8	29.2	109	
	NEWSPAPER IMPERATIVE	21899	11803	26.5	53.9	98	3019	27.9	13.8	103	3172	26.4	14.5	98	5612	25.8	25.6	96	
	MAGAZINES-OUTDOOR: DUAL	15451	9351	21.0	60.5	110	2400	22.2	15.5	116	2451	20.4	15.9	107	4501	20.7	29.1	109	
MAGAZINE IMPERATIVE	25953	14973	33.6	57.7	105	3847	35.5	14.8	111	3949	32.9	15.2	103	7177	33.1	27.7	103		
OUTDOOR IMPERATIVE	24400	12890	28.9	52.8	96	2622	24.2	10.7	80	3708	30.9	15.2	103	6559	30.2	26.9	100		
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	10790	24.2	59.8	109	2954	27.3	16.4	122	2713	22.6	15.0	101	5124	23.6	28.4	106	
	MAGAZINE IMPERATIVE	23571	13531	30.4	57.4	104	3284	30.3	13.9	104	3540	29.5	15.0	101	6708	30.9	28.5	106	
	RADIO IMPERATIVE	23278	12981	29.1	55.8	101	2991	27.6	12.8	96	3748	31.2	16.1	109	6242	28.7	26.8	100	
	MAGAZINES-TELEVISION: DUAL	15459	9398	21.1	60.8	111	2339	21.6	15.1	113	2558	21.3	16.5	112	4500	20.7	29.1	109	
	MAGAZINE IMPERATIVE	25829	15005	33.7	58.1	106	3954	36.5	15.3	115	3813	31.8	14.8	100	7239	33.3	28.0	105	
TELEVISION IMPERATIVE	26039	13325	29.9	51.2	93	3100	28.6	11.9	89	3743	31.2	14.4	97	6482	29.9	24.9	93		
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	9867	22.2	59.4	108	2443	22.6	14.7	110	2561	21.3	15.4	104	4864	22.4	29.3	109	
	NEWSPAPER IMPERATIVE	26834	14733	33.1	54.9	100	4015	37.1	15.0	112	3859	32.2	14.4	97	6858	31.6	25.6	95	
	OUTDOOR IMPERATIVE	23346	12589	28.3	53.9	98	2597	24.0	11.1	83	3604	30.0	15.4	104	6388	29.4	27.4	102	
	NEWSPAPERS-RADIO: DUAL	17133	9853	22.1	57.5	105	2687	24.8	15.7	117	2744	22.9	16.0	108	4422	20.4	25.8	96	
	NEWSPAPER IMPERATIVE	25892	14254	32.0	55.1	100	3589	33.2	13.9	104	3555	29.6	13.7	93	7109	32.7	27.5	102	
RADIO IMPERATIVE	23167	13447	30.2	58.0	106	3084	28.5	13.3	100	3674	30.6	15.9	107	6689	30.8	28.9	108		
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	9654	21.7	56.3	102	2638	24.4	15.4	115	2409	20.1	14.0	95	4606	21.2	26.8	100	
	NEWSPAPER IMPERATIVE	26214	14695	33.0	56.1	102	3773	34.9	14.4	108	3969	33.1	15.1	102	6953	32.0	26.5	99	
	TELEVISION IMPERATIVE	23412	12762	28.7	54.5	99	2887	26.7	12.3	92	3685	30.7	15.7	106	6190	28.5	26.4	99	
	OUTDOOR-RADIO: DUAL	15303	9008	20.2	58.9	107	2178	20.1	14.2	106	2299	19.2	15.0	101	4531	20.9	29.6	110	
	OUTDOOR IMPERATIVE	249																	

FROZEN POTATO PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	100000	44540	100.0	55.0	100	10000	100.0	13.4	100	12000	100.0	14.8	100	21714	100.0	26.8	100
ATLANTIC MONTHLY	415	*162	0.4	39.0	71	*15	0.1	3.6	27	*70	0.6	16.9	114	*77	0.4	18.6	69
BARRON'S	453	*271	0.6	59.8	109	*32	0.3	7.1	53	*100	0.8	22.1	149	*139	0.6	30.7	114
BETTER HOMES & GARDENS	16256	10168	22.8	62.5	114	2512	23.2	15.5	116	2713	22.6	16.7	113	4943	22.8	30.4	113
BON APPETIT	2535	1459	3.3	57.6	105	299	2.8	11.8	88	348	2.9	13.7	93	813	3.7	32.1	120
BUSINESS WEEK	1278	*113	1.6	54.6	99	*113	1.0	8.8	66	*173	1.4	13.5	91	413	1.9	32.3	121
CAR AND DRIVER	378	*180	0.4	47.6	87	*37	0.3	9.8	73	*34	0.3	9.0	61	*108	0.5	28.6	107
CBS MAGAZINE NETWORK (GROSS)	1498	949	2.1	63.4	115	*181	1.7	12.1	90	*231	1.9	15.4	104	537	2.5	35.8	134
CHANGING TIMES	1505	748	1.7	49.7	90	*199	1.8	13.2	99	*200	1.7	13.3	90	349	1.6	23.2	86
COLONIAL HOMES	1231	737	1.7	59.9	109	*210	1.9	17.1	128	*166	1.4	13.5	91	362	1.7	29.4	110
CONDE NAST MAG. PKG. (GROSS)	14146	8177	18.4	57.8	105	2044	18.9	14.4	108	1885	15.7	13.3	90	4248	19.6	30.0	112
CONSUMERS DIGEST	1323	872	2.0	65.9	120	*226	2.1	17.1	128	*216	1.8	16.3	110	430	2.0	32.5	121
COSMOPOLITAN	7102	4176	9.4	58.8	107	1130	10.4	15.9	119	978	8.1	13.8	93	2068	9.5	29.1	109
COUNTRY LIVING	2481	1622	3.6	65.4	119	374	3.5	15.1	113	417	3.5	16.8	113	831	3.8	33.5	125
CUISINE	1472	809	1.8	55.0	100	*230	2.1	15.6	117	*176	1.5	12.0	81	403	1.9	27.4	102
CYCLE WORLD	425	*312	0.7	73.4	133	*64	0.6	15.1	113	*74	0.6	17.4	118	*174	0.8	40.9	153
DCI:CREATIVE IDEAS FOR LIV	2510	1530	3.4	61.0	111	395	3.6	15.7	118	451	3.8	18.0	121	684	3.2	27.3	102
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4059	9.1	60.6	110	915	8.5	13.7	102	1142	9.5	17.1	115	2002	9.2	29.9	112
DISCOVER	894	556	1.2	62.2	113	*114	1.1	12.8	95	*136	1.1	15.2	103	306	1.4	34.2	128
EBONY	3507	1799	4.0	51.3	93	536	5.0	15.3	114	482	4.0	13.7	93	781	3.6	22.3	83
ESQUIRE	1083	585	1.3	54.0	98	*148	1.4	13.7	102	*133	1.1	12.3	83	304	1.4	28.1	105
ESSENCE	1830	1044	2.3	57.0	104	*105	2.8	16.7	125	286	2.4	15.6	105	454	2.1	24.8	93
FAMILY CIRCLE	15930	9820	22.0	61.6	112	2704	25.0	17.0	127	2550	21.3	16.0	108	4565	21.0	28.7	107
THE FAMILY HANDYMAN	1126	721	1.6	64.0	116	*205	1.9	18.2	136	*187	1.6	16.6	112	329	1.5	29.2	109
FAMILY WEEKLY	11468	6443	14.5	56.2	102	1410	13.0	12.3	92	1733	14.4	15.1	102	3299	15.2	28.8	107
FIELD & STREAM	2234	1501	3.4	67.2	122	*103	3.5	17.2	129	364	3.0	16.3	110	753	3.5	33.7	126
FOOD & WINE	579	309	0.7	53.4	97	*65	0.6	11.2	84	*52	0.4	9.0	61	*192	0.9	33.2	124
FORBES	728	407	0.9	55.9	102	*33	0.3	4.5	34	*129	1.1	17.7	120	*245	1.1	33.7	126
FORTUNE	906	598	1.3	66.0	120	*119	1.1	13.1	98	*109	0.9	12.0	81	370	1.7	40.8	152
GENTLEMEN'S QUARTERLY	791	414	0.9	52.3	95	*140	1.3	17.7	132	*54	0.4	6.8	46	221	1.0	27.9	104
GLAMOUR	5265	3251	7.3	61.7	112	763	7.0	14.5	108	746	6.2	14.2	96	1743	8.0	33.1	123
GOLF DIGEST	1111	465	1.0	73.1	133	*149	1.4	23.4	175	*112	0.9	17.6	119	*205	0.9	32.2	120
GOLF DIGEST/TENNIS (GROSS)	1186	750	1.7	63.2	115	256	2.4	21.6	161	*137	1.1	11.6	78	357	1.6	30.1	112
GOLF MAGAZINE	441	*306	0.7	69.4	126	*15	0.1	3.4	25	*103	0.9	23.4	158	*188	0.9	42.6	159
GOLF MAGAZINE/SKI (GROSS)	922	567	1.3	61.5	112	*68	0.6	7.4	55	*160	1.3	17.4	117	338	1.6	36.7	137
GOOD HOUSEKEEPING	16487	10263	23.0	62.2	113	2501	23.1	15.2	113	2787	23.2	16.9	114	4975	22.9	30.2	113
HARPER'S BAZAAR	2423	1358	3.0	56.0	102	*266	2.5	11.0	82	347	2.9	14.3	97	745	3.4	30.7	115
HEALTH	1994	1314	3.0	65.9	120	296	2.7	14.8	111	*416	3.5	20.9	141	603	2.8	30.2	113
HEARST MAG CORP. BUY (GROSS)	44101	26994	60.6	61.2	111	6756	62.4	15.3	115	6907	57.6	15.7	106	13331	61.4	30.2	113
HEARST MAN POWER (GROSS)	1993	1325	3.0	66.5	121	342	3.2	17.2	128	374	3.1	18.8	127	609	2.8	30.6	114
HEARST WOMAN POWER (GROSS)	31274	19348	43.4	61.9	112	4955	45.8	15.8	119	4954	41.3	15.8	107	9439	43.5	30.2	113
HOUSE BEAUTIFUL	3623	2087	4.7	57.6	105	529	4.9	14.6	109	512	4.3	14.1	95	1046	4.8	28.9	108
INC.	283	*218	0.5	77.0	140	*63	0.6	22.3	167	*86	0.7	30.4	205	*69	0.3	24.4	91
JET	2928	1557	3.5	53.2	97	550	5.1	18.8	141	479	4.0	16.4	110	528	2.4	18.0	67
LADIES' HOME JOURNAL	11918	7428	16.7	62.3	113	*103	18.8	17.1	128	1893	15.8	15.9	107	3502	16.1	29.4	110
LHJ FAMILY GRP COMBO(GROSS)	16764	10609	23.8	63.3	115	2714	25.1	16.2	121	2857	23.8	17.0	115	5038	23.2	30.1	112
LIFE	4254	2395	5.4	56.3	102	662	6.1	15.6	116	671	5.6	15.8	106	1062	4.9	25.0	93
L.A. TIMES HOME MAGAZINE	1145	555	1.2	48.5	88	*80	0.7	7.0	52	*220	1.8	19.2	130	256	1.2	22.4	83
MADMOISELLE	2884	1639	3.7	56.8	103	467	4.3	16.2	121	369	3.1	12.8	86	803	3.7	27.8	104
MC CALL'S	13460	8311	18.7	61.7	112	2051	18.9	15.2	114	1981	16.5	14.7	99	4278	19.7	31.8	119
MC CALL'S/WRK MOTHER (GROSS)	14606	9052	20.3	62.0	113	2281	21.1	15.6	117	2161	18.0	14.8	100	4610	21.2	31.6	118
MECHANIX ILLUSTRATED	772	425	1.0	55.1	100	*135	1.2	17.5	131	*127	1.1	16.5	111	*164	0.8	21.2	79
METROPOLITAN HOME	967	503	1.1	52.0	95	*86	0.8	8.9	67	*124	1.0	12.8	87	293	1.3	30.3	113
MONEY	1588	943	2.1	59.4	108	*211	1.9	13.3	99	*184	1.5	11.6	78	548	2.5	34.5	129
MOTHER EARTH NEWS	1002	576	1.3	57.5	105	*134	1.2	13.4	100	*136	1.1	13.6	92	306	1.4	30.5	114
MS.	825	481	1.1	58.3	106	*105	1.0	12.7	95	*147	1.2	17.8	120	228	1.1	27.6	103
NATIONAL ENQUIRER	10336	6193	13.9	59.9	109	1956	18.1	18.9	142	1563	13.0	15.1	102	2674	12.3	25.9	96
NATIONAL GEOGRAPHIC	9597	5455	12.2	56.8	103	1328	12.3	13.8	104	1353	11.3	14.1	95	2775	12.8	28.9	108
NATIONAL SUNDAY MAGAZINE PKG	49558	28342	63.6	57.2	104	7185	66.4	14.5	108	7399	61.7	14.9	101	13757	63.4	27.8	104
NATURAL HISTORY	573	*265	0.6	46.2	84	*35	0.3	6.1	46	*59	0.5	10.3	69	*171	0.8	29.8	111
NEW WOMAN	1699	909	2.0	53.5	97	*181	1.7	10.7	80	*166	1.4	9.8	66	561	2.6	33.0	123
NEW YORK INCLUDING CUE	443	*219	0.5	49.4	90	*34	0.3	7.7	57	*93	0.8	21.0	142	*93	0.4	21.0	78
THE NEW YORKER	1270	711	1.6	56.4	102	*121	1.1	9.5	71	*213	1.8	16.8	113	377	1.7	29.7	111
NEWSWEEK	6277	3536	7.9	56.3	102	*111	8.7	14.9	112	916	7.6	14.6	98	1682	7.7	26.8	100
THE N.Y. TIMES DAILY EDITION	1205	651	1.5	54.0	98	*164	1.5	13.6	102	*149	1.2	12.4	83	339	1.6	28.1	105
THE N.Y. TIMES MAGAZINE	2081	1042	2.3	50.1	91	*220	2.0	10.6	79	260	2.2	12.5	84	561	2.6	27.0	101
OWN	788	445	1.0	56.5	103	*102	0.9	12.9	97	*137	1.1	17.4	117	*206	0.9	26.1	98
ON CABLE	1158	723	1.6	62.4	114	*299	2.8	25.8	193	*192	1.6	16.6	112	*233	1.1	20.1	75
1001 HOME IDEAS	2852	1866	4.2	65.4	119	*111	3.6	13.5	101	548	4.6	19.2	130	933	4.3	32.7	122
ORGANIC GARDENING	1658	951	2.1	57.4	104	*182	1.7	11.0	82	*279	2.3	16.8	114	490	2.3	29.6	110
OUTDOOR LIFE	1111	527	1.2	58.8	107	*121	1.1	13.5	101	*148	1.2	16.5	111	*257	1.2	28.7	107
PARADE MAGAZINE	24275	13989	31.4	57.6	105	3816	35.3	15.7	118	3601	30.0	14.8	100	6572	30.3	27.1	101

FROZEN POTATO PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	44540	100.0	55.0	100	10825	100.0	13.4	100	12000	100.0	14.8	100	21714	100.0	26.8	100
PARENTS	3845	2771	6.2	72.1	131	676	6.2	17.6	132	895	7.5	23.3	157	1200	5.5	31.2	116
PENTHOUSE	831	461	1.0	55.5	101	**91	0.8	11.0	82	**136	1.1	16.4	110	*233	1.1	28.0	105
PEOPLE	11645	6916	15.5	59.4	108	1912	17.7	16.4	123	1795	15.0	15.4	104	3209	14.8	27.6	103
PLAYBOY	2006	1145	2.6	57.1	104	356	3.3	17.7	133	277	2.3	13.8	93	512	2.4	25.5	95
POPULAR HOT RODDING	297	*212	0.5	71.4	130	**54	0.5	18.2	136	**48	0.4	16.2	109	**110	0.5	37.0	138
POPULAR MECHANICS	1018	707	1.6	69.4	126	**157	1.5	15.4	115	*254	2.1	25.0	168	*296	1.4	29.1	108
POPULAR SCIENCE	878	617	1.4	70.3	128	**69	0.6	7.9	59	*235	2.0	26.8	181	*313	1.4	35.6	133
PREVENTION	3913	1998	4.5	51.1	93	473	4.4	12.1	90	482	4.0	12.3	83	1043	4.8	26.7	99
PSYCHOLOGY TODAY	1710	1075	2.4	62.9	114	*224	2.1	13.1	98	321	2.7	18.8	127	530	2.4	31.0	116
READER'S DIGEST	22204	13328	29.9	60.0	109	3355	31.0	15.1	113	3626	30.2	16.3	110	6347	29.2	28.6	107
REDBOOK	7684	4909	11.0	63.9	116	1324	12.2	17.2	129	1189	9.9	15.5	104	2397	11.0	31.2	116
ROAD & TRACK	410	*255	0.6	62.2	113	**57	0.5	13.9	104	**82	0.7	20.0	135	**116	0.5	28.3	106
ROLLING STONE	969	531	1.2	54.8	100	*151	1.4	15.6	117	*99	0.8	10.2	69	281	1.3	29.0	108
RUNNER'S WORLD	298	*174	0.4	58.4	106	**17	0.2	5.7	43	**16	0.1	5.4	36	**141	0.6	47.3	176
SATURDAY EVENING POST	1169	624	1.4	53.4	97	*129	1.2	11.0	83	*105	0.9	9.0	61	389	1.8	33.3	124
SCIENCE 84	587	329	0.7	56.0	102	**137	1.3	23.3	175	**55	0.5	9.4	63	*137	0.6	23.3	87
SCIENCE DIGEST	482	314	0.7	65.1	118	**107	1.0	22.2	166	**49	0.4	10.2	69	*158	0.7	32.8	122
SCIENTIFIC AMERICAN	594	277	0.6	46.6	85	**51	0.5	8.6	64	**81	0.7	13.6	92	*145	0.7	24.4	91
SELF	2089	1202	2.7	57.5	105	294	2.7	14.1	105	296	2.5	14.2	96	613	2.8	29.3	109
SEVENTEEN	2411	1364	3.1	56.6	103	469	4.3	19.5	146	305	2.5	12.7	85	590	2.7	24.5	91
SKI	480	261	0.6	54.4	99	**53	0.5	11.0	83	**58	0.5	12.1	82	*150	0.7	31.3	117
SMITHSONIAN	2760	1468	3.3	53.2	97	304	2.8	11.0	82	255	2.1	9.2	62	910	4.2	33.0	123
SOAP OPERA DIGEST	3013	1994	4.5	66.2	120	733	6.8	24.3	182	441	3.7	14.6	99	820	3.8	27.2	102
SOUTHERN LIVING	4184	2529	5.7	60.4	110	519	4.8	12.4	93	691	5.8	16.5	111	1319	6.1	31.5	118
SPORT	559	361	0.8	64.6	117	**89	0.8	15.9	119	**80	0.7	14.3	97	*192	0.9	34.3	128
THE SPORTING NEWS	436	*258	0.6	59.2	108	**111	1.0	25.5	190	**21	0.2	4.8	33	**126	0.6	28.9	108
SPORTS AFIELD	493	305	0.7	61.9	112	**78	0.7	15.8	118	**72	0.6	14.6	99	*155	0.7	31.4	117
SPORTS ILLUSTRATED	2758	1711	3.8	62.0	113	385	3.6	14.0	104	553	4.6	20.1	135	772	3.6	28.0	104
STAR	7456	4556	10.2	61.1	111	1366	12.6	18.3	137	1281	10.7	17.2	116	1909	8.8	25.6	95
SUNDAY	24936	14294	32.1	57.3	104	3826	35.3	15.3	115	3686	30.7	14.8	100	6782	31.2	27.2	101
SUNSET	2124	1085	2.4	51.1	93	*247	2.3	11.6	87	*282	2.3	13.3	90	557	2.6	26.2	98
TV GUIDE	21661	12203	27.4	56.3	102	3368	31.1	15.5	116	3187	26.6	14.7	99	5647	26.0	26.1	97
TENNIS	550	285	0.6	51.8	94	**107	1.0	19.5	146	**25	0.2	4.5	31	*152	0.7	27.6	103
TIME	8880	5118	11.5	57.6	105	1468	13.6	16.5	124	1281	10.7	14.4	97	2369	10.9	26.7	99
TOWN & COUNTRY	917	434	1.0	47.3	86	**64	0.6	7.0	52	*127	1.1	13.8	93	243	1.1	26.5	99
TRAVEL & LEISURE	972	513	1.2	52.8	96	**110	1.0	11.3	85	*137	1.1	14.1	95	267	1.2	27.5	102
TRUE STORY	3356	2236	5.0	66.6	121	685	6.3	20.4	153	540	4.5	16.1	109	1011	4.7	30.1	112
U.S. NEWS & WORLD REPORT	3410	1911	4.3	56.0	102	404	3.7	11.8	89	465	3.9	13.6	92	1042	4.8	30.6	114
USA TODAY	1759	1020	2.3	58.0	105	*342	3.2	19.4	145	*187	1.6	10.6	72	492	2.3	28.0	104
US	1873	1113	2.5	59.4	108	*315	2.9	16.8	126	*226	1.9	12.1	81	572	2.6	30.5	114
VOGUE	3909	2084	4.7	53.3	97	519	4.8	13.3	99	475	4.0	12.2	82	1090	5.0	27.9	104
HALL STREET JOURNAL	1886	1033	2.3	54.8	100	*158	1.5	8.4	63	*283	2.4	15.0	101	592	2.7	31.4	117
WEIGHT WATCHERS	2120	1175	2.6	55.4	101	327	3.0	15.4	115	*269	2.2	12.7	86	579	2.7	27.3	102
WOMAN'S DAY	14172	8667	19.5	61.2	111	2338	21.6	16.5	123	1995	16.6	14.1	95	4334	20.0	30.6	114
WORKING MOTHER	1146	742	1.7	64.7	118	*230	2.1	20.1	150	*180	1.5	15.7	106	332	1.5	29.0	108
WORKING WOMAN	1322	832	1.9	62.9	114	258	2.4	19.5	146	*183	1.5	13.8	93	391	1.8	29.6	110
WORLD TENNIS	*163	**74	0.2	45.4	83	*7	0.1	4.3	32	**9	0.1	5.5	37	**58	0.3	35.6	133
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1614	3.6	63.7	116	286	2.6	11.3	85	454	3.8	17.9	121	874	4.0	34.5	129
BLAIR INSERTS	43657	24987	56.1	57.2	104	6497	60.0	14.9	111	6570	54.8	15.0	102	11921	54.9	27.3	102
DAILY NEWSPAPERS																	
READ ANY	51633	29078	65.3	56.3	102	7171	66.2	13.9	104	7727	64.4	15.0	101	14180	65.3	27.5	102
READ ONE	43463	24331	54.6	56.0	102	6033	55.7	13.9	104	6432	53.6	14.8	100	11867	54.7	27.3	102
READ TWO OR MORE	8170	4747	10.7	58.1	106	1138	10.5	13.9	104	1296	10.8	15.9	107	2314	10.7	28.3	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	29868	67.1	56.7	103	7608	70.3	14.4	108	7900	65.8	15.0	101	14361	66.1	27.3	102
READ ONE	46126	26315	59.1	57.1	104	6736	62.2	14.6	109	6999	58.3	15.2	102	12580	57.9	27.3	102
READ TWO OR MORE	6552	3553	8.0	54.2	99	873	8.1	13.3	100	900	7.5	13.7	93	1780	8.2	27.2	101
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.95				27.74				24.97				29.70			
30 DAY REACH	71455	39700	89.1	55.6	101	9676	89.4	13.5	101	10666	88.9	14.9	101	19358	89.1	27.1	101
50 SHWG - 30 DAY AV FREQ	14.56	14.66				14.69				13.11				15.49			
30 DAY REACH	67742	37897	85.1	55.9	102	9137	84.4	13.5	101	10160	84.7	15.0	101	18600	85.7	27.5	102
25 SHWG - 30 DAY AV FREQ	7.94	7.94				8.05				7.09				8.34			
30 DAY REACH	62117	34940	78.4	56.2	102	8366	77.3	13.5	101	9334	77.8	15.0	101	17241	79.4	27.8	104
CABLE TV: HOME WIRED	32077	18932	42.5	59.0	107	4609	42.6	14.4	107	5163	43.0	16.1	109	9160	42.2	28.6	107
HOME NOT WIRED	48909	25607	57.5	52.4	95	6216	57.4	12.7	95	6837	57.0	14.0	94	12554	57.8	25.7	96
HAVE PAY CABLE	15935	10652	23.9	66.8	122	2671	24.7	16.8	125	3077	25.6	19.3	130	4904	22.6	30.8	115

FROZEN POTATO PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	44540	100.0	55.0	100	10825	100.0	13.4	100	12000	100.0	14.8	100	21714	100.0	26.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	25235	56.7	57.5	104	6264	57.9	14.3	107	6910	57.6	15.7	106	12061	55.5	27.5	102
10:00 AM - 3:00 PM	30659	17746	39.8	57.9	105	4344	40.1	14.2	106	5112	42.6	16.7	113	8290	38.2	27.0	101
3:00 PM - 7:00 PM	31045	18070	40.6	58.2	106	4333	40.3	14.1	105	4870	40.6	15.7	106	8837	40.7	28.5	106
7:00 PM - MIDNIGHT	15767	9222	20.7	58.5	106	2294	21.2	14.5	109	2427	20.2	15.4	104	4501	20.7	28.5	106
MIDNIGHT - 6:00 AM	9120	5430	12.2	59.5	108	1349	12.5	14.8	111	1344	11.2	14.7	99	2737	12.6	30.0	112
6:00 AM - MIDNIGHT	58527	33744	75.8	57.7	105	5155	75.3	13.9	104	9188	76.6	15.7	106	16400	75.5	28.0	105
ENTIRE DAY	59311	34090	76.5	57.5	105	8257	76.3	13.9	104	9245	77.0	15.6	105	16588	76.4	28.0	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	9442	21.2	58.4	106	2283	21.1	14.1	106	2737	22.8	16.9	114	4422	20.4	27.3	102
ALL NEWS	2256	1230	2.8	54.5	99	*260	2.4	11.5	86	426	3.5	18.9	127	545	2.5	24.2	90
AOR/PROGRESSIVE	3874	2385	5.4	61.6	112	425	3.9	11.0	82	711	5.9	18.4	124	1248	5.7	32.2	120
BEAUTIFUL MUSIC	5660	3176	7.1	56.1	102	768	7.1	13.6	102	838	7.0	14.8	100	1571	7.2	27.8	104
BLACK	2204	1181	2.7	53.6	97	385	3.6	17.5	131	349	2.9	15.8	107	447	2.1	20.3	76
CLASSICAL	1418	663	1.5	46.8	85	*137	1.3	9.7	72	*138	1.1	9.7	66	388	1.8	27.4	102
CHR/ROCK	9538	5898	13.2	61.8	112	1456	13.5	15.3	114	1562	13.0	16.4	111	2880	13.3	30.2	113
COUNTRY	12648	7589	17.0	60.0	109	1982	18.3	15.7	117	2109	17.6	16.7	113	3498	16.1	27.7	103
GOLDEN OLDIES	1191	606	1.4	50.9	93	**102	0.9	8.6	64	*238	2.0	20.0	135	265	1.2	22.3	83
MOR/NOSTALGIA	4757	2720	6.1	57.2	104	455	4.2	9.6	72	798	6.6	16.8	113	1468	6.8	30.9	115
NEWS/TALK	3863	2111	4.7	54.6	99	408	3.8	10.6	79	516	4.3	13.4	90	1187	5.5	30.7	115
RELIGIOUS	3084	1618	3.6	52.5	95	389	3.6	12.6	94	371	3.1	12.0	81	858	4.0	27.8	104
SOFT ROCK	521	362	0.8	69.5	126	**54	0.5	10.4	78	**165	1.4	31.7	214	*142	0.7	27.3	102
URBAN CONTEMPORARY	1585	978	2.2	61.7	112	442	4.1	27.9	209	*203	1.7	12.8	86	333	1.5	21.0	78
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1968	4.4	60.3	110	470	4.3	14.4	108	623	5.2	19.1	129	875	4.0	26.8	100
ABC DIRECTION	2316	1354	3.0	58.5	106	326	3.0	14.1	105	358	3.0	15.5	104	670	3.1	28.9	108
ABC ENTERTAINMENT	4834	2862	6.4	59.2	108	735	6.8	15.2	114	851	7.1	17.6	119	1276	5.9	26.4	98
ABC FM	2202	1413	3.2	64.2	117	340	3.1	15.4	116	377	3.1	17.1	116	697	3.2	31.7	118
ABC INFORMATION	5425	3050	6.8	56.2	102	610	5.6	11.2	84	697	5.8	12.8	87	1743	8.0	32.1	120
ABC ROCK	1677	1145	2.6	68.3	124	*297	2.7	17.7	132	*284	2.4	16.9	114	564	2.6	33.6	125
CBS	4430	2496	5.6	56.3	102	482	4.5	10.9	81	727	6.1	16.4	111	1287	5.9	29.1	108
MUTUAL	4992	3011	6.8	60.3	110	759	7.0	15.2	114	934	7.8	18.7	126	1318	6.1	26.4	98
NBC	4679	2581	5.8	55.2	100	567	5.2	12.1	91	698	5.8	14.9	101	1316	6.1	28.1	105
RADIORADIO	1994	1277	2.9	64.0	116	324	3.0	16.2	122	369	3.1	18.5	125	584	2.7	29.3	109
RKO ONE	2298	1323	3.0	57.6	105	401	3.7	17.4	131	391	3.3	17.0	115	531	2.4	23.1	86
RKO TWO	3311	1969	4.4	59.5	108	542	5.0	16.4	122	544	4.5	16.4	111	883	4.1	26.7	99
THE SOURCE	2114	1333	3.0	63.1	115	*306	2.8	14.5	108	450	3.8	21.3	144	577	2.7	27.3	102
NON-WIRED: BLAIR	8654	5326	12.0	61.5	112	1277	11.8	14.8	110	1479	12.3	17.1	115	2571	11.8	28.9	111
INTERNET	12025	7061	15.9	58.7	107	1681	15.5	14.0	105	2064	17.2	17.2	116	3317	15.3	27.6	103
KATZ RADIO GROUP	15359	8816	19.8	57.4	104	1964	18.1	12.8	96	2424	20.2	15.8	107	4428	20.4	28.8	108
SUPERNET	10628	6340	14.2	59.7	108	1495	13.8	14.1	105	1745	14.5	16.4	111	3100	14.3	29.2	109
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4450	10.0	51.4	93	1115	10.3	12.9	96	1185	9.9	13.7	92	2150	9.9	24.8	93
WKDAY 9:00 AM - 1:00 PM	12163	6635	14.9	54.6	99	1688	15.6	13.9	104	1883	15.7	15.5	104	3064	14.1	25.2	94
WKDAY 1:00 PM - 4:30 PM	16150	8930	20.0	55.3	101	2377	22.0	14.7	110	2500	20.8	15.5	104	4053	18.7	25.1	94
WKDAY 4:30 PM - 7:30 PM	22463	11763	26.4	52.4	95	2895	26.7	12.9	96	3201	26.7	14.3	96	5667	26.1	25.2	94
WKDAY 7:30 PM - 8:00 PM	31795	17163	38.5	54.0	98	4185	38.7	13.2	98	4646	38.7	14.6	99	8331	38.4	26.2	98
WKDAY 11:00 PM - 11:30 PM	23977	13704	30.8	57.2	104	3228	29.8	13.5	101	3592	29.9	15.0	101	6885	31.7	28.7	107
WKDAY 11:30 PM - 1:00 AM	7703	4619	10.4	60.0	109	1146	10.6	14.9	111	1194	9.9	15.5	105	2279	10.5	29.6	110
M-SAT 8-11 PM-SUN 7-11 PM	33800	18825	42.3	55.7	101	4544	42.0	13.4	101	5026	41.9	14.9	100	9256	42.6	27.4	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	3699	8.3	56.6	103	930	8.6	14.2	106	1122	9.3	17.2	116	1647	7.6	25.2	94
ANOTHER WORLD	N 4620	2517	5.7	54.5	99	843	7.8	18.2	137	646	5.4	14.0	94	1025	4.7	22.3	83
AS THE WORLD TURNS	C 5614	3056	6.9	54.4	99	797	7.4	14.2	106	851	7.1	15.2	102	1408	6.5	25.1	94
CAPITOL	C 3396	1889	4.2	55.6	101	456	4.2	13.4	100	501	4.2	14.8	100	932	4.3	27.4	102
CBS MORN. NEWS 1	C 1446	599	1.3	41.4	75	143	1.3	9.9	74	186	1.5	12.9	87	270	1.2	18.7	70
CBS MORN. NEWS 2	C 1207	502	1.1	41.6	76	115	1.1	9.5	71	147	1.2	12.2	82	240	1.1	19.9	74
DAYS OF OUR LIVES	N 5877	3147	7.1	53.5	97	980	9.1	16.7	125	848	7.1	14.4	97	1319	6.1	22.4	84
FACTS OF LIFE - DAYTIME	N 2290	1270	2.9	55.5	101	375	3.5	16.4	123	340	2.8	14.8	100	555	2.6	24.2	90
FAMILY FEUD	A 3023	1569	3.5	51.9	94	320	3.0	10.6	79	467	3.9	15.4	104	782	3.6	25.9	96
GENERAL HOSPITAL	A 6097	3530	7.9	57.9	105	874	8.1	14.3	107	1013	8.4	16.6	112	1643	7.6	26.9	101
GOOD MORNING, AMERICA-730	A 3515	1790	4.0	50.9	93	439	4.1	12.5	93	440	3.7	12.5	84	911	4.2	25.9	97
GOOD MORNING, AMERICA-830	A 2818	1487	3.3	52.8	96	388	3.6	13.8	103	363	3.0	12.9	87	736	3.4	26.1	97
GUIDING LIGHT	C 5339	2925	6.6	54.8	100	767	7.1	14.4	107	772	6.4	14.5	98	1386	6.4	26.0	97
ONE LIFE TO LIVE	A 4478	2599	5.8	58.0	106	615	5.7	13.7	103	785	6.5	17.5	118	1200	5.5	26.8	100
PRESS YOUR LUCK	C 2244	1271	2.9	56.6	103	262	2.4	11.7	87	325	2.7	14.5	98	884	3.2	30.5	114
PRICE IS RIGHT 1	C 4348	2540	5.7	58.4	106	540	5.0	12.4	93	776	6.5	17.8	120	1224	5.6	28.2	105
PRICE IS RIGHT 2	C 5014	2937	6.6	58.6	107	713	6.6	14.2	106	844	7.0	16.8	114	1380	6.4	27.5	103
RYAN'S HOPE	A 3150	1703	3.8	54.1	98	406	3.8	12.9	96	498	4.1	15.8	107	798	3.7	25.3	94
SALE OF THE CENTURY	N 2695	1395	3.1	51.8	94	482	4.5	17.9	134	303	2.5	11.2	76	609	2.8	22.6	84
SEARCH FOR TOMORROW	N 2319	1215	2.7	52.4	95	409	3.8	17.6	132	346	2.9	14.9	101	459	2.1	19.8	74
TODAY SHOW 1	N 2693	1430	3.2	53.1	97	288	2.7	10.7	80	449	3.7	16.7	113	893	3.2	25.7	96
TODAY SHOW 2	N 2498	1279	2.9	51.2	93	267	2.5	10.7	80	370	3.1	14.8	100	642	3.0	25.7	96
\$25,000 PYRAMID	C 2753	1480	3.3	53.8	98	345	3.2	12.5	94	410	3.4	14.9	101	724	3.3	26.3	98
WHEEL OF FORTUNE	N 4388	2225	5.0	50.7	92	576</											

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FROZEN POTATO PRODUCTS - TYPES
(FEMALE HOMEMAkers)

	TOTAL U.S. '000	ALL USERS				FRENCH FRIED POTATOES				OTHER FROZEN POTATOES				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	80986	44540	100.0	55.0	100	35884	100.0	44.3	100	20186	100.0	24.9	100				
18 - 24	9282	4967	11.2	53.5	97	4428	12.3	47.7	108	1953	9.7	21.0	84				
25 - 34	19072	11887	26.7	62.3	113	10005	27.9	52.5	118	5748	28.5	30.1	121				
35 - 44	14591	9666	21.7	66.2	120	8258	23.0	56.6	128	4401	21.8	30.2	121				
45 - 54	11345	6645	14.9	58.6	107	5066	14.1	44.7	101	3022	15.0	26.6	107				
55 - 64	11635	5538	12.4	47.6	87	4138	11.5	35.6	80	2503	12.4	21.5	86				
65 OR OLDER	15061	5837	13.1	38.8	70	3989	11.1	26.5	60	2559	12.7	17.0	68				
18 - 34	28354	16854	37.8	59.4	108	14434	40.2	50.9	115	7701	38.2	27.2	109				
18 - 49	48339	29811	66.9	61.7	112	25175	70.2	52.1	118	13702	67.9	28.3	114				
25 - 54	45008	28198	63.3	62.7	114	23330	65.0	51.8	117	13171	65.2	29.3	117				
35 - 49	19985	12957	29.1	64.8	118	10742	29.9	53.8	121	6001	29.7	30.0	120				
50 OR OLDER	32647	14729	33.1	45.1	82	10709	29.8	32.8	74	6484	32.1	19.9	80				
GRADUATED COLLEGE	11155	6209	13.9	55.7	101	4794	13.4	43.0	97	3521	17.4	31.6	127				
ATTENDED COLLEGE	13682	8102	18.2	59.2	108	6542	18.2	47.8	108	4101	20.3	30.0	120				
GRADUATED HIGH SCHOOL	33880	19904	44.7	58.7	107	15907	44.3	47.0	106	8984	44.5	26.5	106				
DID NOT GRADUATE HIGH SCHOOL	22270	10324	23.2	46.4	84	8642	24.1	38.8	88	3580	17.7	16.1	64				
EMPLOYED	40306	24010	53.9	59.6	108	19527	54.4	48.4	109	11085	54.9	27.5	110				
EMPLOYED FULL-TIME	32850	19246	43.2	58.6	107	15460	43.1	47.1	106	8902	44.1	27.1	109				
EMPLOYED PART-TIME	7456	4764	10.7	63.9	116	4066	11.3	54.5	123	2183	10.8	29.3	117				
NOT EMPLOYED	40680	20529	46.1	50.5	92	16358	45.6	40.2	91	9101	45.1	22.4	90				
PROFESSIONAL/MANAGER	10392	6037	13.6	58.1	106	4666	13.0	44.9	101	3157	15.6	30.4	122				
TECH/CLERICAL/SALES	17574	10861	24.4	61.8	112	8828	24.6	50.2	113	5405	26.8	30.8	123				
PRECISION/CRAFT	985	641	1.4	65.1	118	*511	1.4	51.9	117	**254	1.3	25.8	103				
OTHER EMPLOYED	11354	6472	14.5	57.0	104	5521	15.4	48.6	110	2269	11.2	20.0	80				
SINGLE	9863	4587	10.3	46.5	85	3712	10.3	37.6	85	1936	9.6	19.6	79				
MARRIED	51375	30443	68.3	59.3	108	24605	68.6	47.9	108	14541	72.0	28.3	114				
DIVORCED/SEPARATED/WIDOWED	19748	9510	21.4	48.2	88	7568	21.1	38.3	86	3709	18.4	18.8	75				
PARENTS	32590	21508	48.3	66.0	120	18628	51.9	57.2	129	9944	49.3	30.5	122				
WHITE	70416	39364	88.4	55.9	102	31418	87.6	44.6	101	18652	92.4	26.5	106				
BLACK	8778	4366	9.8	49.7	90	3865	10.8	44.0	99	1122	5.6	12.8	51				
OTHER	1791	*810	1.8	45.2	82	*601	1.7	33.6	76	**412	2.0	23.0	92				
NORTHEAST-CENSUS	17786	9455	21.2	53.2	97	8171	22.8	45.9	104	3634	18.0	20.4	82				
NORTH CENTRAL	20741	12696	28.5	61.2	111	9775	27.2	47.1	106	6988	34.6	33.7	135				
SOUTH	27775	14949	33.6	53.8	98	12721	35.5	45.8	103	4935	24.4	17.8	71				
WEST	14683	7439	16.7	50.7	92	5218	14.5	35.5	80	4630	22.9	31.5	127				
NORTHEAST-MKTG.	17961	9640	21.6	53.7	98	8185	22.8	45.6	103	3648	18.1	20.3	81				
EAST CENTRAL	11885	6689	15.0	56.3	102	5402	15.1	45.5	103	3227	16.0	27.2	109				
WEST CENTRAL	14090	8633	19.4	61.3	111	6400	17.8	45.4	103	4953	24.5	35.2	141				
SOUTH	24081	12973	29.1	53.9	98	11200	31.2	46.5	105	4256	21.1	17.7	71				
PACIFIC	12969	6604	14.8	50.9	93	4699	13.1	36.2	82	4102	20.3	31.6	127				
COUNTY SIZE A	32439	16908	38.0	52.1	95	13389	37.3	41.3	93	8035	39.8	24.8	99				
COUNTY SIZE B	24915	14438	32.4	57.9	105	11841	33.0	47.5	107	6580	32.6	26.4	106				
COUNTY SIZE C	12930	7143	16.0	55.2	100	5834	16.3	45.1	102	2822	14.0	21.8	88				
COUNTY SIZE D	10703	6050	13.6	56.5	103	4820	13.4	45.0	102	2750	13.6	25.7	103				
METRO CENTRAL CITY	24518	12641	28.4	51.6	94	10407	29.0	42.4	96	5665	28.1	23.1	93				
METRO SUBURBAN	35919	20481	46.0	57.0	104	16250	45.3	45.2	102	9853	48.8	27.4	110				
NON METRO	20549	11418	25.6	55.6	101	9227	25.7	44.9	101	4668	23.1	22.7	91				
TOP 5 ADI'S	18341	9739	21.9	53.1	97	7810	21.8	42.6	96	4557	22.6	24.8	100				
TOP 10 ADI'S	25378	13143	29.5	51.8	94	10491	29.2	41.3	93	5801	28.7	22.9	92				
TOP 20 ADI'S	36488	19220	43.2	52.7	96	15138	42.2	41.5	94	9066	44.9	24.8	100				
MSHLD INC. \$50,000 OR MORE	6612	4223	9.5	63.9	116	3258	9.1	49.3	111	2521	12.5	38.1	153				
\$40,000 OR MORE	12659	8055	18.1	63.6	116	6266	17.5	49.5	112	4604	22.8	36.4	146				
\$30,000 OR MORE	24698	15110	33.9	61.2	111	11664	32.5	47.2	107	8187	40.6	33.1	133				
\$25,000 OR MORE	32077	19759	44.4	61.6	112	15475	43.1	48.2	109	10313	51.1	32.2	129				
\$20,000 - \$24,999	9144	5231	11.7	57.2	104	4296	12.0	47.0	106	2585	12.8	28.3	113				
\$15,000 - \$19,999	8728	4753	10.7	54.5	99	4046	11.3	46.4	105	1969	9.8	22.6	91				
\$10,000 - \$14,999	12562	6467	14.5	51.5	94	5043	14.1	40.1	91	2498	12.4	19.9	80				
UNDER \$10,000	18475	8329	18.7	45.1	82	7025	19.6	38.0	86	2822	14.0	15.3	61				
HOUSEHOLD OF 1 PERSON	11987	4548	10.2	37.9	69	3224	9.0	26.9	61	1882	9.3	15.7	63				
2 PEOPLE	26577	13112	29.4	49.3	90	9804	27.3	36.9	83	6008	29.8	22.6	91				
3 OR 4 PEOPLE	30617	18878	42.4	61.7	112	15783	44.0	51.5	116	8767	43.4	28.6	115				
5 OR MORE PEOPLE	11804	8001	18.0	67.8	123	7074	19.7	59.9	135	3529	17.5	29.9	120				
NO CHILD IN HSHLD	46165	21774	48.9	47.2	86	16111	44.9	34.9	79	9787	48.5	21.2	85				
CHILD(REN) UNDER 2 YRS	5325	3175	7.1	59.6	108	2755	7.7	51.7	117	1362	6.7	25.6	103				
2 - 5 YEARS	14221	8925	20.0	62.8	114	7886	22.0	55.5	125	4044	20.0	28.4	114				
6 - 11 YEARS	15117	10190	22.9	67.4	123	8896	24.8	58.8	133	4590	22.7	30.4	122				
12 - 17 YEARS	16611	11366	25.5	68.4	124	9873	27.5	59.4	134	5010	24.8	30.2	121				
RESIDENCE OWNED	55884	31565	70.9	56.5	103	24716	68.9	44.2	100	15145	75.0	27.1	109				
VALUE: \$50,000 OR MORE	31744	18588	41.7	58.6	106	14021	39.1	44.2	100	9930	49.2	31.3	126				
VALUE: UNDER \$50,000	24140	12977	29.1	53.8	98	10696	29.8	44.3	100	5215	25.8	21.6	87				

FROZEN POTATO PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS				FRENCH FRIED POTATOES				OTHER FROZEN POTATOES							
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	44540	100.0	55.0	100	35884	100.0	44.3	100	20186	100.0	24.9	100				
MAGAZINES	QUINTILE 1	15799	9875	22.2	62.5	114	8018	22.3	50.8	115	4930	24.4	31.2	125				
	QUINTILE 2	17259	9707	21.8	56.2	102	7612	21.2	44.1	100	4712	23.3	27.3	110				
	QUINTILE 3	13545	7699	17.3	56.8	103	6132	17.1	45.3	102	3399	16.8	25.1	101				
	QUINTILE 4	15133	8305	18.6	54.9	100	6724	18.7	44.4	100	3558	17.6	23.5	94				
	QUINTILE 5	19250	8953	20.1	46.5	85	7399	20.6	38.4	87	3588	17.8	18.6	75				
NEWSPAPERS	QUINTILE 1	12413	6989	15.7	56.3	102	5543	15.4	44.7	101	3407	16.9	27.4	110				
	QUINTILE 2	24116	13512	30.3	56.0	102	10674	29.7	44.3	100	6465	32.0	26.8	108				
	QUINTILE 3	11261	6435	14.4	57.1	104	5182	14.4	46.0	104	2997	14.8	26.6	107				
	QUINTILE 4	20255	11548	25.9	57.0	104	9404	26.2	46.4	105	4971	24.6	24.5	98				
	QUINTILE 5	12940	6057	13.6	46.8	85	5081	14.2	39.3	89	2347	11.6	18.1	73				
OUTDOOR	QUINTILE 1	14852	8243	18.5	55.5	101	6675	18.6	44.9	101	4081	20.2	27.5	110				
	QUINTILE 2	15725	8945	20.1	56.9	103	7152	19.9	45.5	103	4106	20.3	26.1	105				
	QUINTILE 3	16330	9323	20.9	57.1	104	7575	21.1	46.4	105	4422	21.9	27.1	109				
	QUINTILE 4	16744	9314	20.9	55.6	101	7457	20.8	44.5	101	3876	19.2	23.1	93				
	QUINTILE 5	17334	8715	19.6	50.3	91	7025	19.6	40.5	91	3701	18.3	21.4	86				
RADIO-DRIVE TIME	QUINTILE 1	15911	9385	21.1	59.0	107	7491	20.9	47.1	106	4360	21.6	27.4	110				
	QUINTILE 2	14837	8447	19.0	56.9	104	6791	18.9	45.8	103	3912	19.4	26.4	106				
	QUINTILE 3	15339	8548	19.2	55.7	101	7151	19.9	46.6	105	3768	18.7	24.6	99				
	QUINTILE 4	16723	9412	21.1	56.3	102	7574	21.1	45.3	102	4490	22.2	26.8	108				
	QUINTILE 5	18176	8748	19.6	48.1	88	6877	19.2	37.8	85	3656	18.1	20.1	81				
RADIO-MID- DAY	TERCILE 1	21020	12391	27.8	58.9	107	10117	28.2	48.1	109	6031	29.9	28.7	115				
	TERCILE 2	21610	11850	26.6	54.8	100	9763	27.2	45.2	102	5092	25.2	23.6	95				
	TERCILE 3	38355	20299	45.6	52.9	96	16004	44.6	41.7	94	9063	44.9	23.6	95				
RADIO-TOTAL	QUINTILE 1	15988	9409	21.1	58.9	107	7637	21.3	47.8	108	4424	21.9	27.7	111				
	QUINTILE 2	15626	8966	20.1	57.4	104	7573	21.1	48.5	109	3984	19.7	25.5	102				
	QUINTILE 3	16723	9715	21.8	58.1	106	7732	21.5	46.2	104	4604	22.8	27.5	110				
	QUINTILE 4	16342	8638	19.4	52.9	96	6792	18.9	41.6	94	3929	19.5	24.0	96				
	QUINTILE 5	16306	7812	17.5	47.9	87	6151	17.1	37.7	85	3246	16.1	19.9	80				
TV-PRIME TIME	QUINTILE 1	15953	8862	19.9	55.6	101	7111	19.8	44.6	101	3765	18.7	23.6	95				
	QUINTILE 2	16137	9010	20.2	55.8	102	7361	20.5	45.6	103	4121	20.4	25.5	102				
	QUINTILE 3	16420	9255	20.8	56.4	102	7340	20.5	44.7	101	4392	21.8	26.7	107				
	QUINTILE 4	16687	9128	20.5	54.7	99	7485	20.9	44.9	101	4023	19.9	24.1	97				
	QUINTILE 5	15789	8284	18.6	52.5	95	6589	18.4	41.7	94	3885	19.2	24.6	99				
TV-DAYTIME	TERCILE 1	27736	15200	34.1	54.8	100	12280	34.2	44.3	100	6749	33.4	24.3	98				
	TERCILE 2	26489	14670	32.9	55.4	101	12177	33.9	46.0	104	6516	32.3	24.6	99				
	TERCILE 3	26761	14670	32.9	54.8	100	11428	31.8	42.7	96	6921	34.3	25.9	104				
TV-TOTAL	QUINTILE 1	16345	8768	19.7	53.6	98	7077	19.7	43.3	98	3622	17.9	22.2	89				
	QUINTILE 2	16447	9151	20.5	55.6	101	7457	20.8	45.3	102	4112	20.4	25.0	100				
	QUINTILE 3	15980	9219	20.7	57.7	105	7473	20.8	46.8	106	4169	20.7	26.1	105				
	QUINTILE 4	15887	8602	19.3	54.1	98	6818	19.0	42.9	97	4126	20.4	26.0	104				
	QUINTILE 5	16326	8799	19.8	53.9	98	7060	19.7	43.2	98	4158	20.6	25.5	102				
MAGAZINES-NEWSPAPERS: DUAL		20721	12048	27.0	58.1	106	9407	26.2	45.4	102	6113	30.3	29.5	118				
MAGAZINE IMPERATIVE		19186	11407	25.6	59.5	108	9395	26.2	49.0	111	5068	25.1	26.4	106				
NEWSPAPER IMPERATIVE		21899	11803	26.5	53.9	98	9471	26.4	43.2	98	5239	26.0	23.9	96				
MAGAZINES-OUTDOOR: DUAL		15451	9351	21.0	60.5	110	7436	20.7	48.1	109	4609	22.8	29.8	120				
MAGAZINE IMPERATIVE		25953	14973	33.6	57.7	105	11986	33.4	46.2	104	7018	34.8	27.0	108				
OUTDOOR IMPERATIVE		24400	12890	28.9	52.8	96	10483	29.2	43.0	97	5765	28.6	23.6	95				
MAGAZINES-RADIO: DUAL		18049	10790	24.2	59.8	109	8804	24.5	48.8	110	5243	26.0	29.0	117				
MAGAZINE IMPERATIVE		23571	13531	30.4	57.4	104	10543	29.4	44.7	101	6553	32.5	27.8	112				
RADIO IMPERATIVE		23278	12981	29.1	55.8	101	10740	29.9	46.1	104	5610	27.8	24.1	97				
MAGAZINES-TELEVISION: DUAL		15459	9398	21.1	60.8	111	7503	20.9	48.5	110	4465	22.1	28.9	116				
MAGAZINE IMPERATIVE		25829	15005	33.7	58.1	106	11990	33.4	46.4	105	7379	36.6	28.6	115				
TELEVISION IMPERATIVE		26039	13325	29.9	51.2	93	11022	30.7	42.3	96	5305	26.3	20.4	82				
NEWSPAPERS-OUTDOOR: DUAL		16605	9867	22.2	59.4	108	7784	21.7	46.9	106	4868	24.1	29.3	118				
NEWSPAPER IMPERATIVE		26834	14733	33.1	54.9	100	11740	32.7	43.8	99	6902	34.2	25.7	103				
OUTDOOR IMPERATIVE		23346	12589	28.3	53.9	98	10280	28.6	44.0	99	5710	28.3	24.5	98				
NEWSPAPERS-RADIO: DUAL		17133	9853	22.1	57.5	105	7944	22.1	46.4	105	4940	24.5	28.8	116				
NEWSPAPER IMPERATIVE		25892	14254	32.0	55.1	100	11106	30.9	42.9	97	6645	32.9	25.7	103				
RADIO IMPERATIVE		23167	13447	30.2	58.0	106	11256	31.4	48.6	110	5816	28.8	25.1	101				
NEWSPAPERS-TELEVISION: DUAL		17159	9654	21.7	56.3	102	7687	21.4	44.8	101	4300	21.3	25.1	101				
NEWSPAPER IMPERATIVE		26214	14695	33.0	56.1	102	11626	32.4	44.4	100	7449	36.9	28.4	114				
TELEVISION IMPERATIVE		23412	12762	28.7	54.5	99	10604	29.6	45.3	102	5183	25.7	22.1	89				
OUTDOOR-RADIO: DUAL		15303	9008	20.2	58.9	107	7429	20.7	48.5	110	4228	20.9	27.6	111				
OUTDOOR IMPERATIVE		24901	13526	30.4	54.3	99	10700	29.8	43.0	97	6416	31.8	25.8	103				
RADIO IMPERATIVE		26492	15243	34.2	57.5	105	12498	34.8	47.2	106	6834	33.9	25.8	103				
OUTDOOR-TELEVISION: DUAL		14794	8176	18.4	55.3	100	6747	18.8	45.6	103	3918	19.4	26.5	106				
OUTDOOR IMPERATIVE		25437	14555	32.7	57.2	104	11623	32.4	45.7	103	6979	34.6	27.4	110				
TELEVISION IMPERATIVE		27877	15493	34.8	55.6	101	12540	34.9	45.0	102	6302	31.2	22.6	91				
RADIO-TELEVISION: DUAL		15996	9305	20.9	58.2	106	7707	21.5	48.2	109	4154	20.6	26.0	104				
RADIO IMPERATIVE		25478	14571	32.7	57.2	104	11832	33.0	46.4	105	6848	33.9	26.9	108				
TELEVISION IMPERATIVE		26573	14215	31.9	53.5	97	11307	31.5	42.6	96	6127	30.4	23.1	93				

	TOTAL U.S. '000	ALL USERS				FRENCH FRIED POTATOES				OTHER FROZEN POTATOES				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	44540	100.0	55.0	100	35884	100.0	44.3	100	20186	100.0	24.9	100				
ATLANTIC MONTHLY	415	*162	0.4	39.0	71	*137	0.4	33.0	75	*109	0.5	26.3	105				
BARRON'S	453	*271	0.6	59.8	109	*225	0.6	49.7	112	**155	0.8	34.2	137				
BETTER HOMES & GARDENS	16256	10168	22.8	62.5	114	8048	22.4	49.5	112	4938	24.5	30.4	122				
BON APPETIT	2535	1459	3.3	57.6	105	1131	3.2	44.6	101	708	3.5	27.9	112				
BUSINESS WEEK	1278	698	1.6	54.6	99	579	1.6	45.3	102	353	1.7	27.6	111				
CAR AND DRIVER	378	*180	0.4	47.6	87	*160	0.4	42.3	96	**48	0.2	12.7	51				
CBS MAGAZINE NETWORK (GROSS)	1498	949	2.1	63.4	115	737	2.1	49.2	111	494	2.4	33.0	132				
CHANGING TIMES	1505	748	1.7	49.7	90	579	1.6	38.5	87	406	2.0	27.0	108				
COLONIAL HOMES	1231	737	1.7	59.9	109	652	1.8	53.0	120	364	1.8	29.6	119				
CONDE NAST MAG. PKG. (GROSS)	14146	8177	18.4	57.8	105	6748	18.8	47.7	108	3699	18.3	26.1	105				
CONSUMERS DIGEST	1323	872	2.0	65.9	120	616	1.7	46.6	105	542	2.7	41.0	164				
COSMOPOLITAN	7102	4176	9.4	58.8	107	3453	9.6	48.6	110	1805	8.9	25.4	102				
COUNTRY LIVING	2481	1622	3.6	65.4	119	1319	3.7	53.2	120	804	4.0	32.4	130				
CUISINE	1472	809	1.8	55.0	100	606	1.7	41.2	93	385	1.9	26.2	105				
CYCLE WORLD	425	*312	0.7	73.4	133	*285	0.8	67.1	151	**145	0.7	34.1	137				
DCI:CREATIVE IDEAS FOR LIV	2510	1530	3.4	61.0	111	1223	3.4	48.7	110	826	4.1	32.9	132				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4059	9.1	60.6	110	3230	9.0	48.3	109	1918	9.5	28.7	115				
DISCOVER	894	556	1.2	62.2	113	403	1.1	45.1	102	302	1.5	33.8	136				
EBONY	3507	1799	4.0	51.3	93	1584	4.4	45.2	102	501	2.5	14.3	57				
ESQUIRE	1083	585	1.3	54.0	98	505	1.4	46.6	105	*217	1.1	20.0	80				
ESSENCE	1830	1044	2.3	57.0	104	930	2.6	50.8	115	275	1.4	15.0	60				
FAMILY CIRCLE	15930	9820	22.0	61.6	112	7891	22.0	49.5	112	4757	23.6	29.9	120				
THE FAMILY HANDYMAN	1126	721	1.6	64.0	116	670	1.9	59.5	134	347	1.7	30.8	124				
FAMILY WEEKLY	11468	6443	14.5	56.2	102	5200	14.5	45.3	102	2941	14.6	25.6	103				
FIELD & STREAM	2234	1501	3.4	67.2	122	1267	3.5	56.7	128	564	2.8	25.2	101				
FOOD & WINE	579	309	0.7	53.4	97	277	0.8	47.8	108	*118	0.6	20.4	82				
FORBES	728	407	0.9	55.9	102	302	0.8	41.5	94	*244	1.2	33.5	134				
FORTUNE	906	598	1.3	66.0	120	504	1.4	55.6	126	345	1.7	38.1	153				
GENTLEMEN'S QUARTERLY	791	414	0.9	52.3	95	351	1.0	44.4	100	*185	0.9	23.4	94				
GLAMOUR	5265	3251	7.3	61.7	112	2597	7.2	49.3	111	1457	7.2	27.7	111				
GOLF DIGEST	636	465	1.0	73.1	133	382	1.1	60.1	136	*234	1.2	36.8	148				
GOLF DIGEST/TENNIS (GROSS)	1186	750	1.7	63.2	115	611	1.7	51.5	116	402	2.0	33.9	136				
GOLF MAGAZINE	441	*306	0.7	69.4	126	*250	0.7	56.7	128	**120	0.6	27.2	109				
GOLF MAGAZINE/SKI (GROSS)	922	567	1.3	61.5	112	475	1.3	51.5	116	*235	1.2	25.5	102				
GOOD HOUSEKEEPING	16487	10263	23.0	62.2	113	8162	22.7	49.5	112	5153	25.5	31.3	125				
HARPER'S BAZAAR	2423	1358	3.0	56.0	102	1142	3.2	47.1	106	631	3.1	26.0	104				
HEALTH	1994	1314	3.0	65.9	120	1034	2.9	51.9	117	635	3.1	31.8	128				
HEARST MAG CORP. BUY (GROSS)	44101	26994	60.6	61.2	111	22021	61.4	49.9	113	12933	64.1	29.3	118				
HEARST MAN POWER (GROSS)	1993	1325	3.0	66.5	121	1036	2.9	52.0	117	728	3.6	36.5	147				
HEARST WOMAN POWER (GROSS)	31274	19348	43.4	61.9	112	15759	43.9	50.4	114	9206	45.6	29.4	118				
HOUSE BEAUTIFUL	3623	2087	4.7	57.6	105	1720	4.8	47.5	107	985	4.9	27.2	109				
INC.	283	*218	0.5	77.0	140	*172	0.5	60.8	137	**118	0.6	21.7	167				
JET	2928	1557	3.5	53.2	97	1392	3.9	47.5	107	469	2.3	16.0	64				
LADIES' HOME JOURNAL	11918	7428	16.7	62.3	113	6050	16.9	50.8	115	3543	17.6	29.7	119				
LHJ FAMILY GRP COMBO(GROSS)	16764	10609	23.8	63.3	115	8661	24.1	51.7	117	5115	25.3	30.5	122				
LIFE	4254	2395	5.4	56.3	102	1930	5.4	45.4	102	1140	5.6	26.8	108				
L.A. TIMES HOME MAGAZINE	1145	555	1.2	48.5	88	383	1.1	33.4	75	408	2.0	35.6	143				
MADMOISELLE	2884	1639	3.7	56.8	103	1387	3.9	48.1	109	790	3.9	27.4	110				
MC CALL'S	13460	8311	18.7	61.7	112	6673	18.6	49.6	112	3789	18.8	28.2	113				
MC CALL'S/WRK MOTHER (GROSS)	14606	9052	20.3	62.0	113	7310	20.4	50.0	113	4062	20.1	27.8	112				
MECHANIX ILLUSTRATED	772	425	1.0	55.1	100	345	1.0	44.7	101	*243	1.2	31.5	126				
METROPOLITAN HOME	967	503	1.1	52.0	95	425	1.2	44.0	99	254	1.3	26.3	105				
MONEY	1588	943	2.1	59.4	108	676	1.9	42.6	96	586	2.9	36.9	148				
MOTHER EARTH NEWS	1002	576	1.3	57.5	105	423	1.2	42.2	95	356	1.8	35.5	143				
MS.	825	481	1.1	58.3	106	388	1.1	47.0	106	208	1.0	25.2	101				
NATIONAL ENQUIRER	10336	6193	13.9	59.9	109	5125	14.3	49.6	112	2489	12.3	24.1	97				
NATIONAL GEOGRAPHIC	9597	5455	12.2	56.8	103	4023	11.2	41.9	95	3080	15.3	32.1	129				
NATIONAL SUNDAY MAGAZINE PKG	49558	28342	63.6	57.2	104	22497	62.7	45.4	102	13488	66.8	27.2	109				
NATURAL HISTORY	573	*265	0.6	46.2	84	*218	0.6	38.0	86	**139	0.7	24.3	97				
NEW WOMAN	1699	909	2.0	53.5	97	703	2.0	41.4	93	419	2.1	24.7	99				
NEW YORK INCLUDING CUE	443	*219	0.5	49.4	90	*161	0.4	36.3	82	**87	0.4	19.6	79				
THE NEW YORKER	1270	711	1.6	56.0	102	565	1.6	44.5	100	326	1.6	25.7	103				
NEWSWEEK	6277	3536	7.9	56.3	102	2770	7.7	44.1	100	1752	8.7	27.9	112				
THE N.Y. TIMES DAILY EDITION	1205	651	1.5	54.0	98	505	1.4	41.9	95	301	1.5	25.0	100				
THE N.Y. TIMES MAGAZINE	2081	1042	2.3	50.1	91	851	2.4	40.9	92	446	2.2	21.4	86				
OMNI	788	445	1.0	56.5	103	322	0.9	40.9	92	262	1.3	33.2	133				
ON CABLE	1158	723	1.6	62.4	114	599	1.7	51.7	117	406	2.0	35.1	141				
1001 HOME IDEAS	2852	1866	4.2	65.4	119	1577	4.4	55.3	125	937	4.6	32.9	132				
ORGANIC GARDENING	1658	951	2.1	57.4	104	788	2.2	47.5	107	395	2.0	23.8	96				
OUTDOOR LIFE	896	527	1.2	58.8	107	406	1.1	45.3	102	237	1.2	26.5	106				
PARADE MAGAZINE	24275	13989	31.4	57.6	105	11090	30.9	45.7	103	6242	30.9	25.7	103				

FROZEN POTATO PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				FRENCH FRIED POTATOES				OTHER FROZEN POTATOES				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	10986	44540	100.0	55.0	100	35884	100.0	44.3	100	20186	100.0	24.9	100				
PARENTS	3845	2771	6.2	72.1	131	2445	6.8	63.6	144	1299	6.4	33.8	136				
PENTHOUSE	831	461	1.0	55.5	101	410	1.1	49.3	111	*171	0.8	20.6	83				
PEOPLE	11645	6916	15.5	59.4	108	5467	15.2	46.9	106	3433	17.0	29.5	118				
PLAYBOY	2006	1145	2.6	57.1	104	958	2.7	47.8	108	562	2.8	28.0	112				
POPULAR HOT RODDING	297	*212	0.5	71.4	130	*178	0.5	59.9	135	**107	0.5	36.0	145				
POPULAR MECHANICS	1018	707	1.6	69.4	126	532	1.5	52.3	118	466	2.3	45.8	184				
POPULAR SCIENCE	878	617	1.4	70.3	128	552	1.5	62.9	142	*260	1.3	29.6	119				
PREVENTION	3913	1998	4.5	51.1	93	1468	4.1	37.5	85	966	4.8	24.7	99				
PSYCHOLOGY TODAY	1710	1075	2.4	62.9	114	921	2.6	53.9	122	473	2.3	27.7	111				
READER'S DIGEST	22204	13328	29.9	60.0	109	10238	28.5	46.1	104	6461	32.0	29.1	117				
REDBOOK	7684	4909	11.0	63.9	116	4144	11.5	53.9	122	2248	11.1	29.3	117				
ROAD & TRACK	410	*255	0.6	62.2	113	*194	0.5	47.3	107	**144	0.7	35.1	141				
ROLLING STONE	969	531	1.2	54.8	100	481	1.3	49.6	112	243	1.2	25.1	101				
RUNNER'S WORLD	298	*174	0.4	58.4	106	**115	0.3	38.6	87	**92	0.5	30.9	124				
SATURDAY EVENING POST	1169	624	1.4	53.4	97	426	1.2	36.4	82	400	2.0	34.2	137				
SCIENCE 84	587	329	0.7	56.0	102	*243	0.7	41.4	93	*250	1.2	42.6	171				
SCIENCE DIGEST	482	314	0.7	65.1	118	*268	0.7	55.6	125	**118	0.6	24.5	98				
SCIENTIFIC AMERICAN	594	277	0.6	46.6	85	260	0.7	43.8	99	*119	0.6	20.0	80				
SELF	2089	1202	2.7	57.5	105	1026	2.9	49.1	111	559	2.8	26.8	107				
SEVENTEEN	2411	1364	3.1	56.6	103	1192	3.3	49.4	112	628	3.1	26.0	105				
SKI	480	261	0.6	54.4	99	*225	0.6	46.9	106	**115	0.6	24.0	96				
SMITHSONIAN	2760	1468	3.3	53.2	97	1094	3.0	39.6	89	766	3.8	27.8	111				
SOAP OPERA DIGEST	3013	1994	4.5	66.2	120	1730	4.8	57.4	130	720	3.6	23.9	96				
SOUTHERN LIVING	4184	2529	5.7	60.4	110	2006	5.6	47.9	108	1092	5.4	26.1	105				
SPORT	559	361	0.8	64.6	117	331	0.9	59.2	134	**135	0.7	24.2	97				
THE SPORTING NEWS	436	*258	0.6	59.2	108	*239	0.7	54.8	124	**99	0.5	22.7	91				
SPORTS AFIELD	493	305	0.7	61.9	112	*236	0.7	47.9	108	*144	0.7	29.2	117				
SPORTS ILLUSTRATED	2758	1711	3.8	62.0	113	1442	4.0	52.3	118	857	4.2	31.1	125				
STAR	7456	4556	10.2	61.1	111	3739	10.4	50.1	113	1673	8.3	22.4	90				
SUNDAY	24936	14294	32.1	57.3	104	11307	31.5	45.3	102	7013	34.7	28.1	113				
SUNSET	2124	1085	2.4	51.1	93	726	2.0	34.2	77	827	4.1	38.9	156				
TV GUIDE	21661	12203	27.4	56.3	102	9885	27.5	45.6	103	5684	28.2	26.2	105				
TENNIS	550	285	0.6	51.8	94	*229	0.6	41.6	94	*168	0.8	30.5	123				
TIME	8880	5118	11.5	57.6	105	3967	11.1	44.7	101	2640	13.1	29.7	119				
TOWN & COUNTRY	917	434	1.0	47.3	86	325	0.9	35.4	80	*200	1.0	21.8	88				
TRAVEL & LEISURE	972	513	1.2	52.8	96	403	1.1	41.5	94	242	1.2	24.9	100				
TRUE STORY	3356	2236	5.0	66.6	121	1930	5.4	57.5	130	834	4.1	24.9	100				
U.S. NEWS & WORLD REPORT	3410	1911	4.3	56.0	102	1419	4.0	41.6	94	1047	5.2	30.7	123				
USA TODAY	1759	1020	2.3	58.0	105	816	2.3	46.4	105	599	3.0	34.1	137				
US	1873	1113	2.5	59.4	108	913	2.5	48.7	110	510	2.5	27.2	109				
VOGUE	3909	2084	4.7	53.3	97	1739	4.8	44.5	100	894	4.4	22.9	92				
WALL STREET JOURNAL	1886	1033	2.3	54.8	100	770	2.1	40.8	92	599	3.0	31.8	127				
WEIGHT WATCHERS	2120	1175	2.6	55.4	101	1007	2.8	47.5	107	521	2.6	24.6	99				
WOMAN'S DAY	14172	8667	19.5	61.2	111	6918	19.3	48.8	110	4161	20.6	29.4	118				
WORKING MOTHER	1146	742	1.7	64.7	118	637	1.8	55.6	125	273	1.4	23.8	96				
WORKING WOMAN	1322	832	1.9	62.9	114	678	1.9	51.3	116	414	2.1	31.3	126				
WORLD TENNIS	*163	**74	0.2	45.4	83	**70	0.2	42.9	97	**40	0.2	24.5	98				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1614	3.6	63.7	116	1363	3.8	53.8	121	686	3.4	27.1	109				
BLAIR INSERTS	43657	24987	56.1	57.2	104	19778	55.1	45.3	102	12211	60.5	28.0	112				
DAILY NEWSPAPERS																	
READ ANY	51633	29078	65.3	56.3	102	23219	64.7	45.0	101	13627	67.5	26.4	106				
READ ONE	43463	24331	54.6	56.0	102	19437	54.2	44.7	101	11506	57.0	26.5	106				
READ TWO OR MORE	8170	4747	10.7	58.1	106	3782	10.5	46.3	104	2121	10.5	26.0	104				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	29868	67.1	56.7	103	23728	66.1	45.0	102	14241	70.5	27.0	108				
READ ONE	46126	26315	59.1	57.1	104	21016	58.6	45.6	103	12503	61.9	27.1	109				
READ TWO OR MORE	6552	3553	8.0	54.2	99	2712	7.6	41.4	93	1738	8.6	26.5	106				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.95				27.96				29.80							
30 DAY REACH	71455	39700	89.1	55.6	101	32025	89.2	44.8	101	18212	90.2	25.5	102				
50 SHWG - 30 DAY AV FREQ	14.56	14.66				14.63				15.69							
30 DAY REACH	67742	37897	85.1	55.9	102	30635	85.4	45.2	102	17327	85.8	25.6	103				
25 SHWG - 30 DAY AV FREQ	7.94	7.94				7.95				8.40							
30 DAY REACH	62117	34940	78.4	56.2	102	28140	78.4	45.3	102	16146	80.0	26.0	104				
CABLE TV: HOME WIRED	32077	18932	42.5	59.0	107	15069	42.0	47.0	106	9391	46.5	29.3	117				
HOME NOT WIRED	48909	25607	57.5	52.4	95	20815	58.0	42.6	96	10795	53.5	22.1	89				
HAVE PAY CABLE	15935	10652	23.9	66.8	122	8636	24.1	54.2	122	5548	27.5	34.8	140				

FROZEN POTATO PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				FRENCH FRIED POTATOES				OTHER FROZEN POTATOES				A B C D				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	44540	100.0	55.0	100	35884	100.0	44.3	100	20186	100.0	24.9	100					
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	25235	56.7	57.5	104	20260	56.5	46.1	104	11776	58.3	26.8	108					
10:00 AM - 3:00 PM	30659	17746	39.8	57.9	105	14465	40.3	47.2	106	8304	41.1	27.1	109					
3:00 PM - 7:00 PM	31045	18070	40.6	58.2	106	14600	40.7	47.0	106	8615	42.7	27.8	111					
7:00 PM - MIDNIGHT	15767	9222	20.7	58.5	106	7703	21.5	48.9	110	4221	20.9	26.8	107					
MIDNIGHT - 6:00 AM	9120	5430	12.2	59.5	108	4427	12.3	48.5	110	2499	12.4	27.4	110					
6:00 AM - MIDNIGHT	58527	33744	75.8	57.7	105	27241	75.9	46.5	105	15671	77.6	26.8	107					
ENTIRE DAY	59311	34090	76.5	57.5	105	27516	76.7	46.4	105	15820	78.4	26.7	107					
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	9442	21.2	58.4	106	7718	21.5	47.7	108	4597	22.8	28.4	114					
ALL NEWS	2256	1230	2.8	54.5	99	925	2.6	41.0	93	666	3.3	29.5	118					
AOR/PROGRESSIVE	3874	2385	5.4	61.6	112	2027	5.6	52.3	118	1156	5.7	29.8	120					
BEAUTIFUL MUSIC	5660	3176	7.1	56.1	102	2461	6.9	43.5	98	1571	7.8	27.8	111					
BLACK	2204	1181	2.7	53.6	97	1082	3.0	49.1	111	380	1.9	17.2	69					
CLASSICAL	1418	663	1.5	46.8	85	567	1.6	40.0	90	293	1.5	20.7	83					
CHR/ROCK	9538	5898	13.2	61.8	112	4969	13.8	52.1	118	2761	13.7	28.9	116					
COUNTRY	12648	7589	17.0	60.0	109	6105	17.0	48.3	109	3461	17.1	27.4	110					
GOLDEN OLDIES	1191	606	1.4	50.9	93	543	1.5	45.6	103	*220	1.1	18.5	74					
MOR/NOSTALGIA	4757	2720	6.1	57.2	104	1968	5.5	41.4	93	1376	6.8	28.9	116					
NEWS/TALK	3863	2111	4.7	54.6	99	1500	4.2	38.8	88	1234	6.1	31.9	128					
RELIGIOUS	3084	1618	3.6	52.5	95	1294	3.6	42.0	95	633	3.1	20.5	82					
SOFT ROCK	521	362	0.8	69.5	126	*257	0.7	49.3	111	*222	1.1	42.6	171					
URBAN CONTEMPORARY	1585	978	2.2	61.7	112	914	2.5	57.7	130	259	1.3	16.3	66					
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	1968	4.4	60.3	110	1720	4.8	52.7	119	840	4.2	25.8	103					
ABC DIRECTION	2316	1354	3.0	58.5	106	1069	3.0	46.2	104	648	3.2	28.0	112					
ABC ENTERTAINMENT	4834	2862	6.4	59.2	108	2306	6.4	47.7	108	1394	6.9	28.8	116					
ABC FM	2202	1413	3.2	64.2	117	1273	3.5	57.8	130	580	2.9	26.3	106					
ABC INFORMATION	5425	3050	6.8	56.2	102	2333	6.5	43.0	97	1574	7.8	29.0	116					
ABC ROCK	1677	1145	2.6	68.3	124	1001	2.8	59.7	135	679	3.4	40.5	162					
CBS	4430	2496	5.6	56.3	102	1810	5.0	40.9	92	1404	7.0	31.7	127					
MUTUAL	4992	3011	6.8	60.3	110	2425	6.8	48.6	110	1442	7.1	28.9	116					
NBC	4679	2581	5.8	55.2	100	2169	6.0	46.4	105	1162	5.8	24.8	100					
RADIORADIO	1994	1277	2.9	64.0	116	1097	3.1	55.0	124	518	2.6	26.0	104					
RKO ONE	2298	1323	3.0	57.6	105	1057	2.9	46.0	104	616	3.1	26.8	108					
RKO TWO	3311	1969	4.4	59.5	108	1605	4.5	48.5	109	860	4.3	26.0	104					
THE SOURCE	2114	1333	3.0	63.1	115	1149	3.2	54.4	123	545	2.7	25.8	103					
NON-WIRED : BLAIR	8654	5326	12.0	61.5	112	4418	12.3	51.1	115	2683	13.3	31.0	124					
INTERNET	12025	7061	15.9	58.7	107	5944	16.6	49.4	112	3528	17.5	29.3	118					
KATZ RADIO GROUP	15359	8816	19.8	57.4	104	6859	19.1	44.7	101	4172	20.7	27.2	109					
SUPERNET	10628	6340	14.2	59.7	108	5028	14.0	47.3	107	2955	14.6	27.8	112					
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	4450	10.0	51.4	93	3403	9.5	39.3	89	2160	10.7	24.9	100					
WKDAY 9:00 AM - 1:00 PM	12163	6635	14.9	54.6	99	5403	15.1	44.4	100	2936	14.5	24.1	97					
WKDAY 1:00 PM - 4:30 PM	16150	8930	20.0	55.3	101	7327	20.4	45.4	102	3790	18.8	23.5	94					
WKDAY 4:30 PM - 7:30 PM	22463	11763	26.4	52.4	95	9334	26.0	41.6	94	5200	25.8	23.1	93					
WKDAY 7:30 PM - 8:00 PM	31795	17163	38.5	54.0	98	13784	38.4	43.4	98	7498	37.1	23.6	95					
WKDAY 11:00 PM - 11:30 PM	23977	13704	30.8	57.2	104	10980	30.6	45.8	103	6122	30.3	25.5	102					
WKDAY 11:30 PM - 1:00 AM	7703	4619	10.4	60.0	109	3872	10.8	50.3	113	1958	9.7	25.4	102					
M-SAT 8-11 PM-SUN 7-11 PM	33800	18825	42.3	55.7	101	15185	42.3	44.9	101	8382	41.5	24.8	99					
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	3699	8.3	56.6	103	3065	8.5	46.9	106	1560	7.7	23.9	96				
ANOTHER WORLD	N	4620	2517	5.7	54.5	99	1961	5.5	42.4	96	1145	5.7	24.8	99				
AS THE WORLD TURNS	C	5614	3056	6.9	54.4	99	2540	7.1	45.2	102	1248	6.2	22.2	89				
CAPITOL	C	3396	1889	4.2	55.6	101	1589	4.4	46.8	106	738	3.7	21.7	87				
CBS MORN. NEWS 1	C	1446	599	1.3	41.4	75	464	1.3	32.1	72	286	1.4	19.8	79				
CBS MORN. NEWS 2	C	1207	502	1.1	41.6	76	407	1.1	33.7	76	231	1.1	19.1	77				
DAYS OF OUR LIVES	N	5877	3147	7.1	53.5	97	2548	7.1	43.4	98	1416	7.0	24.1	97				
FACTS OF LIFE - DAYTIME	N	2290	1270	2.9	55.5	101	1067	3.0	46.6	105	593	2.9	25.9	104				
FAMILY FEUD	A	3023	1569	3.5	51.9	94	1325	3.7	43.8	99	608	3.0	20.1	81				
GENERAL HOSPITAL	A	6097	3530	7.9	57.9	105	3023	8.4	49.6	112	1402	6.9	23.0	92				
GOOD MORNING, AMERICA-730	A	3515	1790	4.0	50.9	93	1442	4.0	41.0	93	925	4.6	26.3	106				
GOOD MORNING, AMERICA-830	A	2818	1487	3.3	52.8	96	1232	3.4	43.7	99	666	3.3	23.6	95				
GUIDING LIGHT	C	5339	2925	6.6	54.8	100	2371	6.6	44.4	100	1298	6.4	24.3	98				
ONE LIFE TO LIVE	A	4478	2599	5.8	58.0	106	2267	6.3	50.6	114	1010	5.0	22.6	90				
PRESS YOUR LUCK	C	2244	1271	2.9	56.6	103	965	2.7	43.0	97	618	3.1	27.5	110				
PRICE IS RIGHT 1	C	4348	2540	5.7	58.4	106	2011	5.6	46.3	104	1036	5.1	23.8	96				
PRICE IS RIGHT 2	C	5014	2937	6.6	58.6	107	2324	6.5	46.4	105	1224	6.1	24.4	98				
RYAN'S HOPE	A	3150	1703	3.8	54.1	98	1470	4.1	46.7	105	696	3.4	22.1	89				
SALE OF THE CENTURY	N	2695	1395	3.1	51.8	94	1117	3.1	41.4	94	611	3.0	22.7	91				
SEARCH FOR TOMORROW	N	2319	1215	2.7	52.4	95	1010	2.8	43.6	98	388	1.9	16.7	67				
TODAY SHOW 1	N	2693	1430	3.2	53.1	97	989	2.8	36.7	83	736	3.6	27.3	110				
TODAY SHOW 2	N	2498	1279	2.9	51.2	93	971	2.7	38.9	88	581	2.9	23.3	93				
\$25,000 PYRAMID	C</																	

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

FROZEN POTATO PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS				FRENCH FRIED POTATOES				OTHER FROZEN POTATOES								
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL FEMALE HOMEMAKERS			80986	44540	100.0	55.0	100	35884	100.0	44.3	100	20186	100.0	24.9	100				
WKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY	N	26063	13324	29.9	51.1	93	10400	29.0	39.9	90	5887	29.2	22.6	91					
NETWORK AFFILIATES - LATE	N	20261	11379	25.5	56.2	102	9067	25.3	44.8	101	5080	25.2	25.1	101					
INDEPENDENTS - LATE	N	2076	1098	2.5	52.9	96	915	2.5	44.1	99	470	2.3	22.6	91					
TV EVENING NTWK 6 PM - 2 AM																			
A TEAM	N	10453	6204	13.9	59.4	108	5191	14.5	49.7	112	2578	12.8	24.7	99					
ABC MONDAY NIGHT MOVIE	A	6412	3459	7.8	53.9	98	2807	7.8	43.8	99	1555	7.7	24.3	97					
ABC SUNDAY NIGHT MOVIE	A	12407	6955	15.6	56.1	102	5613	15.6	45.2	102	3175	15.7	25.6	103					
ABC WORLD NEWS TONIGHT	A	6176	2883	6.5	46.7	85	2185	6.1	35.4	80	1295	6.4	21.0	84					
AFTERMASH	C	5863	3160	7.1	53.9	98	2424	6.8	41.3	93	1602	7.9	27.3	110					
ALICE	C	9594	5249	11.8	54.7	99	4225	11.8	44.0	99	2345	11.6	24.4	98					
AMERICAN PARADE	C	6622	3551	8.0	53.6	98	2642	7.4	39.9	90	1837	9.1	27.7	111					
BENSON	A	10886	5893	13.2	54.1	98	4652	13.0	42.7	96	2642	13.1	24.3	97					
BLUE THUNDER	A	5036	2986	6.7	59.3	108	2368	6.6	47.0	106	1314	6.5	26.1	105					
CAGNEY & LACEY	C	9965	5727	12.9	57.5	104	4487	12.5	45.0	102	2741	13.6	27.5	110					
CBS EVENING NEWS-DEAN	C	3491	1699	3.8	48.7	88	1208	3.4	34.6	78	958	4.7	27.4	110					
CBS EVENING NEWS-RATHER	C	7123	3677	8.3	51.6	94	2850	7.9	40.0	90	1690	8.4	23.7	95					
CBS SAT. NEWS-SCHIEFFER	C	3621	1748	3.9	48.3	88	1262	3.5	34.9	79	847	4.2	23.4	94					
CBS SATURDAY NIGHT MOVIE	C	5436	3129	7.0	57.6	105	2601	7.2	47.8	108	1346	6.7	24.8	99					
CBS WEDNESDAY NIGHT MOVIE	C	6100	3373	7.6	55.3	101	2639	7.4	43.3	98	1531	7.6	25.1	101					
CHEERS	N	8889	5204	11.7	58.5	106	4240	11.8	47.7	108	2511	12.4	28.2	113					
DALLAS	C	22109	12406	27.9	56.1	102	9924	27.7	44.9	101	5870	29.1	26.6	107					
DIFF'RENT STROKES	N	6940	3721	8.4	53.6	97	3046	8.5	43.9	99	1494	7.4	21.5	86					
DOUBLE TROUBLE	N	7223	4190	9.4	58.0	105	3439	9.6	47.6	107	2074	10.3	28.7	115					
DUCK FACTORY	N	5595	3320	7.5	59.3	108	2719	7.6	48.6	110	1528	7.6	27.3	110					
DUKES OF HAZZARD	C	5768	3301	7.4	57.2	104	2645	7.4	45.9	103	1380	6.8	23.9	96					
DYNASTY	A	20053	11072	24.9	55.2	100	9105	25.4	45.4	102	4596	22.8	22.9	92					
FACTS OF LIFE	N	8087	4596	10.3	56.8	103	3771	10.5	46.6	105	2214	11.0	27.4	110					
FALCON CREST	C	20046	11208	25.2	55.9	102	9177	25.6	45.8	103	5027	24.9	25.1	101					
FALL GUY	A	9084	5168	11.6	56.9	103	4256	11.9	46.9	106	2184	10.8	24.0	96					
FAMILY TIES	N	7964	4636	10.4	58.2	106	3826	10.7	48.0	108	2123	10.5	26.7	107					
FANTASY ISLAND	A	7687	4160	9.3	54.1	98	3393	9.5	44.1	100	1677	8.3	21.8	88					
FOULUPS, BLEEPES & BLUNDERS	A	8861	4786	10.7	54.0	98	3811	10.6	43.0	97	2221	11.0	25.1	101					
FOUR SEASONS	C	5095	3023	6.8	59.3	108	2366	6.6	46.4	105	1520	7.5	29.8	120					
GIMME A BREAK	N	8838	5042	11.3	57.0	104	4113	11.5	46.5	105	2192	10.9	24.8	100					
HART TO HART	A	8978	4944	11.1	55.1	100	3911	10.9	43.6	98	2034	10.1	22.7	91					
HILL STREET BLUES	N	8590	5042	11.3	58.7	107	4120	11.5	48.0	108	2421	12.0	28.2	113					
HOTEL	A	14085	7790	17.5	55.3	101	6443	18.0	45.7	103	3179	15.7	22.6	91					
JEFFERSONS	C	9360	5042	11.3	53.9	98	3975	11.1	42.5	96	2270	11.2	24.3	97					
JENNIFER SLEPT HERE	N	5841	3202	7.2	54.8	100	2575	7.2	44.1	99	1429	7.1	24.5	98					
KATE & ALLIE	C	9206	5035	11.3	54.7	99	3965	11.0	43.1	97	2528	12.5	27.5	110					
KNIGHT RIDER	N	7076	4076	9.2	57.6	105	3282	9.1	46.4	105	1927	9.5	27.2	109					
LOVE BOAT	A	12219	6309	14.2	51.6	94	4981	13.9	40.8	92	2779	13.8	22.7	91					
MAGNUM PI	C	11199	6338	14.2	56.6	103	5100	14.2	45.5	103	2976	14.7	26.6	107					
MAMA'S FAMILY	N	6057	3368	7.6	55.6	101	2616	7.3	43.2	97	1489	7.4	24.6	99					
MASTER, THE	N	3598	2101	4.7	58.4	106	1710	4.8	47.5	107	894	4.4	24.8	100					
MATT HOUSTON	A	6344	3864	8.7	60.9	111	3101	8.6	48.9	110	1687	8.4	26.6	107					
NBC MONDAY NIGHT MOVIE	N	11994	7164	16.1	59.7	109	5922	16.5	49.4	111	3168	15.7	26.4	106					
NBC NIGHTLY NEWS	N	5132	2805	6.3	54.7	99	2095	5.8	40.8	92	1292	6.4	25.2	101					
NBC NIGHTLY NEWS-SAT	N	3375	1606	3.6	47.6	87	1263	3.5	37.4	84	728	3.6	21.6	87					
NBC NIGHTLY NEWS-SUN	N	3130	1493	3.4	47.7	87	1078	3.0	34.4	78	795	3.9	25.4	102					
NBC SUNDAY NIGHT MOVIE	N	8284	4863	10.9	58.7	107	4004	11.2	48.3	109	1870	9.3	22.6	91					
NEWHART	C	9240	5022	11.3	54.4	99	4081	11.4	44.2	100	2435	12.1	26.4	106					
ONE DAY AT A TIME	C	7288	4117	9.2	56.5	103	3416	9.5	46.9	106	1859	9.2	25.5	102					
PEOPLE ARE FUNNY	N	4855	2647	5.9	54.5	99	2072	5.8	42.7	96	1124	5.6	23.2	93					
REAL PEOPLE	N	8869	4836	10.9	54.5	99	3786	10.6	42.7	96	2128	10.5	24.0	96					
REMINGTON STEELE	N	7743	4665	10.5	60.2	110	3745	10.4	48.4	109	2020	10.0	26.1	105					
RIPLEY'S BELIEVE IT - NOT	A	5345	3138	7.0	58.7	107	2605	7.3	48.7	110	1475	7.3	27.6	111					
RIPTIDE	N	6988	4308	9.7	61.6	112	3515	9.8	50.3	114	1893	9.4	27.1	109					
SCARECROW & MRS. KING	C	10002	5564	12.5	55.6	101	4285	11.9	42.8	97	2612	12.9	26.1	105					
SIMON & SIMON	C	10638	5854	13.1	55.0	100	4695	13.1	44.1	100	2255	11.2	21.2	85					
60 MINUTES	C	13293	6572	14.8	49.4	90	4851	13.5	36.5	82	3266	16.2	24.6	99					
ST. ELSEWHERE	N	7017	4391	9.9	62.6	114	3436	9.6	49.0	111	2189	10.8	31.2	125					
THREE'S COMPANY	A	10917	6166	13.8	56.5	103	4958	13.8	45.4	102	2747	13.6	25.2	101					
T.J. HOOKER	A	9204	4736	10.6	51.5	94	3695	10.3	40.1	91	2099	10.4	22.8	91					
TONIGHT SHOW	N	2372	1402	3.1	59.1	107	1123	3.1	47.3	107	636	3.2	26.8	108					
TRAPPER JOHN, M.D.	C	9846	5244	11.8	53.3	97	4252	11.8	43.2	97	2377	11.8	24.1	97					
TV BLOOPERS & PRAC. JOKES	N	9105	5093	11.4	55.9	102	4010												

	TOTAL U.S. '000	BIRDS EYE/AKF				ORE-IDA				A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
		'000	DOWN	%	INDX	'000	DOWN	%	INDX								
TOTAL FEMALE HOMEMAKERS	80986	2689	100.0	3.3	100	34308	100.0	42.4	100								
18 - 24	9282	**185	6.9	2.0	60	3868	11.3	41.7	98								
25 - 34	19072	797	29.6	4.2	126	9265	27.0	48.6	115								
35 - 44	14591	533	19.8	3.7	110	7510	21.9	51.5	121								
45 - 54	11345	*369	13.7	3.3	98	5168	15.1	45.6	108								
55 - 64	11635	*402	14.9	3.5	104	4317	12.6	37.1	88								
65 OR OLDER	15061	*404	15.0	2.7	81	4180	12.2	27.8	66								
18 - 34	28354	982	36.5	3.5	104	13133	38.3	46.3	109								
18 - 49	48339	1688	62.8	3.5	105	23316	68.0	48.2	114								
25 - 54	45008	1699	63.2	3.8	114	21943	64.0	48.8	115								
35 - 49	19985	706	26.3	3.5	106	10183	29.7	51.0	120								
50 OR OLDER	32647	1001	37.2	3.1	92	10992	32.0	33.7	79								
GRADUATED COLLEGE	11155	*360	13.4	3.2	97	5022	14.6	45.0	106								
ATTENDED COLLEGE	13682	*402	14.9	2.9	88	6557	19.1	47.9	113								
GRADUATED HIGH SCHOOL	33880	1176	43.7	3.5	105	15465	45.1	45.6	108								
DID NOT GRADUATE HIGH SCHOOL	22270	751	27.9	3.4	102	7265	21.2	32.6	77								
EMPLOYED	40306	1439	53.5	3.6	108	19009	55.4	47.2	111								
EMPLOYED FULL-TIME	32850	1131	42.1	3.4	104	15347	44.7	46.7	110								
EMPLOYED PART-TIME	7456	*308	11.5	4.1	124	3663	10.7	49.1	116								
NOT EMPLOYED	40680	1250	46.5	3.1	93	15299	44.6	37.6	89								
PROFESSIONAL/MANAGER	10392	*460	17.1	4.4	133	5004	14.6	48.2	114								
TECH/CLERICAL/SALES	17574	566	21.0	3.2	97	8558	24.9	48.7	115								
PRECISION/CRAFT	985	*26	0.2	0.6	18	*432	1.3	43.9	104								
OTHER EMPLOYED	11354	*407	15.1	3.6	108	5015	14.6	44.2	104								
SINGLE	9863	*407	15.1	4.1	124	3341	9.7	33.9	80								
MARRIED	51375	1535	57.1	3.0	90	24103	70.3	46.9	111								
DIVORCED/SEPARATED/WIDOWED	19748	748	27.8	3.8	114	6865	20.0	34.8	82								
PARENTS	32590	1209	45.0	3.7	112	16863	49.2	51.7	122								
WHITE	70416	2201	81.9	3.1	94	30936	90.2	43.9	104								
BLACK	8778	*433	16.1	4.9	149	2741	8.0	31.2	74								
OTHER	1791	*256	2.1	3.1	94	*631	1.8	35.2	83								
NORTHEAST-CENSUS	17786	1089	40.5	6.1	184	6640	19.4	37.3	88								
NORTH CENTRAL	20741	513	19.1	2.5	74	10655	31.1	51.4	121								
SOUTH	27775	732	27.2	2.6	79	10897	31.8	39.2	93								
WEST	14683	*356	13.2	2.4	73	6117	17.8	41.7	98								
NORTHEAST-MKTG.	17961	1167	43.4	6.5	196	6427	18.7	35.8	84								
EAST CENTRAL	11885	*329	12.2	2.8	83	5405	15.8	45.5	107								
WEST CENTRAL	14090	*341	12.7	2.4	73	7166	20.9	50.9	120								
SOUTH	24081	535	19.9	2.2	67	9867	28.8	41.0	97								
PACIFIC	12969	**318	11.8	2.5	74	5444	15.9	42.0	99								
COUNTY SIZE A	32439	1586	59.0	4.9	147	12856	37.5	39.6	94								
COUNTY SIZE B	24915	667	24.8	2.7	81	11457	33.4	46.0	109								
COUNTY SIZE C	12930	*288	10.7	2.2	67	5325	15.5	41.2	97								
COUNTY SIZE D	10703	**148	5.5	1.4	42	4671	13.6	43.6	103								
METRO CENTRAL CITY	24518	1128	41.9	4.6	139	9516	27.7	38.8	92								
METRO SUBURBAN	35919	1190	44.3	3.3	100	16288	47.5	45.3	107								
NON METRO	20549	*372	13.8	1.8	55	8504	24.8	41.4	98								
TOP 5 ADI'S	18341	1068	39.7	5.8	175	7399	21.6	40.3	95								
TOP 10 ADI'S	25378	1327	49.3	5.2	157	9734	28.4	38.4	91								
TOP 20 ADI'S	36488	1641	61.0	4.5	135	14380	41.9	38.4	93								
HSGLD INC. \$50,000 OR MORE	6612	**218	8.1	3.3	99	3556	10.4	53.8	127								
\$40,000 OR MORE	12659	*427	15.9	3.4	102	6632	19.3	52.4	124								
\$30,000 OR MORE	24692	868	32.3	3.5	106	12126	35.3	49.1	116								
\$25,000 OR MORE	32077	1099	40.9	3.4	103	15890	46.3	49.5	117								
\$20,000 - \$24,999	9144	**232	8.6	2.5	76	4308	12.6	47.1	111								
\$15,000 - \$19,999	17728	*310	11.5	3.6	107	3459	10.1	39.6	94								
\$10,000 - \$14,999	12562	*360	13.4	2.9	86	4817	14.0	38.3	91								
UNDER \$10,000	18475	688	25.6	3.7	112	5834	17.0	31.6	75								
HOUSEHOLD OF 1 PERSON	11987	372	13.8	3.1	93	3320	9.7	27.7	65								
2 PEOPLE	26577	836	31.1	3.1	95	10059	29.3	37.8	89								
3 OR 4 PEOPLE	30617	925	34.4	3.0	91	14674	42.8	47.9	113								
5 OR MORE PEOPLE	11804	*557	20.7	4.7	142	6255	18.2	53.0	125								
NO CHILD IN HSHLD	46165	1400	52.1	3.0	91	16419	47.9	35.6	84								
CHILD(REN) UNDER 2 YRS	5325	**122	4.5	2.3	69	2283	6.7	42.9	101								
2 - 5 YEARS	14221	*536	19.9	3.8	114	7104	20.7	50.0	118								
6 - 11 YEARS	15117	*562	20.9	3.7	112	7917	23.1	52.4	124								
12 - 17 YEARS	16611	714	26.6	4.3	129	8897	25.9	53.6	126								
RESIDENCE OWNED	55884	1517	56.4	2.7	82	24881	72.5	44.5	105								
VALUE: \$50,000 OR MORE	31744	1051	39.1	3.3	100	14936	43.5	47.1	111								
VALUE: UNDER \$50,000	24140	*466	17.3	1.9	58	9945	29.0	41.2	97								

FROZEN POTATOES PRODUCTS: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL	BIRDS EYE/AKF				ORE-IDA															
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	2689	100.0	3.3	100	34308	100.0	42.4	100												
MAGAZINES	QUINTILE 1	15799	794	29.5	5.0	151	8232	24.0	52.1	123												
	QUINTILE 2	17259	*466	17.3	2.7	81	7862	22.9	45.6	108												
	QUINTILE 3	13545	*401	14.9	3.0	89	5667	16.5	41.8	99												
	QUINTILE 4	15133	*387	14.4	2.6	77	6002	17.5	39.7	94												
	QUINTILE 5	19250	642	23.9	3.3	100	6544	19.1	34.0	80												
NEWSPAPERS	QUINTILE 1	12413	*464	17.3	3.7	113	5373	15.7	43.3	102												
	QUINTILE 2	24116	745	27.7	3.1	93	10793	31.5	44.8	106												
	QUINTILE 3	11261	*391	14.5	3.5	105	5012	14.6	44.5	105												
	QUINTILE 4	20255	762	28.3	3.8	113	8743	25.5	43.2	102												
	QUINTILE 5	12940	**327	12.2	2.5	76	4388	12.8	33.9	80												
OUTDOOR	QUINTILE 1	14852	636	23.7	4.3	129	6514	19.0	43.9	104												
	QUINTILE 2	15725	649	24.1	4.1	124	6774	19.7	43.1	102												
	QUINTILE 3	16330	*391	14.5	2.4	72	7280	21.2	44.6	105												
	QUINTILE 4	16744	*535	19.9	3.2	96	7133	20.8	42.6	101												
	QUINTILE 5	17334	*479	17.8	2.8	83	6607	19.3	38.1	90												
RADIO-DRIVE TIME	QUINTILE 1	15911	634	23.6	4.0	120	7086	20.7	44.5	105												
	QUINTILE 2	14837	*470	17.5	3.2	95	6524	19.0	44.0	104												
	QUINTILE 3	15339	*478	17.8	3.1	94	6664	19.4	43.4	103												
	QUINTILE 4	16723	684	25.4	4.1	123	7330	21.4	43.8	103												
	QUINTILE 5	18176	*423	15.7	2.3	70	6704	19.5	36.9	87												
RADIO-MID- DAY	TERCILE 1	21020	794	29.5	3.8	114	9656	28.1	45.9	108												
	TERCILE 2	21610	675	25.1	3.1	94	9205	26.8	42.6	101												
	TERCILE 3	38355	1220	45.4	3.2	96	15448	45.0	40.3	95												
RADIO-TOTAL	QUINTILE 1	15988	665	24.7	4.2	125	7261	21.2	45.4	107												
	QUINTILE 2	15626	*528	19.6	3.4	102	6944	20.2	44.4	105												
	QUINTILE 3	16723	525	19.5	3.1	95	7674	22.4	45.9	108												
	QUINTILE 4	16342	549	20.4	3.4	101	6603	19.2	40.4	95												
	QUINTILE 5	16306	*422	15.7	2.6	78	5826	17.0	35.7	84												
TV-PRIME TIME	QUINTILE 1	15953	*412	15.3	2.6	78	6844	19.9	42.9	101												
	QUINTILE 2	16137	538	20.0	3.3	100	6920	20.2	42.9	101												
	QUINTILE 3	16420	683	25.4	4.2	125	7149	20.8	43.5	103												
	QUINTILE 4	16687	*582	21.6	3.5	105	7133	20.8	42.7	101												
	QUINTILE 5	15789	*475	17.7	3.0	91	6262	18.3	39.7	94												
TV-DAYTIME	TERCILE 1	27736	927	34.5	3.3	101	11491	33.5	41.4	98												
	TERCILE 2	26489	903	33.6	3.4	103	11338	33.0	42.8	101												
	TERCILE 3	26761	860	32.0	3.2	97	11480	33.5	42.9	101												
TV-TOTAL	QUINTILE 1	16345	633	23.5	3.9	117	6554	19.1	40.1	95												
	QUINTILE 2	16447	458	17.0	2.8	84	6976	20.3	42.4	100												
	QUINTILE 3	15980	*419	15.6	2.6	79	7176	20.9	44.9	106												
	QUINTILE 4	15887	618	23.0	3.9	117	6702	19.5	42.2	100												
	QUINTILE 5	16326	561	20.9	3.4	103	6899	20.1	42.3	100												
MAGAZINES-NEWSPAPERS: DUAL		20721	721	26.8	3.5	105	9947	29.0	48.0	113												
MAGAZINE IMPERATIVE		19186	698	26.0	3.6	110	8926	26.0	46.5	110												
NEWSPAPER IMPERATIVE		21899	673	25.0	3.1	93	8724	25.4	39.8	94												
MAGAZINES-OUTDOOR: DUAL		15451	726	27.0	4.7	142	7511	21.9	48.6	115												
MAGAZINE IMPERATIVE		25953	815	30.3	3.1	95	11944	34.8	46.0	109												
OUTDOOR IMPERATIVE		24400	796	29.6	3.3	98	9469	27.6	38.8	92												
MAGAZINES-RADIO: DUAL		18049	738	27.4	4.1	123	8713	25.4	48.3	114												
MAGAZINE IMPERATIVE		23571	727	27.0	3.1	93	10931	31.9	46.4	109												
RADIO IMPERATIVE		23278	782	29.1	3.4	101	9542	27.8	41.0	97												
MAGAZINES-TELEVISION: DUAL		15459	530	19.7	3.4	103	7318	21.3	47.3	112												
MAGAZINE IMPERATIVE		25829	964	35.8	3.7	112	12257	35.7	47.5	112												
TELEVISION IMPERATIVE		26039	721	26.8	2.8	83	9740	28.4	37.4	88												
NEWSPAPERS-OUTDOOR: DUAL		16605	639	23.8	3.8	116	7739	22.6	46.6	110												
NEWSPAPER IMPERATIVE		26834	762	28.3	2.8	86	11697	34.1	43.6	103												
OUTDOOR IMPERATIVE		23346	832	30.9	3.6	107	9610	28.0	41.2	97												
NEWSPAPERS-RADIO: DUAL		17133	577	21.5	3.4	101	7741	22.6	45.2	107												
NEWSPAPER IMPERATIVE		25892	815	30.3	3.1	95	11160	32.5	43.1	102												
RADIO IMPERATIVE		23167	869	32.3	3.8	113	10311	30.1	44.5	105												
NEWSPAPERS-TELEVISION: DUAL		17159	518	19.3	3.0	91	7387	21.5	43.1	102												
NEWSPAPER IMPERATIVE		26214	938	34.9	3.6	108	11828	34.5	45.1	107												
TELEVISION IMPERATIVE		23412	777	28.9	3.3	100	9447	27.5	40.4	95												
OUTDOOR-RADIO: DUAL		15303	661	24.6	4.3	130	7062	20.6	46.1	109												
OUTDOOR IMPERATIVE		24901	887	33.0	3.6	107	10257	29.9	41.2	97												
RADIO IMPERATIVE		26492	800	29.8	3.0	91	11713	34.1	44.2	104												
OUTDOOR-TELEVISION: DUAL		14794	553	20.6	3.7	113	6225	18.1	42.1	99												
OUTDOOR IMPERATIVE		25437	952	35.4	3.7	113	11596	33.8	45.6	108												
TELEVISION IMPERATIVE		27877	761	28.3	2.7	82	11825	34.5	42.4	100												
RADIO-TELEVISION: DUAL		15996	586	21.8	3.7	110	7280	21.2	45.5	107												
RADIO IMPERATIVE		25478	929	34.5	3.6	110	11420	33.3	44.8	106												
TELEVISION IMPERATIVE		26573	739	27.5	2.8	84	10608	30.9	39.9	94												

	TOTAL U.S. '000	BIRDS EYE/AKF				ORE-IDA				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL FEMALE HOMEMAKERS	80986	2689	100.0	3.3	100	34308	100.0	42.4	100								
ATLANTIC MONTHLY	415	**23	0.9	5.5	167	*150	0.4	36.1	85								
BARRON'S	453	**21	0.8	4.6	140	*244	0.7	53.9	127								
BETTER HOMES & GARDENS	16256	602	22.4	3.7	112	8163	23.8	50.2	119								
BON APPETIT	2535	**115	4.3	4.5	137	1271	3.7	50.1	118								
BUSINESS WEEK	1278	**65	2.4	5.1	153	554	1.6	43.3	102								
CAR AND DRIVER	378	**32	1.2	8.5	255	**134	0.4	35.4	84								
CBS MAGAZINE NETWORK (GROSS)	1498	**137	5.1	9.1	275	755	2.2	50.4	119								
CHANGING TIMES	1505	**63	2.3	4.2	126	637	1.9	42.3	100								
CONDALE HOMES	1231	**84	3.1	6.8	206	592	1.7	48.1	114								
CONDE NAST MAG. PKG. (GROSS)	14146	550	24.2	4.6	138	6484	18.9	45.8	108								
CONSUMERS DIGEST	1323	**39	1.5	2.9	89	742	2.2	56.1	132								
COSMOPOLITAN	7102	**22	14.6	5.5	166	3297	9.6	46.4	110								
COUNTRY LIVING	2481	**101	3.8	4.1	123	1241	3.6	50.0	118								
CUISINE	1472	**87	3.2	5.9	178	701	2.0	47.6	112								
CYCLE WORLD	425	**54	2.0	12.7	383	*252	0.7	59.3	140								
DCI:CREATIVE IDEAS FOR LIV	2510	**104	3.9	4.1	125	1269	3.7	50.6	119								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	313	11.6	4.7	141	3284	9.6	49.1	116								
DISCOVER	894	**49	1.8	5.5	165	461	1.3	51.6	122								
EBONY	3507	*160	6.0	4.6	137	1153	3.4	32.9	78								
ESQUIRE	1083	**86	3.2	7.9	239	454	1.3	41.9	89								
ESSENCE	1830	**84	3.1	4.6	138	727	2.1	39.7	94								
FAMILY CIRCLE	15930	651	24.2	4.1	123	7900	23.0	49.6	117								
THE FAMILY HANDYMAN	1126	**39	1.5	3.5	104	587	1.7	51.8	122								
FAMILY WEEKLY	11468	254	9.4	2.2	67	5101	14.9	44.5	105								
FIELD & STREAM	2234	**93	3.5	4.2	125	1188	3.5	53.2	126								
FOOD & WINE	579	**56	2.1	9.7	291	257	0.8	44.7	106								
FORTUNE	728	**58	2.2	8.0	240	328	1.0	45.1	106								
FORTUNE	906	**64	2.4	7.1	213	503	1.5	55.2	130								
GENTLEMEN'S QUARTERLY	791	**30	1.1	3.8	114	338	1.0	42.7	101								
GLAMOUR	5265	266	9.9	5.1	152	2565	7.5	48.8	115								
GOLF DIGEST	636	**15	0.6	2.4	71	389	1.1	61.2	144								
GOLF DIGEST/TENNIS (GROSS)	1186	**59	2.2	5.0	150	627	1.8	52.9	125								
GOLF MAGAZINE	441	**20	0.7	4.5	137	*231	0.7	52.4	124								
GOLF MAGAZINE/SKI (GROSS)	922	**55	2.0	6.0	180	435	1.3	47.2	111								
GOOD HOUSEKEEPING	16487	576	21.4	3.5	105	8345	24.3	50.6	119								
HARPER'S BAZAAR	2423	**155	5.8	6.4	193	1049	3.1	43.3	102								
HEALTH	1994	**172	6.4	8.6	260	962	2.8	48.2	114								
HEARST MAG CORP. BUY (GROSS)	44101	1873	59.7	4.2	128	21655	63.1	49.1	116								
HEARST MAN POWER (GROSS)	1993	**83	3.1	4.2	125	1126	3.3	56.5	133								
HEARST WOMAN POWER (GROSS)	31274	1221	45.4	3.9	118	15641	45.6	50.0	118								
HOUSE BEAUTIFUL	3623	*193	7.2	5.3	160	1604	4.7	44.3	105								
INC.	283	**38	1.4	13.4	404	*192	0.6	67.8	160								
JET	2928	*129	4.8	4.4	133	1002	3.2	37.0	87								
LADIES' HOME JOURNAL	11918	384	14.3	3.2	97	6127	17.9	51.4	121								
LHJ FAMILY GRP COMBO(GROSS)	16764	654	24.3	3.9	117	8608	25.3	51.8	122								
LIFE	4254	*199	7.4	4.7	141	2007	5.8	47.2	111								
L.A. TIMES HOME MAGAZINE	1145	**46	1.7	4.0	121	474	1.4	41.4	98								
MADEMOISELLE	2884	**109	4.1	3.8	114	1363	4.0	47.3	112								
MC CALL'S	13460	483	18.0	3.6	108	6765	19.7	50.3	119								
MC CALL'S/MRK MOTHER (GROSS)	14606	561	20.9	3.8	116	7377	21.5	50.5	119								
MECHANIX ILLUSTRATED	772	**5	0.2	0.6	20	376	1.1	48.7	115								
METROPOLITAN HOME	967	**53	2.0	5.5	165	427	1.2	44.2	104								
MONEY	1588	**102	3.8	6.4	193	739	2.2	46.5	110								
MOTHER EARTH NEWS	1002	**22	0.8	2.2	66	460	1.3	45.9	108								
MS.	825	**31	1.2	3.8	113	380	1.1	46.1	109								
NATIONAL ENQUIRER	10336	355	13.2	3.4	104	4849	14.1	46.9	111								
NATIONAL GEOGRAPHIC	9597	306	11.4	3.2	96	4333	12.6	45.1	107								
NATIONAL SUNDAY MAGAZINE PKG	49558	1642	61.1	3.3	100	22141	64.5	44.7	105								
NATURAL HISTORY	573	**22	0.8	3.8	116	*222	0.6	38.7	91								
NEW WOMAN	1699	**99	3.7	5.8	175	699	2.0	41.1	97								
NEW YORK INCLUDING CUE	443	**16	0.6	3.6	109	*171	0.5	38.6	91								
THE NEW YORKER	1270	**104	3.9	8.2	247	547	1.6	43.1	102								
NEWWEEK	6277	338	12.6	5.4	162	2750	8.0	43.8	103								
THE N.Y. TIMES DAILY EDITION	1205	**73	2.7	6.1	182	550	1.6	45.6	108								
THE N.Y. TIMES MAGAZINE	2081	**118	4.4	5.7	171	831	2.4	39.9	94								
OMNI	788	**59	2.2	7.5	225	364	1.1	46.2	109								
ON CABLE	1158	**26	1.0	2.2	68	611	1.8	52.8	125								
1001 HOME IDEAS	2852	**97	3.6	3.4	102	1599	4.7	56.1	132								
ORGANIC GARDENING	1658	**72	2.7	4.3	131	786	2.3	47.4	112								
OUTDOOR LIFE	896	**57	2.1	6.4	192	356	1.0	39.7	94								
PARADE MAGAZINE	24275	983	36.6	4.0	122	10760	31.4	44.3	105								

	TOTAL U.S. '000	BIRDS EYE/AKF				ORE-IDA				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2689	100.0	3.3	100	34308	100.0	42.4	100																
PARENTS	3845	301	11.2	7.8	236	2081	6.1	54.1	128																
PENTHOUSE	831	**31	1.2	3.7	112	311	0.9	37.4	88																
PEOPLE	11645	403	15.0	3.5	104	5616	16.4	48.2	114																
PLAYBOY	2006	**80	3.0	4.0	120	902	2.6	45.0	106																
POPULAR HOT RODDING	297	**47	1.7	15.8	477	*164	0.5	55.2	130																
POPULAR MECHANICS	1018	**55	2.0	5.4	163	579	1.7	56.9	134																
POPULAR SCIENCE	878	**54	2.0	6.2	185	521	1.5	59.3	140																
PREVENTION	3913	**163	6.1	4.2	125	1616	4.7	41.3	97																
PSYCHOLOGY TODAY	1710	**70	2.6	4.1	123	827	2.4	48.4	114																
READER'S DIGEST	22204	722	26.9	3.3	98	10709	31.2	48.2	114																
REDBOOK	7684	253	9.4	3.3	99	4000	11.7	52.1	123																
ROAD & TRACK	410	**24	0.9	5.9	176	*170	0.5	41.5	98																
ROLLING STONE	969	**50	1.9	5.2	155	455	1.3	47.0	111																
RUNNER'S WORLD	298	**60	2.2	20.1	606	**126	0.4	42.3	100																
SATURDAY EVENING POST	1169	**41	1.5	3.5	106	539	1.6	46.1	109																
SCIENCE 84	587	**7	0.3	1.2	36	299	0.9	50.9	120																
SCIENCE DIGEST	482	**21	0.8	4.4	131	*291	0.8	60.4	143																
SCIENTIFIC AMERICAN	594	**15	0.6	2.5	76	*210	0.6	35.4	83																
SELF	2089	**112	4.2	5.4	161	1000	2.9	47.9	113																
SEVENTEEN	2411	*179	6.7	7.4	224	1076	3.1	44.6	105																
SKI	480	**35	1.3	7.3	220	*204	0.6	42.5	100																
SMITHSONIAN	2760	**124	4.6	4.5	135	1126	3.3	40.8	96																
SOAP OPERA DIGEST	3013	*138	5.1	4.6	138	1575	4.6	52.3	123																
SOUTHERN LIVING	4184	*209	7.8	5.0	150	2015	5.9	48.2	114																
SPORT	559	**20	0.7	3.6	108	*246	0.7	44.0	104																
THE SPORTING NEWS	436	**11	0.4	2.5	76	*189	0.6	43.3	102																
SPORTS AFIELD	493	**7	0.3	1.4	43	256	0.7	51.9	123																
SPORTS ILLUSTRATED	2758	**96	3.6	3.5	105	1411	4.1	51.2	121																
STAR	7456	398	14.8	5.3	161	3417	10.0	45.8	108																
SUNDAY	24936	1024	38.1	4.1	124	11023	32.1	44.2	104																
SUNSET	2124	**59	2.2	2.8	84	969	2.8	45.6	108																
TV GUIDE	21661	871	32.4	4.0	121	9590	28.0	44.3	105																
TENNIS	550	**45	1.7	8.2	246	*238	0.7	43.3	102																
TIME	8880	381	14.2	4.3	129	4056	11.8	45.7	108																
TOWN & COUNTRY	917	**21	0.8	2.3	69	329	1.0	35.9	85																
TRAVEL & LEISURE	972	**15	0.6	1.5	46	421	1.2	43.3	102																
TRUE STORY	3356	*166	6.2	4.9	149	1727	5.0	51.5	121																
U.S. NEWS & WORLD REPORT	3410	**105	3.9	3.1	93	1576	4.6	46.2	109																
USA TODAY	1759	**84	3.1	4.8	144	852	2.5	48.4	114																
US	1873	**75	2.8	4.0	121	923	2.7	49.3	116																
VOGUE	3909	*162	6.0	4.1	125	1553	4.5	39.7	94																
WALL STREET JOURNAL	1886	**97	3.6	5.1	155	783	2.3	41.5	98																
WEIGHT WATCHERS	2120	**46	1.7	2.2	65	1022	3.0	48.2	114																
WOMAN'S DAY	14172	495	18.4	3.5	105	7037	20.5	49.7	117																
WORKING MOTHER	1146	**78	2.9	6.8	205	612	1.8	53.4	126																
WORKING WOMAN	1322	**61	2.3	4.6	139	691	2.0	52.3	123																
WORLD TENNIS	*163	**15	0.6	9.2	277	**61	0.2	37.4	88																
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*213	7.9	8.4	253	1263	3.7	49.9	118																
BLAIR INSERTS	43657	1566	58.2	3.6	108	19567	57.0	44.8	106																
DAILY NEWSPAPERS																									
READ ANY	51633	1772	65.9	3.4	103	22656	66.0	43.9	104																
READ ONE	43463	1471	54.7	3.4	102	18912	55.1	43.5	103																
READ TWO OR MORE	8170	301	11.2	3.7	111	3745	10.9	45.8	108																
WEEKEND/SUNDAY NEWSPAPERS																									
READ ANY	52678	1768	65.7	3.4	101	23395	68.2	44.4	105																
READ ONE	46126	1530	56.9	3.3	100	20558	59.9	44.6	105																
READ TWO OR MORE	6552	*238	8.9	3.6	109	2837	8.3	43.3	102																
OUTDOOR																									
100 SHWG - 30 DAY AV FREQ	27.55	32.53				28.36																			
30 DAY REACH	71455	2411	89.7	3.4	102	30608	89.2	42.8	101																
50 SHWG - 30 DAY AV FREQ	14.56	17.04				14.83																			
30 DAY REACH	67742	2305	85.7	3.4	102	29314	85.4	43.3	102																
25 SHWG - 30 DAY AV FREQ	7.94	9.16				8.02																			
30 DAY REACH	62117	2153	80.1	3.5	104	27057	78.9	43.6	103																
CABLE TV: HOME WIRED	32077	1037	38.6	3.2	97	15408	44.9	48.0	113																
HOME NOT WIRED	48909	1652	61.4	3.4	102	18900	55.1	38.6	91																
HAVE PAY CABLE	15935	*639	23.8	4.0	121	8763	25.5	55.0	130																

	TOTAL U.S. '000	BIRDS EYE/AKF				ORE-IDA											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2689	100.0	3.3	100	34308	100.0	42.4	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1555	57.8	3.5	107	19434	56.6	44.2	104								
10:00 AM - 3:00 PM	30659	1124	41.8	3.7	110	13881	40.5	45.3	107								
3:00 PM - 7:00 PM	31045	989	36.8	3.2	96	14398	42.0	46.4	109								
7:00 PM - MIDNIGHT	15767	594	22.1	3.8	113	7184	20.9	45.6	108								
MIDNIGHT - 6:00 AM	9120	291	10.8	3.2	96	4333	12.6	47.5	112								
6:00 AM - MIDNIGHT	58527	2023	75.2	3.5	104	26238	76.5	44.8	106								
ENTIRE DAY	59311	2055	76.4	3.5	104	26530	77.3	44.7	106								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	490	18.2	3.0	91	7345	21.4	45.4	107								
ALL NEWS	2256	**99	3.7	4.4	132	915	2.7	40.6	96								
AOR/PROGRESSIVE	3874	*192	7.1	5.0	149	1883	5.5	48.6	115								
BEAUTIFUL MUSIC	5660	*162	6.0	2.9	86	2496	7.3	44.1	104								
BLACK	2204	**71	2.6	3.2	97	838	2.4	38.0	90								
CLASSICAL	1418	**48	1.8	3.4	102	529	1.5	37.3	88								
CHR/ROCK	9538	377	14.0	4.0	119	4787	14.0	50.2	118								
COUNTRY	12648	365	13.6	2.9	87	6089	17.7	48.1	114								
GOLDEN OLDIES	1191	**95	3.5	8.0	240	394	1.1	33.1	78								
MOR/NOSTALGIA	4757	*142	5.3	3.0	90	2166	6.3	45.5	107								
NEWS/TALK	3863	*148	5.5	3.8	115	1537	4.5	39.8	94								
RELIGIOUS	3084	**104	3.9	3.4	102	1142	3.3	37.0	87								
SOFT ROCK	521	**1	0.0	0.2	6	*314	0.9	60.3	142								
URBAN CONTEMPORARY	1585	*173	6.4	10.9	329	586	1.7	37.0	87								
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*156	5.8	4.8	144	1557	4.5	47.7	113								
ABC DIRECTION	2316	*131	4.9	5.7	170	1017	3.0	43.9	104								
ABC ENTERTAINMENT	4834	*157	5.8	3.2	98	2160	6.3	44.7	105								
ABC FM	2202	**70	2.6	3.2	96	1102	3.2	50.0	118								
ABC INFORMATION	5425	*115	4.3	2.1	64	2379	6.9	43.9	104								
ABC ROCK	1677	**115	4.3	6.9	207	890	2.6	53.1	125								
CBS	4430	**92	3.4	2.1	63	2012	5.9	45.4	107								
MUTUAL	4992	*180	6.7	3.6	109	2309	6.7	46.3	109								
NBC	4679	*153	5.7	3.3	98	1996	5.8	42.7	101								
RADIORADIO	1994	**69	2.6	3.5	104	981	2.9	49.2	116								
RKO ONE	2298	**53	2.0	2.3	69	1082	3.2	47.1	111								
RKO TWO	3311	**123	4.6	3.7	112	1524	4.4	46.0	109								
THE SOURCE	2114	**117	4.4	5.5	167	1032	3.0	48.8	115								
NON-HIRED: BLAIR	8654	353	13.1	4.1	123	4105	12.0	47.4	112								
INTERNET	12025	371	13.8	3.1	93	5617	16.4	46.7	110								
KATZ RADIO GROUP	15359	562	20.9	3.7	110	6840	19.9	44.5	105								
SUPERNET	10628	330	12.3	3.1	94	5031	14.7	47.3	112								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	275	10.2	3.2	96	3428	10.0	39.6	93								
WKDAY 9:00 AM - 1:00 PM	12163	426	15.8	3.5	105	4966	14.5	40.8	96								
WKDAY 1:00 PM - 4:30 PM	16150	576	21.4	3.6	107	6670	19.4	41.3	97								
WKDAY 4:30 PM - 7:30 PM	22463	737	27.4	3.3	99	8906	26.0	39.6	94								
WKDAY 7:30 PM - 8:00 PM	31795	1007	37.4	3.2	95	13041	38.0	41.0	97								
WKDAY 11:00 PM - 11:30 PM	23977	751	27.9	3.1	94	10581	30.8	44.1	104								
WKDAY 11:30 PM - 1:00 AM	7703	242	9.0	3.1	95	3591	10.5	46.6	110								
M-SAT 8-11 PM+SUN 7-11 PM	33800	1096	40.8	3.2	98	14514	42.3	42.9	101								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	233	8.7	3.6	107	2800	8.2	42.8	101								
ANOTHER WORLD	N 4620	*150	5.6	3.2	98	1874	5.5	40.6	96								
AS THE WORLD TURNS	C 5614	205	7.6	3.7	110	2216	6.5	39.5	93								
CAPITOL	C 3396	*171	6.4	5.0	152	1361	4.0	40.1	95								
CBS MORN. NEWS 1	C 1446	**28	1.0	1.9	58	465	1.4	32.2	76								
CBS MORN. NEWS 2	C 1207	**16	0.6	1.3	40	398	1.2	33.0	78								
DAYS OF OUR LIVES	N 5877	*141	5.2	2.4	72	2566	7.5	43.7	103								
FACTS OF LIFE - DAYTIME	N 2290	*69	2.6	3.0	91	925	2.7	40.4	95								
FAMILY FEUD	A 3023	138	5.1	4.6	137	1108	3.2	36.7	87								
GENERAL HOSPITAL	A 6097	230	8.6	3.8	114	2565	7.5	42.1	99								
GOOD MORNING, AMERICA-730	A 3515	*63	2.3	1.8	54	1474	4.3	41.9	99								
GOOD MORNING, AMERICA-830	A 2818	*87	3.2	3.1	93	1151	3.4	40.8	96								
GUIDING LIGHT	C 5339	*208	7.7	3.9	117	2275	6.6	42.6	101								
ONE LIFE TO LIVE	A 4478	162	6.0	3.6	109	1958	5.7	43.7	103								
PRESS YOUR LUCK	C 2244	*88	3.3	3.9	118	960	2.8	42.8	101								
PRICE IS RIGHT 1	C 4348	218	8.1	5.0	151	1912	5.6	44.0	104								
PRICE IS RIGHT 2	C 5014	248	9.2	4.9	149	2232	6.5	44.5	105								
RYAN'S HOPE	A 3150	170	6.3	5.4	163	1320	3.8	41.9	99								
SALE OF THE CENTURY	N 2695	*78	2.9	2.9	87	973	2.8	36.1	85								
SEARCH FOR TOMORROW	N 2319	**40	1.5	1.7	52	889	2.6	38.3	90								
TODAY SHOW 1	N 2693	*79	2.9	2.9	88	1065	3.1	39.5	93								
TODAY SHOW 2	N 2498	*91	3.4	3.6	110	948	2.8	38.0	90								
\$25,000 PYRAMID	C 2753	*96	3.6	3.5	105	1133	3.3	41.2	97								
WHEEL OF FORTUNE	N 4388	106	3.9	2.4	73	1727	5.0	39.4	93								
YOUNG AND THE RESTLESS	C 5695	204	7.6	3.6	108	2220	6.5	39.0	92								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	**31	1.2	1.8	53	641	1.9	36.4	86								
NBA PLAYOFF GAME -1	C 1136	**75	2.8	6.6	199	375	1.1	33.0	78								
NBC MAJOR LEAGUE PRE-GAME N	953	**17	0.6	1.8	54	355	1.0	37.3	88								
SPORTSWORLD - SUN	N 1233	**21	0.8	1.7	51	569	1.7	46.1	109								
SUNDAY MORNING	C 1611	**32	1.2	2.0	60	622	1.8	38.6	91								

FROZEN POTATOES PRODUCTS: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	BIRDS EYE/AKF				ORE-IDA											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80486	2683	100.0	3.3	100	34308	100.0	42.4	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	699	26.0	2.7	81	9932	28.9	38.1	90								
NETWORK AFFILIATES - LATE	20261	594	22.1	2.9	88	8805	25.7	43.5	103								
INDEPENDENTS - LATE	2076	*62	2.3	3.0	90	837	2.4	40.3	95								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	268	10.0	2.6	77	4702	13.7	45.0	106								
ABC MONDAY NIGHT MOVIE	A 6412	*154	5.7	2.4	72	2689	7.8	41.9	99								
ABC SUNDAY NIGHT MOVIE	A 12407	356	13.2	2.9	86	5452	15.9	43.9	104								
ABC WORLD NEWS TONIGHT	A 6176	150	5.6	2.4	73	2217	6.5	35.9	85								
AFTERMASH	C 5863	*249	9.3	4.2	128	2529	7.4	43.1	102								
ALICE	C 9594	386	14.4	4.0	121	3990	11.6	41.6	98								
AMERICAN PARADE	C 6622	183	6.8	2.8	83	2733	8.0	41.3	97								
BENSON	A 10884	393	14.6	3.6	109	4501	13.1	41.3	98								
BLUE THUNDER	A 5036	*137	5.1	2.7	82	2118	6.2	42.1	99								
CAGNEY & LACEY	C 9965	362	13.5	3.6	109	4392	12.8	44.1	104								
CBS EVENING NEWS-DEAN	C 3491	**113	4.2	3.2	97	1337	3.9	38.3	90								
CBS EVENING NEWS-RATHER	C 7123	207	7.7	2.9	88	2884	8.4	40.5	96								
CBS SAT. NEWS-SCHIEFFER	C 3621	57	2.1	1.6	47	1400	4.1	38.7	91								
CBS SATURDAY NIGHT MOVIE	C 5436	176	6.5	3.2	98	2477	7.2	45.6	108								
CBS WEDNESDAY NIGHT MOVIE	C 6100	167	6.2	2.7	82	2585	7.5	42.4	100								
CHEERS	N 8889	279	10.4	3.1	95	4172	12.2	46.9	111								
DALLAS	C 22109	760	28.3	3.4	104	9645	28.1	43.6	103								
DIFF'RENT STROKES	N 6940	*236	8.8	3.4	102	2802	8.2	40.4	95								
DOUBLE TROUBLE	N 7223	275	10.2	3.8	115	3219	9.4	44.6	105								
DUCK FACTORY	N 5595	*110	4.1	2.0	59	2587	7.5	46.2	109								
DUKES OF HAZZARD	C 5768	*186	6.9	3.2	97	2504	7.3	43.4	102								
DYNASTY	A 20053	656	24.4	3.3	99	8494	24.8	42.4	100								
FACTS OF LIFE	N 8087	379	14.1	4.7	141	3522	10.3	43.6	103								
FALCON CREST	C 20046	687	25.5	3.4	103	8643	25.2	43.1	102								
FALL GUY	A 9084	242	9.0	2.7	80	3952	11.5	43.5	103								
FAMILY TIES	N 7964	261	9.7	3.3	99	3586	10.5	45.0	106								
FANTASY ISLAND	A 7687	265	10.0	3.5	105	3039	8.9	39.5	93								
FOULUPS, BLEEPs & BLUNDERS	A 8861	359	13.4	4.1	122	3575	10.4	40.3	95								
FOUR SEASONS	C 5095	**228	8.5	4.5	135	2328	6.8	45.7	108								
GIMME A BREAK	N 8838	345	12.8	3.9	118	3719	10.8	42.1	99								
HART TO HART	A 8978	212	7.9	2.4	71	3764	11.0	41.9	99								
HILL STREET BLUES	N 8590	293	10.9	3.4	103	4068	11.9	47.4	112								
HOTEL	A 14085	466	17.3	3.3	100	5968	17.4	42.4	100								
JEFFERSONS	C 9360	457	17.0	4.9	147	3819	11.1	40.8	96								
JENNIFER SLEPT HERE	N 5841	*203	7.5	3.5	105	2444	7.1	41.8	99								
KATE & ALLIE	C 9206	378	14.1	4.1	124	3893	11.3	42.3	100								
KNIGHT RIDER	N 7076	299	11.1	4.2	127	3059	8.9	43.2	102								
LOVE BOAT	A 12219	288	10.7	2.4	71	4771	13.9	39.0	92								
MAGNUM PI	C 11199	280	10.4	2.5	75	4896	14.3	43.7	103								
MAMA'S FAMILY	N 6057	*219	8.1	3.6	109	2559	7.5	42.2	100								
MASTER, THE	N 3598	*117	4.4	3.3	98	1587	4.6	44.1	104								
MATT HOUSTON	A 6344	*186	6.9	2.9	88	2907	8.5	45.8	108								
NBC MONDAY NIGHT MOVIE	N 11994	467	17.4	3.9	117	5443	15.9	45.4	107								
NBC NIGHTLY NEWS	N 5132	104	3.9	2.0	61	2075	6.0	40.4	95								
NBC NIGHTLY NEWS-SAT	N 3375	**95	3.5	2.8	85	1190	3.5	35.3	83								
NBC NIGHTLY NEWS-SUN	N 3130	**90	3.3	2.9	87	1103	3.2	35.2	83								
NBC SUNDAY NIGHT MOVIE	N 8284	*350	13.0	4.2	127	3579	10.4	43.2	102								
NEWHART	C 9240	314	11.7	3.4	102	3958	11.5	42.8	101								
ONE DAY AT A TIME	C 7288	350	13.0	4.8	145	3136	9.1	43.0	102								
PEOPLE ARE FUNNY	N 4855	**153	5.7	3.2	95	2092	6.1	43.1	102								
REAL PEOPLE	N 8869	332	12.3	3.7	113	3698	10.8	41.7	98								
REMINGTON STEELE	N 7743	*174	6.5	2.2	68	3455	10.1	44.6	105								
RIPLEY'S BELIEVE IT - NOT	A 5345	*196	7.3	3.7	110	2557	7.5	47.8	113								
RIPTIDE	N 6988	*163	6.1	2.3	70	3187	9.3	45.6	108								
SCARECROW & MRS. KING	C 10002	312	11.6	3.1	94	4251	12.4	42.5	100								
SIMON & SIMON	C 10638	342	12.7	3.2	97	4561	13.3	42.9	101								
60 MINUTES	C 13293	361	13.4	2.7	82	5109	14.9	38.4	91								
ST. ELSEWHERE	N 7017	204	7.6	2.9	88	3471	10.1	49.5	117								
THREE'S COMPANY	A 10917	377	14.0	3.5	104	4816	14.0	44.1	104								
T.J. HOOKER	A 9204	252	9.4	2.7	82	3573	10.4	38.8	92								
TONIGHT SHOW	N 2372	*69	2.6	2.9	88	1138	3.3	48.0	113								
TRAPPER JOHN, M.D.	C 9846	355	13.2	3.6	109	4043	11.8	41.1	97								
TV BLOOPERS & PRAC. JOKES	N 9105	325	12.1	3.6	108	4001	11.7	43.9	104								
20/20	A 9387	307	11.4	3.3	98	4114	12.0	43.8	103								
WEBSTER	A 11067	465	17.3	4.2	127	4606	13.4	41.6	98								
WORLD NEWS - SUN	A 3062	**116	4.3	3.8	114	1218	3.6	39.8	94								
YELLOW ROSE	N 4978	*144	5.4	2.9	87	2225	6.5	44.7	106								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8578	*304	11.3	3.4	103	4545	13.2	51.2	121								
BASKETBALL - COLLEGE GAMES	4080	**137	5.1	3.4	101	2053	6.0	50.3	119								
BASKETBALL - PRO GAMES	3607	**209	7.8	5.8	175	1916	5.6	53.1	125								
BOHLING	3883	**302	11.2	7.8	234	2043	6.0	52.6	124								
BOXING	3928	**209	7.8	5.3	160	1664	4.9	42.4	100								
FOOTBALL - COLLEGE GAMES	6366	**232	8.6	3.6	110	3246	9.5	51.0	120								
FOOTBALL - PRO GAMES	11300	*366	13.6	3.2	98	6174	18.0	54.6	129								
GOLF	3378	**120	4.5	3.6	107	1572	4.6	46.5	110								
POST-SEASON COLL. FOOTBALL	4906	**112	4.2	2.3	69	2323	6.8	47.4	112								
POST-SEASON PRO FOOTBALL	6120	**109	4.1	1.8	54	3498	10.2	57.2	135								
TENNIS	3033	**178	6.6	5.9	177	1415	4.1	46.7	110								
WRESTLING - PROFESSIONAL	3344	**209	7.8	6.3	188	1672	4.9	50.0	118								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PACKAGED INSTANT POTATOES

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-3

	'000	%	UNWEIGHTED
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5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?

YES	31366	38.7	3512
NO	49620	61.3	5923

ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
'000	%	'000	%	'000	%	'000	%	

IF YES

5B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?

AU GRATIN	12666	15.6	1203	1.5	8118	10.0	3345	4.1	1340
CREAMED	5140	6.3	1647	2.0	2309	2.9	1183	1.5	500
HASH BROWN	6381	7.9	1042	1.3	3435	4.2	1904	2.4	728
MASHED	21125	26.1	10193	12.6	9484	11.7	1449	1.8	2354
SCALLOP	11808	14.6	966	1.2	6784	8.4	4058	5.0	1235
OTHER	2173	2.7	543	.7	742	.9	888	1.1	231
DO NOT KNOW	209	.3							17

	'000	%	UNWEIGHTED
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5C. ABOUT HOW MANY PACKAGES OF INSTANT POTATOES WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?

10 OR MORE	H	561	.7	73
7 - 9	H	614	.8	58
4 - 6	H	3085	3.8	306
3	H	4366	5.4	459
2	M	7764	9.6	847
1 OR LESS	L	11069	13.7	1280
NONE	L	3907	4.8	489

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	80986	31366	100.0	38.7	100	8626	100.0	10.7	100	7764	100.0	9.6	100	14975	100.0	18.5	100
18 - 24	9282	3580	11.4	38.6	100	1051	12.2	11.3	106	797	12.8	10.7	111	1537	10.3	16.6	90
25 - 34	19072	7364	23.5	38.6	100	2131	24.7	11.2	105	1763	22.7	9.2	96	3470	23.2	18.2	98
35 - 44	14591	6145	19.6	42.1	109	1972	22.9	13.5	127	1558	20.1	10.7	111	2616	17.5	17.9	97
45 - 54	11345	4397	14.0	38.8	100	1032	12.0	9.1	85	1063	13.7	9.4	98	2303	15.4	20.3	110
55 - 64	11635	4834	15.4	41.5	107	1258	14.6	10.8	102	1174	15.1	10.1	105	2402	16.0	20.6	112
65 OR OLDER	15061	5046	16.1	33.5	87	1182	13.7	7.8	74	1215	15.6	8.1	84	2649	17.7	17.6	95
18 - 34	28354	10944	34.9	38.6	100	3183	36.9	11.2	105	2755	35.5	9.7	101	5006	33.4	17.7	95
18 - 49	48339	19271	61.4	39.9	103	5772	66.9	11.9	112	4703	60.6	9.7	101	8796	58.7	18.2	98
25 - 54	45008	17906	57.1	39.8	103	5135	59.5	11.4	107	4383	56.5	9.7	102	8388	56.0	18.6	101
35 - 49	19985	8327	26.5	41.7	108	2590	30.0	13.0	122	1948	25.1	9.7	102	3789	25.3	19.0	103
50 OR OLDER	32647	12095	38.6	37.0	96	2854	33.1	8.7	82	3061	39.4	9.4	98	6180	41.3	18.9	102
GRADUATED COLLEGE	11155	3909	12.5	35.0	90	999	11.6	9.0	84	784	10.1	7.0	73	2126	14.2	19.1	103
ATTENDED COLLEGE	13682	5617	17.9	41.1	106	1317	15.3	9.6	90	1127	14.5	8.2	86	3174	21.2	23.2	125
GRADUATED HIGH SCHOOL	33880	13887	44.3	41.0	106	3837	44.5	11.3	106	3600	46.4	10.6	111	6450	43.1	19.0	103
DID NOT GRADUATE HIGH SCHOOL	22270	7952	25.4	35.7	92	2473	28.7	11.1	104	2253	29.0	10.1	106	3226	21.5	14.5	78
EMPLOYED	40306	16286	51.9	40.4	104	4266	49.5	10.6	99	4227	54.4	10.5	109	7793	52.0	19.3	105
EMPLOYED FULL-TIME	32850	13450	42.9	40.9	106	3740	43.4	11.4	107	3561	45.9	10.8	113	6150	41.1	18.7	101
EMPLOYED PART-TIME	7456	2836	9.0	38.0	98	526	6.1	7.1	66	666	8.6	8.9	93	1643	11.0	22.0	119
NOT EMPLOYED	40680	15080	48.1	37.1	96	4360	50.5	10.7	101	3538	45.6	8.7	91	7183	48.0	17.7	95
PROFESSIONAL/MANAGER	10392	3943	12.6	37.9	98	1085	12.6	10.4	98	865	11.1	8.3	87	1994	13.3	19.2	104
TECH/CLERICAL/SALES	17574	7327	23.4	41.7	108	1681	19.5	9.6	90	1928	24.8	11.0	114	3719	24.8	21.2	114
PRECISION/CRAFT	985	388	1.2	39.4	102	**121	1.4	12.3	115	**102	1.3	10.4	108	**165	1.1	16.8	91
OTHER EMPLOYED	11354	4627	14.8	40.8	105	1380	16.0	12.2	114	1332	17.2	11.7	122	1916	12.8	16.9	91
SINGLE	9863	3526	11.2	35.7	92	839	10.9	9.5	89	849	10.9	8.6	90	1739	11.6	17.6	95
MARRIED	51375	20438	65.2	39.8	103	5821	67.5	11.3	106	4841	62.4	9.4	98	9776	65.3	19.0	103
DIVORCED/SEPARATED/WIDOWED	19748	7402	23.6	37.5	97	1866	21.6	9.4	89	2075	26.7	10.5	110	3461	23.1	17.5	95
PARENTS	32590	13636	43.5	41.8	108	4588	53.2	14.1	132	3375	43.5	10.4	108	5673	37.9	17.4	94
WHITE	70416	27236	86.8	38.7	100	7297	84.6	10.4	97	6744	86.9	9.6	100	13196	88.1	18.7	101
BLACK	8778	3535	11.3	40.3	104	1131	13.1	12.9	121	965	12.4	11.0	115	1439	9.6	16.4	89
OTHER	1791	*594	1.9	33.2	86	**198	2.3	11.1	104	*56	0.7	3.1	33	**340	2.3	19.0	103
NORTHEAST-CENSUS	17786	6391	20.4	35.9	93	1689	19.6	9.5	89	1636	21.1	9.2	96	3066	20.5	17.2	93
NORTH CENTRAL	20741	8944	28.5	43.1	111	2360	27.4	11.4	107	2250	29.0	10.8	113	4334	28.9	20.9	113
SOUTH	27775	10863	34.6	39.1	101	3319	38.5	11.9	112	2727	35.1	9.8	102	4817	32.2	17.3	94
WEST	14683	5169	16.5	35.2	91	1258	14.6	8.6	80	1152	14.8	7.8	82	2759	18.4	18.8	102
NORTHEAST-MKTG.	17961	6656	21.2	37.1	96	1816	21.1	10.1	95	1868	24.1	10.4	108	2973	19.9	16.6	90
EAST CENTRAL	11885	4832	15.4	40.7	105	1465	17.0	12.3	116	1201	15.5	10.1	105	2167	14.5	18.2	99
WEST CENTRAL	14090	6038	19.3	42.9	111	1422	16.5	10.1	95	1425	18.4	10.1	105	3191	21.3	22.6	122
SOUTH	24081	9197	29.3	38.2	99	2761	32.0	11.5	108	2213	28.5	9.2	96	4223	28.2	17.5	95
PACIFIC	12969	4642	14.8	35.8	92	1163	13.5	9.0	84	1058	13.6	8.2	85	2421	16.2	18.7	101
COUNTY SIZE A	32439	12510	39.9	38.6	100	3302	38.3	10.2	96	3352	43.3	10.4	108	5846	39.0	18.0	97
COUNTY SIZE B	24915	9728	31.0	39.0	101	2554	29.6	10.3	96	2361	30.4	9.5	99	4813	32.1	19.3	104
COUNTY SIZE C	12930	4837	15.4	37.4	97	1543	17.9	11.9	112	979	12.6	7.6	79	2315	15.5	17.9	97
COUNTY SIZE D	10703	4292	13.7	40.1	104	1225	14.2	11.5	108	1063	13.7	9.9	104	2001	13.4	18.7	101
METRO CENTRAL CITY	24518	8494	27.1	34.6	89	2344	27.2	9.6	90	2211	28.5	9.0	94	3939	26.3	16.1	87
METRO SUBURBAN	35919	15028	47.9	41.8	108	3754	43.5	10.5	98	3713	47.8	10.3	108	7561	50.5	21.1	114
NON METRO	20549	7845	25.0	38.2	99	2528	29.3	12.3	116	1841	23.7	9.0	93	3476	23.2	16.9	91
TOP 5 ADI'S	18341	7308	23.3	39.8	103	1957	22.7	10.7	100	1926	24.8	10.5	110	3425	22.9	18.7	101
TOP 10 ADI'S	25378	9489	30.3	37.4	97	2531	29.3	10.0	94	2588	33.3	10.2	106	4370	29.2	17.2	93
TOP 20 ADI'S	36488	14013	44.7	38.4	99	3693	42.8	10.1	95	3850	49.6	10.6	110	6471	43.2	17.7	96
HSKLD INC. \$50,000 OR MORE	6612	2739	8.7	41.4	107	*730	8.5	11.0	104	*563	7.3	8.5	89	1446	9.7	21.9	118
\$40,000 OR MORE	12659	5270	16.8	41.6	107	1315	15.2	10.4	98	1116	14.4	8.8	92	2839	19.0	22.4	121
\$30,000 OR MORE	24698	10148	32.4	41.1	106	2659	30.8	10.8	101	2197	28.3	8.9	93	5292	35.3	21.4	116
\$25,000 OR MORE	32077	13140	41.9	41.0	106	3467	40.2	10.8	101	2981	38.4	9.3	97	6691	44.7	20.9	113
\$20,000 - \$24,999	9144	3435	11.0	37.6	97	804	10.5	9.9	93	863	11.1	9.4	98	1668	11.1	16.8	99
\$15,000 - \$19,999	8728	3194	10.2	36.6	94	780	9.0	8.9	84	948	12.2	10.9	113	1466	9.8	16.8	91
\$10,000 - \$14,999	12562	5044	16.1	40.2	104	1658	19.2	13.2	124	1240	16.0	9.9	103	2146	14.3	17.1	92
UNDER \$10,000	18475	6552	20.9	35.5	92	1816	21.1	9.8	92	1732	22.3	9.4	98	3004	20.1	16.3	88
HOUSEHOLD OF 1 PERSON	11987	3734	11.9	31.2	80	663	7.7	5.5	52	700	9.0	5.8	61	2371	15.8	19.8	107
2 PEOPLE	26577	9671	30.8	36.4	94	2244	26.0	8.4	79	2584	33.3	9.7	101	4843	32.3	18.2	99
3 OR 4 PEOPLE	30617	12460	39.7	40.7	105	3874	44.9	12.7	119	3067	39.2	10.0	104	5539	37.0	18.1	98
5 OR MORE PEOPLE	11804	5502	17.5	46.6	120	1845	21.4	15.6	147	1433	18.5	12.1	127	2723	14.8	18.8	102
NO CHILD IN HSKLD	46165	16678	53.2	36.1	93	3710	43.0	8.0	75	4140	53.3	9.0	94	8828	59.0	19.1	103
CHILD(REN) UNDER 2 YRS	5325	2040	6.5	38.3	99	*671	7.8	12.6	118	*545	7.0	10.2	107	824	5.5	15.5	84
2 - 5 YEARS	14221	5570	17.8	39.2	101	1859	21.6	13.1	123	1254	16.2	8.8	92	2458	16.4	17.3	93
6 - 11 YEARS	15117	6419	20.5	42.5	110	2152	24.9	14.2	134	1650	21.3	10.9	114	2617	17.5	17.3	94
12 - 17 YEARS	16611	7474	23.8	45.0	116	2579	29.9	15.5	146	1899	24.5	11.4	119	2996	20.0	18.0	98
RESIDENCE OWNED	55884	22355	71.3	40.0	103	5896	68.4	10.6	99	5300	68.3	9.5	99	11159	74.5	20.0	108
VALUE: \$50,000 OR MORE	31744	12822	40.9	40.4	104	3176	36.8	10.0	94	2846	36.7	9.0	94	5800	45.4	21.4	116
VALUE: UNDER \$50,000	24140	9533	30.4	39.5	102	2720	31.5	11.3	106	2454	31.6	10.2	106	4359	29.1	18.1	98

PACKAGED INSTANT POTATOES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAkers)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	31366	100.0	38.7	100	8626	100.0	10.7	100	7764	100.0	9.6	100	14975	100.0	18.5	100
MAGAZINES	QUINTILE 1	15799	6730	21.5	42.6	110	1835	21.3	11.6	109	1574	20.3	10.0	104	3321	22.2	21.0	114
	QUINTILE 2	17259	6937	22.1	40.2	104	1790	20.8	10.4	97	1638	21.1	9.5	99	3509	23.4	20.3	110
	QUINTILE 3	13545	5090	16.2	37.6	97	1440	16.7	10.6	100	1317	17.0	9.7	101	2334	15.6	17.2	93
	QUINTILE 4	15133	5881	18.7	38.9	100	1641	19.0	10.8	102	1466	18.9	9.7	101	2774	18.5	18.3	99
	QUINTILE 5	19250	6728	21.4	35.0	90	1921	22.3	10.0	94	1769	22.8	9.2	96	3038	20.3	15.8	85
NEWSPAPERS	QUINTILE 1	12413	4799	15.3	38.7	100	1067	12.4	8.6	81	1040	13.4	8.4	87	2692	18.0	21.7	117
	QUINTILE 2	24116	9464	30.2	39.2	101	2864	33.2	11.9	111	2415	31.1	10.0	104	4184	27.9	17.3	94
	QUINTILE 3	11261	4629	14.8	41.1	106	1336	15.5	11.9	111	1012	13.0	9.0	94	2281	15.2	20.3	110
	QUINTILE 4	20255	7992	25.5	39.5	102	1952	22.6	9.6	90	2298	29.6	11.3	118	3742	25.0	18.5	100
	QUINTILE 5	12940	4483	14.3	34.6	89	1407	16.3	10.9	102	1000	12.9	7.7	81	2076	13.9	16.0	87
OUTDOOR	QUINTILE 1	14852	6030	19.2	40.6	105	1604	18.6	10.8	101	1553	20.0	10.5	109	2873	19.2	19.3	105
	QUINTILE 2	15725	6192	19.7	39.4	102	1587	18.4	10.1	95	1498	19.3	9.5	99	3107	20.7	19.8	107
	QUINTILE 3	16330	6121	19.5	37.5	97	1581	18.3	9.7	91	1610	20.7	9.9	103	2930	19.6	17.9	97
	QUINTILE 4	16744	6392	20.4	38.2	99	1843	21.4	11.0	103	1507	19.4	9.0	94	3043	20.3	18.2	98
	QUINTILE 5	17334	6630	21.1	38.2	99	2011	23.3	11.6	109	1596	20.6	9.2	96	3023	20.2	17.4	94
RADIO-DRIVE TIME	QUINTILE 1	15911	6832	21.8	42.9	111	1714	19.9	10.8	101	1756	22.6	11.0	115	3362	22.5	21.1	114
	QUINTILE 2	14837	5650	18.0	38.1	98	1545	17.9	10.4	98	1350	17.4	9.1	95	2755	18.4	18.6	100
	QUINTILE 3	15339	5945	19.0	38.8	100	1633	18.9	10.6	100	1546	19.9	10.1	105	2765	18.5	18.0	97
	QUINTILE 4	16723	6266	20.0	37.5	97	1873	21.7	11.2	105	1435	18.5	8.6	90	2959	19.8	17.7	96
	QUINTILE 5	18176	6672	21.3	36.7	95	1861	21.6	10.2	96	1677	21.6	9.2	96	3134	20.9	17.2	93
RADIO-MID- DAY	TERCILE 1	21020	8569	27.3	40.8	105	2241	26.0	10.7	100	2190	28.2	10.4	109	4139	27.6	19.7	106
	TERCILE 2	21610	8544	27.2	39.5	102	2322	26.9	10.7	101	2067	26.6	9.6	100	4155	27.7	19.2	104
	TERCILE 3	38355	14253	45.4	37.2	96	4063	47.1	10.6	99	3508	45.2	9.1	95	6682	44.6	17.4	94
RADIO-TOTAL	QUINTILE 1	15988	6747	21.5	42.2	109	1763	20.4	11.0	104	1777	22.9	11.1	116	3208	21.4	20.1	109
	QUINTILE 2	15626	6199	19.8	39.7	102	1701	19.7	10.9	102	1541	19.8	9.9	103	2956	19.7	18.9	102
	QUINTILE 3	16723	6394	20.4	38.2	99	1765	20.5	10.6	99	1442	18.6	8.6	90	3187	21.3	19.1	103
	QUINTILE 4	16342	5971	19.0	36.5	94	1553	18.0	9.5	89	1362	17.5	8.3	87	3055	20.4	18.7	101
	QUINTILE 5	16306	6055	19.3	37.1	96	1843	21.4	11.3	106	1641	21.1	10.1	105	2570	17.2	15.8	85
TV-PRIME TIME	QUINTILE 1	15953	6220	19.8	39.0	101	1656	19.2	10.4	97	1749	22.5	11.0	114	2815	18.8	17.6	95
	QUINTILE 2	16137	6591	21.0	40.8	105	1965	22.8	12.2	114	1694	21.8	10.5	110	2932	19.6	18.2	98
	QUINTILE 3	16420	6404	20.4	39.0	101	1797	20.8	10.9	103	1414	18.2	8.6	90	3194	21.3	19.5	105
	QUINTILE 4	16687	6578	21.0	39.4	102	1974	22.9	11.8	111	1416	18.2	8.5	89	3187	21.3	19.1	103
	QUINTILE 5	15789	5573	17.8	35.3	91	1234	14.3	7.8	73	1491	19.2	9.4	99	2847	19.0	18.0	98
TV-DAYTIME	TERCILE 1	27736	10910	34.8	39.3	102	3285	38.1	11.8	111	2934	37.8	10.6	110	4692	31.3	16.9	91
	TERCILE 2	26489	10282	32.8	38.8	100	2763	32.0	10.4	98	2483	32.0	9.4	98	5037	33.6	19.0	103
	TERCILE 3	26761	10174	32.4	38.0	98	2579	29.9	9.6	90	2348	30.2	8.8	92	5247	35.0	19.6	106
TV-TOTAL	QUINTILE 1	16345	6354	20.3	38.9	100	1895	22.0	11.6	109	1659	21.4	10.1	106	2799	18.7	17.1	93
	QUINTILE 2	16447	6714	21.4	40.8	105	2066	24.0	12.6	118	1753	22.6	10.7	111	2896	19.3	17.6	95
	QUINTILE 3	15980	6243	19.9	39.1	101	1712	19.8	10.7	101	1468	18.9	9.2	96	3064	20.5	19.2	104
	QUINTILE 4	15887	6070	19.4	38.2	99	1568	18.2	9.9	93	1409	18.1	8.9	93	3093	20.7	19.5	105
	QUINTILE 5	16326	5984	19.1	36.7	95	1386	16.1	8.5	80	1475	19.0	9.0	94	3123	20.9	19.1	103
MAGAZINES-NEWSPAPERS: DUAL		20721	8578	27.3	41.4	107	2370	27.5	11.4	107	2073	26.7	10.0	104	4135	27.6	20.0	108
MAGAZINE IMPERATIVE		19186	7808	24.9	40.7	105	2040	23.6	10.6	100	1893	24.4	9.9	103	3875	25.9	20.2	109
NEWSPAPER IMPERATIVE		21899	8252	26.3	37.7	97	2362	27.4	10.8	101	1940	25.0	8.9	92	3950	26.4	18.0	98
MAGAZINES-OUTDOOR: DUAL		15451	6426	20.5	41.6	107	1681	19.5	10.9	102	1600	20.6	10.4	108	3145	21.0	20.4	110
MAGAZINE IMPERATIVE		25953	10226	32.6	39.4	102	2794	32.4	10.8	101	2418	31.1	9.3	97	5015	33.5	19.3	105
OUTDOOR IMPERATIVE		24400	9161	29.2	37.5	97	2446	28.4	10.0	94	2300	29.6	9.4	98	4415	29.5	18.1	98
MAGAZINES-RADIO: DUAL		18049	7410	23.6	41.1	106	2001	23.2	11.1	104	1867	24.0	10.3	108	3541	23.6	19.6	106
MAGAZINE IMPERATIVE		23571	9280	29.6	39.4	102	2457	28.5	10.4	98	2181	28.1	9.3	97	4642	31.0	19.7	107
RADIO IMPERATIVE		23278	9123	29.1	39.2	101	2443	28.3	10.5	99	2297	29.6	9.9	103	4383	29.3	18.8	102
MAGAZINES-TELEVISION: DUAL		15459	6806	21.7	44.0	114	1819	21.1	11.8	110	1760	22.7	11.4	119	3227	21.5	20.9	113
MAGAZINE IMPERATIVE		25829	9912	31.6	38.4	99	2611	30.3	10.1	95	2151	27.7	8.3	87	5150	34.4	19.9	108
TELEVISION IMPERATIVE		26039	9538	30.4	36.6	95	2938	34.1	11.3	106	2474	31.9	9.5	99	4127	27.6	15.8	86
NEWSPAPERS-OUTDOOR: DUAL		16605	6801	21.7	41.0	106	1817	21.1	10.9	103	1759	22.7	10.6	110	3225	21.5	19.4	105
NEWSPAPER IMPERATIVE		26834	10198	32.5	38.0	98	2868	33.2	10.7	100	2355	30.3	8.8	92	4975	33.2	18.5	100
OUTDOOR IMPERATIVE		23346	8907	28.4	38.2	99	2271	26.3	9.7	91	2228	28.7	9.5	100	4408	29.4	18.9	102
NEWSPAPERS-RADIO: DUAL		17133	7200	23.0	42.0	109	1903	22.1	11.1	104	1682	21.7	9.8	102	3616	24.1	21.1	114
NEWSPAPER IMPERATIVE		25892	9775	31.2	37.8	97	2790	32.3	10.8	101	2306	29.7	8.9	93	4678	31.2	18.1	98
RADIO IMPERATIVE		23167	9050	28.9	39.1	101	2396	27.8	10.3	97	2381	30.7	10.3	107	4273	28.5	18.4	100
NEWSPAPERS-TELEVISION: DUAL		17159	7270	23.2	42.4	109	2042	23.7	11.9	112	2041	26.3	11.9	124	3187	21.3	18.6	100
NEWSPAPER IMPERATIVE		26214	9872	31.5	37.7	97	2603	30.2	9.9	93	2073	26.7	7.9	82	5197	34.7	19.8	107
TELEVISION IMPERATIVE		23412	9068	28.9	38.7	100	2797	32.4	11.9	112	2164	27.9	9.2	96	4107	27.4	17.5	95
OUTDOOR-RADIO: DUAL		15303	5963	19.0	39.0	101	1353	15.7	8.8	83	1576	20.3	10.3	107	3034	20.3	19.8	107
OUTDOOR IMPERATIVE		24901	9670	30.8	38.8	100	2708	31.4	10.9	102	2336	30.1	9.4	98	4626	30.9	18.6	100
RADIO IMPERATIVE		26492	10655	34.0	40.2	104	3022	35.0										

PACKAGED INSTANT POTATOES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	10000	31366	100.0	38.7	100	8576	100.0	10.7	100	7764	100.0	9.6	100	14975	100.0	18.5	100
ATLANTIC MONTHLY	415	*106	0.3	25.5	66	**8	0.1	1.9	18	**23	0.3	5.5	58	**75	0.5	18.1	98
BARRON'S	453	*206	0.7	45.5	117	**66	0.8	14.6	137	**35	0.5	7.7	81	**105	0.7	23.2	125
BETTER HOMES & GARDENS	16256	6873	21.9	42.3	109	1690	19.6	10.4	98	1774	22.8	10.9	114	3409	22.8	21.0	113
BON APPETIT	2535	988	3.1	39.0	101	*217	2.5	8.6	80	*298	3.8	11.8	123	473	3.2	18.7	101
BUSINESS WEEK	1278	538	1.7	42.1	109	*133	1.5	10.4	98	**118	1.5	9.2	96	*287	1.9	22.5	121
CAR AND DRIVER	378	*199	0.6	52.6	136	**23	0.3	6.1	57	**62	0.8	16.4	171	**114	0.8	30.2	163
CBS MAGAZINE NETWORK (GROSS)	1498	810	2.6	54.1	140	*150	1.7	10.0	94	**137	1.8	9.1	95	523	3.5	34.9	189
CHANGING TIMES	1505	541	1.7	35.9	93	*179	2.1	11.9	112	**115	1.5	7.6	80	247	1.6	16.4	89
COLONIAL HOMES	1231	555	1.8	45.1	116	*170	2.0	13.8	130	**141	1.8	11.5	119	244	1.6	19.8	107
CONDE NAST MAG. PKG. (GROSS)	14146	5634	18.0	39.8	103	1331	15.4	9.4	88	1388	17.9	9.8	102	2915	19.5	20.6	111
CONSUMERS DIGEST	1323	560	2.1	49.9	129	*120	1.4	9.1	85	**137	1.8	10.4	108	404	2.7	30.5	165
COSMOPOLITAN	7102	3001	9.6	42.3	109	876	10.2	12.3	116	765	9.9	10.8	112	1361	9.1	19.2	104
COUNTRY LIVING	2481	1046	3.3	42.2	109	*212	2.5	8.5	80	*219	2.8	8.8	92	615	4.1	24.8	134
CUISINE	1472	631	2.0	42.9	111	**100	1.2	6.8	64	**146	1.9	9.9	103	386	2.6	26.2	142
CYCLE WORLD	425	*265	0.8	62.4	161	**66	0.8	15.5	146	**37	0.5	8.7	91	**162	1.1	38.1	206
DCI:CREATIVE IDEAS FOR LIV	2510	1295	4.1	51.6	133	341	4.0	13.6	128	*313	4.0	12.5	130	641	4.3	25.5	138
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3046	9.8	45.8	118	793	9.2	11.8	111	676	8.7	10.1	105	1598	10.7	23.9	129
DISCOVER	894	320	1.0	35.8	92	**76	0.9	8.5	80	**60	0.8	6.7	70	*185	1.2	20.7	112
EBONY	3507	1484	4.7	42.3	109	476	5.5	13.6	127	446	5.7	12.7	133	561	3.7	16.0	87
ESQUIRE	1083	591	1.9	54.6	141	*236	2.7	21.8	205	**97	1.2	9.0	93	258	1.7	23.8	129
ESSENCE	1830	778	2.5	42.5	110	234	2.7	12.8	120	267	3.4	14.6	152	277	1.8	15.1	82
FAMILY CIRCLE	15930	6696	21.3	42.0	109	1581	18.3	9.9	93	1786	23.0	11.2	117	3330	22.2	20.9	113
THE FAMILY HANDYMAN	1126	554	1.8	49.2	127	*217	2.5	19.3	181	**134	1.7	11.9	124	*203	1.4	18.0	97
FAMILY WEEKLY	11468	4257	13.6	37.1	96	1038	12.0	9.1	85	1221	15.7	10.6	111	1997	13.3	17.4	94
FIELD & STREAM	2234	932	3.0	41.7	108	*208	2.4	9.3	87	*265	3.4	11.9	124	460	3.1	20.6	111
FOOD & WINE	579	272	0.9	47.0	121	**63	0.7	10.9	102	**90	1.2	15.5	162	**119	0.8	20.6	111
FORBES	728	315	1.0	43.3	112	**87	1.0	12.0	112	**64	0.8	8.8	92	*164	1.1	22.5	122
FORTUNE	906	474	1.5	52.3	135	**133	1.5	14.7	138	**47	0.6	5.2	54	*293	2.0	32.3	175
GENTLEMEN'S QUARTERLY	791	318	1.0	40.2	104	**128	1.5	16.2	152	**83	1.1	10.5	109	**107	0.7	13.5	73
GLAMOUR	5265	2233	7.1	42.4	110	554	6.4	10.5	99	533	6.9	10.1	106	1146	7.7	21.8	118
GOLF DIGEST	636	*295	0.9	46.4	120	**88	1.0	13.8	130	**69	0.9	10.8	113	**138	0.9	21.7	117
GOLF DIGEST/TENNIS (GROSS)	1186	489	1.6	41.2	106	*164	1.9	13.8	130	**102	1.3	8.6	90	*222	1.5	18.7	101
GOLF MAGAZINE	441	*203	0.6	46.0	119	**35	0.4	7.9	75	**32	0.4	7.3	76	**136	0.9	30.8	167
GOLF MAGAZINE/SKI (GROSS)	922	357	1.1	38.7	100	**71	0.8	7.7	72	**85	1.1	9.2	96	*201	1.3	21.8	118
GOOD HOUSEKEEPING	16487	6960	22.2	42.2	109	1816	21.1	11.0	103	1602	20.6	9.7	101	3542	23.7	21.5	116
HARPER'S BAZAAR	2423	929	3.0	38.3	93	*227	2.6	9.4	88	*205	2.6	8.5	88	498	3.3	20.6	111
HEALTH	1994	1014	3.2	50.9	131	388	4.5	19.4	182	*231	3.0	11.6	121	398	2.7	20.0	108
HEARST MAG CORP. BUY (GROSS)	44101	18367	58.6	41.6	108	4783	55.4	10.8	102	4363	56.2	9.9	103	9221	61.6	20.9	113
HEARST MAN POWER (GROSS)	1993	952	3.0	47.8	123	257	3.0	12.9	121	*264	3.4	13.2	138	431	2.9	21.6	117
HEARST WOMAN POWER (GROSS)	31274	13053	41.6	41.7	108	3505	40.6	11.2	105	3110	40.1	9.9	104	6438	43.0	20.6	111
HOUSE BEAUTIFUL	3623	1423	4.5	39.3	101	327	3.8	9.0	85	337	4.3	9.3	97	759	5.1	20.9	113
INC.	2233	*148	0.5	52.3	135	**51	0.6	18.0	169	**35	0.5	12.4	129	**62	0.4	21.9	118
JET	2928	1131	3.6	38.6	100	393	4.6	13.4	126	375	4.8	12.8	134	363	2.4	12.4	67
LADIES' HOME JOURNAL	11918	5225	16.7	43.8	113	1440	16.7	12.1	113	1216	15.7	10.2	106	2569	17.2	21.6	117
LHJ FAMILY GRP COMBO(GROSS)	16764	7398	23.6	44.1	114	2199	25.5	13.1	123	1717	22.1	10.2	107	3482	23.3	20.8	112
LIFE	4254	1647	5.3	38.7	100	450	5.2	10.6	99	353	4.5	8.3	87	844	5.6	19.8	107
L.A. TIMES HOME MAGAZINE	1145	405	1.3	35.4	91	**127	1.5	11.1	104	**50	0.6	4.4	46	*227	1.5	19.8	107
MADAMOISELLE	2884	1169	3.7	40.5	105	285	3.3	9.9	93	*261	3.4	9.0	94	623	4.2	21.6	117
MC CALL'S	13460	5713	18.2	42.4	110	1458	16.9	10.8	102	1310	16.9	9.7	102	2944	19.7	21.9	118
MC CALL'S/WRK MOTHER (GROSS)	14606	6224	19.8	42.6	110	1601	18.6	11.0	103	1460	18.8	10.0	104	3164	21.1	21.7	117
MECHANIX ILLUSTRATED	772	400	1.3	51.8	134	*186	2.2	24.1	226	**89	1.1	11.5	120	**125	0.8	16.2	88
METROPOLITAN HOME	967	360	1.1	37.2	96	**56	0.6	5.8	54	**59	0.8	6.1	60	*245	1.6	25.3	137
MONEY	1588	601	1.9	37.8	98	*162	1.9	10.2	96	**103	1.3	6.5	68	336	2.2	21.2	114
MOTHER EARTH NEWS	1002	470	1.5	46.9	121	*123	1.4	12.3	115	**65	0.8	6.5	68	*283	1.9	28.2	153
MS.	825	313	1.0	37.9	98	**78	0.9	9.5	89	**67	0.9	8.1	85	*168	1.1	20.4	110
NATIONAL ENQUIRER	10336	4441	14.2	43.0	111	1424	16.5	13.8	129	1126	14.5	10.9	114	1891	12.6	18.3	99
NATIONAL GEOGRAPHIC	9597	3755	12.0	39.1	101	997	11.6	10.4	98	701	9.0	7.3	76	2057	13.7	21.4	116
NATIONAL SUNDAY MAGAZINE PKG	49558	19543	62.3	39.4	102	5142	59.6	10.4	97	4952	63.8	10.0	104	9449	63.1	19.1	103
NATURAL HISTORY	573	*247	0.8	43.1	111	**33	0.4	5.8	54	*330	0.4	5.2	55	*184	1.2	32.1	174
NEW WOMAN	1699	752	2.4	44.3	114	*133	1.5	7.8	73	*213	2.7	12.5	131	406	2.7	23.9	129
NEW YORK INCLUDING CUE	443	*157	0.5	35.4	92	**35	0.4	7.9	74	**37	0.5	8.4	87	**85	0.6	19.2	104
THE NEW YORKER	1270	501	1.6	39.4	102	**98	1.1	7.7	72	**139	1.8	10.9	114	263	1.8	20.7	112
NEWSWEEK	6277	2498	8.0	39.8	103	620	7.2	9.9	93	527	6.8	8.4	88	1351	9.0	21.5	116
THE N.Y. TIMES DAILY EDITION	1205	470	1.5	39.0	101	**84	1.0	7.0	65	**78	1.0	6.5	68	*308	2.1	25.6	138
THE N.Y. TIMES MAGAZINE	2081	690	2.2	33.2	86	**136	1.6	6.5	61	*111	1.4	5.3	56	443	3.0	21.3	115
ONMI	788	412	1.3	52.3	135	**101	1.2	12.8	120	**115	1.5	14.6	152	*196	1.3	24.9	135
ON CABLE	1158	527	1.7	45.5	118	*219	2.5	18.9	178	**123	1.6	10.6	111	*185	1.2	16.0	86
1001 HOME IDEAS	2852	1160	3.7	40.7	105	373	4.3	13.1	123	271	3.5	9.5	99	515	3.4	18.1	98
ORGANIC GARDENING	1658	563	1.8	34.0	88	*128	1.5	7.7	72	**110	1.4	6.6	69	325	2.2	19.6	106
OUTDOOR LIFE	896	382	1.2	42.6	110	**114	1.3	12.7	119	**96	1.2	10.7	112	*172	1.1	19.2	104
PARADE MAGAZINE	24275	9729	31.0	40.1	103	2593	30.1	10.7	100	2303	29.7	9.5	99	4833	32.3	19.9	108

PACKAGED INSTANT POTATOES: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT, USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	31366	100.0	38.7	100	8626	100.0	10.7	100	7764	100.0	9.6	100	14975	100.0	18.5	100
PARENTS	3845	1591	5.1	41.4	107	482	5.6	12.5	118	358	4.6	9.3	97	751	5.0	19.5	106
PENTHOUSE	831	362	1.2	43.6	112	**82	1.0	9.9	93	**107	1.4	12.9	134	*173	1.2	20.8	113
PEOPLE	11645	4774	15.2	41.0	106	1200	13.9	10.3	97	1249	16.1	10.7	112	2325	15.5	20.0	108
PLAYBOY	2006	754	2.4	37.6	97	239	2.8	11.9	112	*208	2.7	10.4	108	307	2.1	15.3	83
POPULAR HOT RODDING	297	*176	0.6	59.3	153	**38	0.4	12.8	120	**56	0.7	18.9	197	**82	0.5	27.6	149
POPULAR MECHANICS	1018	492	1.6	48.3	125	**138	1.6	13.6	127	**161	2.1	15.8	165	*193	1.3	19.0	103
POPULAR SCIENCE	878	528	1.7	60.1	105	*171	2.0	19.5	183	**162	2.1	18.5	192	*195	1.3	22.2	120
PREVENTION	3913	1596	5.1	40.8	105	348	4.0	8.9	83	347	4.5	8.9	93	901	6.0	23.0	125
PSYCHOLOGY TODAY	1710	650	2.1	38.0	98	*169	2.0	9.9	93	*189	2.4	11.1	115	292	1.9	17.1	92
READER'S DIGEST	22204	9579	30.5	43.1	111	2442	28.3	11.0	103	2215	28.5	10.0	104	4922	32.9	22.2	120
REDBOOK	7684	3092	9.9	40.2	104	813	9.4	10.6	99	743	9.6	9.7	101	1535	10.3	20.0	108
ROAD & TRACK	410	*252	0.8	61.5	159	**49	0.6	12.0	112	**55	0.7	13.4	140	**149	1.0	36.3	197
ROLLING STONE	969	377	1.2	38.9	100	*87	1.0	9.0	84	*97	1.2	10.0	104	*194	1.3	20.0	108
RUNNER'S WORLD	298	**90	0.3	30.2	78	*16	0.2	5.4	50	*12	0.2	4.0	42	**62	0.4	20.8	113
SATURDAY EVENING POST	1169	594	1.9	50.8	131	*96	1.1	8.2	77	*135	1.7	11.5	120	364	2.4	31.1	168
SCIENCE 84	587	*220	0.7	37.5	97	**113	1.3	19.3	181	*38	0.5	6.5	68	**69	0.5	11.8	64
SCIENCE DIGEST	482	269	0.9	55.8	144	*78	0.9	16.2	152	*66	0.9	13.7	143	*125	0.8	25.9	140
SCIENTIFIC AMERICAN	594	*201	0.6	33.8	87	*83	1.0	14.0	131	*27	0.3	4.5	47	**91	0.6	15.3	83
SELF	2089	859	2.7	41.1	106	*141	1.6	6.7	63	*271	3.5	13.0	135	448	3.0	21.4	116
SEVENTEEN	2411	1036	3.3	43.0	111	325	3.8	13.5	127	*310	4.0	12.9	134	401	2.7	16.6	90
SKI	480	*154	0.5	32.1	83	*36	0.4	7.5	70	*53	0.7	11.0	115	*65	0.4	13.5	73
SMITHSONIAN	2760	1168	3.7	42.3	109	337	3.9	12.2	115	*194	2.5	7.0	73	637	4.3	23.1	125
SOAP OPERA DIGEST	3013	1410	4.5	46.8	121	474	5.5	15.7	148	408	5.3	13.5	141	528	3.5	17.5	95
SOUTHERN LIVING	4184	1771	5.6	42.3	109	451	5.2	10.8	101	363	4.7	8.7	90	957	6.4	22.9	124
SPORT	559	*263	0.8	47.0	121	*48	0.6	8.6	81	*129	1.7	23.1	241	*86	0.6	15.4	83
THE SPORTING NEWS	436	*225	0.7	51.6	133	*24	0.3	5.5	52	*82	1.1	18.8	196	*119	0.8	27.3	148
SPORTS AFIELD	493	*191	0.6	38.7	100	*41	0.5	8.3	78	*37	0.5	7.5	78	*113	0.8	22.9	124
SPORTS ILLUSTRATED	2758	1161	3.7	42.1	109	319	3.7	11.6	109	*297	3.8	10.8	112	546	3.6	19.8	107
STAR	7456	3246	10.3	43.5	112	1100	12.8	14.8	139	1007	13.0	13.5	141	1140	7.6	15.3	83
SUNDAY	24936	9752	31.1	39.1	101	2604	30.2	10.4	98	2494	32.1	10.0	104	4654	31.1	18.7	101
SUNSET	2124	789	2.5	37.1	96	*193	2.2	9.1	85	*98	1.3	4.6	48	498	3.3	23.4	127
TV GUIDE	21661	9026	28.8	41.7	108	2628	30.5	12.1	114	2350	30.3	10.8	113	4049	27.0	18.7	101
TENNIS	550	*193	0.6	35.1	91	*76	0.9	13.8	130	*33	0.4	6.0	63	*84	0.6	15.3	83
TIME	8880	3559	11.3	40.1	103	1035	12.0	11.7	109	743	9.6	8.4	87	1781	11.9	20.1	108
TOWN & COUNTRY	917	322	1.0	35.1	91	*71	0.8	7.7	73	*68	0.9	7.4	77	*182	1.2	19.8	107
TRAVEL & LEISURE	972	370	1.2	38.1	98	*89	1.0	9.2	86	*76	1.0	7.8	82	*205	1.4	21.1	114
TRUE STORY	3356	1617	5.2	48.2	124	657	7.6	19.6	184	387	5.0	11.5	120	572	3.8	17.0	92
U.S. NEWS & WORLD REPORT	3410	1521	4.8	44.6	115	434	5.0	12.7	119	382	4.9	11.2	117	705	4.7	20.7	112
USA TODAY	1759	669	2.1	38.0	98	*156	1.8	8.9	83	*213	2.7	12.1	126	300	2.0	17.1	92
US	1873	795	2.5	42.4	110	*139	1.6	7.4	70	*253	3.3	13.5	141	402	2.7	21.5	116
VOGUE	3909	1373	4.4	35.1	91	351	4.1	9.0	84	323	4.2	8.3	86	699	4.7	17.9	97
WALL STREET JOURNAL	1886	723	2.3	38.3	99	*210	2.4	11.1	105	*91	1.2	4.8	50	422	2.8	22.4	121
WEIGHT WATCHERS	2120	926	3.0	43.7	113	*246	2.9	11.6	109	*207	2.7	9.8	102	473	3.2	22.3	121
WOMAN'S DAY	14172	6152	19.6	43.4	112	1492	17.3	10.5	99	1643	21.2	11.6	121	3017	20.1	21.3	115
WORKING MOTHER	1146	512	1.6	44.7	115	*142	1.6	12.4	116	*150	1.9	13.1	137	*219	1.5	19.1	103
WORKING WOMAN	1322	646	2.1	48.9	126	*208	2.4	15.7	148	*147	1.9	11.1	116	291	1.9	22.0	119
WORLD TENNIS	*163	*61	0.2	37.4	97	*5	0.1	3.1	29	*7	0.1	4.3	45	*48	0.3	29.4	159
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1209	3.9	47.7	123	262	3.0	10.3	97	*329	4.2	13.0	136	619	4.1	24.4	132
BLAIR INSERTS	43657	17367	55.4	39.8	103	4770	55.3	10.9	103	4240	54.6	9.7	101	8357	55.8	19.1	104
DAILY NEWSPAPERS																	
READ ANY	51633	20548	65.5	39.8	103	5645	65.4	10.9	103	5000	64.4	9.7	101	9903	66.1	19.2	104
READ ONE	43463	17449	55.6	40.1	104	4941	57.3	11.4	107	4393	56.6	10.1	105	8115	54.2	18.7	101
READ TWO OR MORE	8170	3099	9.9	37.9	98	704	8.2	8.6	81	607	7.8	7.4	77	1788	11.9	21.9	118
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	20746	66.1	39.4	102	5612	65.1	10.7	100	5214	67.2	9.9	103	9920	66.2	18.8	102
READ ONE	46126	18163	57.9	39.4	102	5055	58.6	11.0	103	4664	60.1	10.1	105	8444	56.4	18.3	99
READ TWO OR MORE	6552	2583	8.2	39.4	102	557	6.5	8.5	80	551	7.1	8.4	88	1476	9.9	22.5	122
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.86				29.09				30.43				27.93			
30 DAY REACH	71455	27731	88.4	38.8	100	7440	86.3	10.4	98	6814	87.8	9.5	99	13477	90.0	18.9	102
50 SHWG - 30 DAY AV FREQ	14.56	15.19				15.25				15.99				14.75			
30 DAY REACH	67742	26423	84.2	39.0	101	7121	82.6	10.5	99	6487	83.6	9.6	100	12816	85.6	18.9	102
25 SHWG - 30 DAY AV FREQ	7.94	8.34				8.49				8.58				8.14			
30 DAY REACH	62117	24074	76.8	38.8	100	6398	74.2	10.3	97	6044	77.8	9.7	101	11633	77.7	18.7	101
CABLE TV: HOME WIRED	32077	12368	39.4	38.6	100	3428	39.7	10.7	100	2922	37.6	9.1	95	6019	40.2	18.8	101
HOME NOT WIRED	48909	18998	60.6	38.8	100	5199	60.3	10.6	100	4843	62.4	9.9	103	8956	59.8	18.3	99
HAVE PAY CABLE	15935	6586	21.0	41.3	107	1926	22.3	12.1	113	1580	20.4	9.9	103	3080	20.6	19.3	105

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	31366	100.0	38.7	100	8626	100.0	10.7	100	7764	100.0	9.6	100	14975	100.0	18.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	17382	55.4	39.6	102	4655	54.0	10.6	100	4297	55.3	9.8	102	8431	56.3	19.2	104
10:00 AM - 3:00 PM	30659	12376	39.5	40.4	104	3341	38.7	10.9	102	3052	39.3	10.0	104	5983	40.0	19.5	106
3:00 PM - 7:00 PM	31045	12498	39.8	40.3	104	3405	39.5	11.0	103	3055	39.3	9.8	103	6038	40.3	19.4	105
7:00 PM - MIDNIGHT	15767	6309	20.1	40.0	103	1589	18.4	10.1	95	1649	21.2	10.5	109	3071	20.5	19.5	105
MIDNIGHT - 6:00 AM	9120	3835	12.2	42.1	109	992	11.5	10.9	102	885	11.4	9.7	101	1958	13.1	21.5	116
6:00 AM - MIDNIGHT	58527	23186	73.9	39.6	102	6241	72.4	10.7	100	5641	72.7	9.6	101	11305	75.5	19.3	104
ENTIRE DAY	59311	23442	74.7	39.5	102	6315	73.2	10.6	100	5715	73.6	9.6	101	11412	76.2	19.2	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	6666	21.3	41.2	106	1872	21.7	11.6	109	1730	22.3	10.7	112	3064	20.5	18.9	102
ALL NEWS	2256	906	2.9	40.2	104	*215	2.5	9.5	89	*228	2.9	10.1	105	462	3.1	20.5	111
AOR/PROGRESSIVE	3874	1541	4.9	39.8	103	383	4.4	9.9	93	446	5.7	11.5	120	712	4.8	18.4	99
BEAUTIFUL MUSIC	5660	2276	7.3	40.2	104	402	4.7	7.1	67	625	8.0	11.0	115	1249	8.3	22.1	119
BLACK	2204	869	2.8	39.4	102	329	3.8	14.9	140	*224	2.9	10.2	106	316	2.1	14.3	78
CLASSICAL	1418	517	1.6	36.5	94	**105	1.2	7.4	70	**123	1.6	8.7	90	290	1.9	20.5	111
CHR/ROCK	9538	3696	11.8	38.8	100	954	11.1	10.0	94	859	11.1	9.0	94	1884	12.6	19.8	107
COUNTRY	12648	5131	16.4	40.6	105	1501	17.4	11.9	111	1233	15.9	9.7	102	2397	16.0	19.0	102
GOLDEN OLDIES	1191	381	1.2	32.0	83	**103	1.2	8.6	81	**86	1.1	7.2	75	*192	1.3	16.1	87
MOR/NOSTALGIA	4757	1889	6.0	39.7	103	388	4.5	8.2	77	502	6.5	10.6	110	998	6.7	21.0	113
NEWS/TALK	3863	1565	5.0	40.5	105	363	4.2	9.4	88	364	4.7	9.4	98	838	5.6	21.7	117
RELIGIOUS	3084	1256	4.0	40.7	105	*308	3.6	10.0	94	*266	3.4	8.6	90	683	4.6	22.1	120
SOFT ROCK	521	*262	0.8	50.3	130	**41	0.5	7.9	74	**85	1.1	16.3	170	**136	0.9	26.1	141
URBAN CONTEMPORARY	1585	770	2.5	48.6	125	352	4.1	22.2	209	*208	2.7	13.1	137	*209	1.4	13.2	71
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1394	4.4	42.7	110	428	5.0	13.1	123	394	5.1	12.1	126	571	3.8	17.5	95
ABC DIRECTION	2316	986	3.1	42.6	110	404	4.7	17.4	164	*177	2.3	7.6	80	405	2.7	17.5	95
ABC ENTERTAINMENT	4834	2068	6.6	42.8	110	574	6.7	11.9	111	495	6.4	10.2	107	998	6.7	20.6	112
ABC FM	2202	822	2.6	37.3	96	*219	2.5	9.9	93	*251	3.2	11.4	119	352	2.4	16.0	86
ABC INFORMATION	5425	2119	6.8	39.1	101	511	5.9	9.4	88	442	5.7	8.1	85	1167	7.8	21.5	116
ABC ROCK	1677	691	2.2	41.2	106	**200	2.3	11.9	112	*197	2.5	11.7	123	294	2.0	17.5	95
CBS	4430	1872	6.0	42.3	109	402	4.7	9.1	85	528	6.8	11.9	124	943	6.3	21.3	115
MUTUAL	4992	2359	7.5	47.3	122	746	8.6	14.9	140	567	7.3	11.4	118	1046	7.0	21.0	113
NBC	4679	1827	5.8	39.0	101	367	4.3	7.8	74	507	6.5	10.8	113	953	6.4	20.4	110
RADIORADIO	1994	854	2.7	42.8	111	*279	3.2	14.0	131	*212	2.7	10.6	111	363	2.4	18.2	98
RKO ONE	2298	892	2.8	38.8	100	275	3.2	12.0	112	*230	3.0	10.0	104	388	2.6	16.9	91
RKO TWO	3311	1224	3.9	37.0	95	331	3.8	10.0	94	318	4.1	9.6	100	575	3.8	17.4	94
THE SOURCE	2114	960	3.1	45.4	117	*331	3.8	15.7	147	*228	2.9	10.8	113	401	2.7	19.0	103
NON-WIRED: BLAIR	8654	3465	11.0	40.0	103	864	10.0	10.0	94	805	10.4	9.3	97	1796	12.0	20.8	112
INTERNET	12025	4951	15.8	41.2	106	1460	16.9	12.1	114	1186	15.3	9.9	103	2305	15.4	19.2	104
KATZ RADIO GROUP	15359	6128	19.5	39.9	103	1537	17.8	10.0	94	1586	20.4	10.3	108	3005	20.1	19.6	106
SUPERNET	10628	4360	13.9	41.0	106	1035	12.0	9.7	91	1178	15.2	11.1	116	2147	14.3	20.2	109
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3129	10.0	36.1	93	862	10.0	10.0	93	779	10.0	9.0	94	1489	9.9	17.2	93
WKDAY 9:00 AM - 1:00 PM	12163	4684	14.9	38.5	99	1418	16.4	11.7	109	1250	16.1	10.3	107	2015	13.5	16.6	90
WKDAY 1:00 PM - 4:30 PM	16150	6326	20.2	39.2	101	1943	22.5	12.0	113	1668	21.5	10.3	108	2715	18.1	16.8	91
WKDAY 4:30 PM - 7:30 PM	22463	8756	27.9	39.0	101	2587	30.0	11.5	108	2170	27.9	9.7	101	4000	26.7	17.8	96
WKDAY 7:30 PM - 8:00 PM	31795	12343	39.4	38.8	100	3498	40.6	11.0	103	3101	39.9	9.8	102	5744	38.4	18.1	98
WKDAY 11:00 PM - 11:30 PM	23977	9578	30.5	39.9	103	2583	29.9	10.8	101	2303	29.7	9.6	100	4691	31.3	19.6	106
WKDAY 11:30 PM - 1:00 AM	7703	3139	10.0	40.8	105	857	9.9	11.1	104	689	8.9	8.9	93	1593	10.6	20.7	112
M-SAT 8-11 PM-SUN 7-11 PM	33800	13342	42.5	39.5	102	3763	43.6	11.1	105	3383	43.6	10.0	104	6196	41.4	18.3	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2592	8.3	39.6	102	879	10.2	13.4	126	597	7.7	9.1	95	1116	7.5	17.1	92
ANOTHER WORLD	N 4620	1715	5.5	37.1	96	554	6.4	12.0	113	397	5.1	8.6	90	764	5.1	16.5	89
AS THE WORLD TURNS	C 5614	2243	7.2	40.0	103	688	8.0	12.3	115	573	7.4	10.2	106	982	6.6	17.5	95
CAPITOL	C 3396	1415	4.5	41.7	108	393	4.6	11.6	109	374	4.8	11.0	115	648	4.3	19.1	103
CBS MORN. NEWS 1	C 1446	511	1.6	35.3	91	*85	1.0	5.9	55	97	1.2	6.7	70	329	2.2	22.8	123
CBS MORN. NEWS 2	C 1207	437	1.4	36.2	93	*90	1.0	7.5	70	97	1.2	8.0	84	251	1.7	20.8	112
DAYS OF OUR LIVES	N 5877	2247	7.2	38.2	99	703	8.1	12.0	112	552	7.1	9.4	98	992	6.6	16.9	91
FACTS OF LIFE - DAYTIME	N 2290	843	2.7	36.8	95	279	3.2	12.2	114	244	3.1	10.7	111	321	2.1	14.0	76
FAMILY FEUD	A 3023	1078	3.4	35.7	92	284	3.3	9.4	88	335	4.3	11.1	116	459	3.1	15.2	82
GENERAL HOSPITAL	A 6097	2320	7.4	38.1	98	699	8.1	11.5	108	684	8.8	11.2	117	936	6.3	15.4	83
GOOD MORNING, AMERICA-730	A 3515	1298	4.1	36.9	95	350	4.1	10.0	93	318	4.1	9.0	94	631	4.2	18.0	97
GOOD MORNING, AMERICA-830	A 2818	1061	3.4	37.7	97	315	3.7	11.2	105	258	3.3	9.2	95	488	3.3	17.3	94
GUIDING LIGHT	C 5339	2130	6.8	39.9	103	652	7.6	12.2	115	555	7.1	10.4	108	924	6.2	17.3	94
ONE LIFE TO LIVE	A 4478	1657	5.3	37.0	96	513	5.9	11.5	108	534	6.9	11.9	124	611	4.1	13.6	74
PRESS YOUR LUCK	C 2244	805	2.6	35.9	93	215	2.5	9.6	90	206	2.7	9.2	96	384	2.6	17.1	9

PACKAGED INSTANT POTATOES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAkers)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	31366	100.0	38.7	100	8626	100.0	10.7	100	7764	100.0	9.6	100	14975	100.0	18.5	100
WKDAY LOCAL EVENING TV NEWS																		
		26063	10138	32.3	38.9	100	2645	30.7	10.1	95	2510	32.3	9.6	100	4983	33.3	19.1	103
		20261	8009	25.5	39.5	102	2049	23.8	10.1	95	1975	25.4	9.7	102	3985	26.6	19.7	106
		2076	784	2.5	37.8	98	179	2.1	8.6	81	205	2.6	9.9	103	400	2.7	19.3	104
TV EVENING NTWK 6 PM - 2 AM																		
		10453	4112	13.1	39.3	102	1217	14.1	11.6	109	1072	13.8	10.3	107	1824	12.2	17.4	94
A TEAM	N	6412	2497	8.0	38.9	101	697	8.1	10.9	102	552	7.1	8.6	90	1247	8.3	19.4	105
ABC MONDAY NIGHT MOVIE	A	12407	4794	15.3	38.6	100	1474	17.1	11.9	112	1081	13.9	8.7	91	2239	15.0	18.0	99
ABC SUNDAY NIGHT MOVIE	A	6176	2348	7.5	38.0	98	651	7.5	10.5	99	567	7.3	9.2	96	1130	7.5	18.3	99
ABC WORLD NEWS TONIGHT	A	5863	2422	7.7	41.3	107	625	7.2	10.7	100	712	9.2	12.1	127	1085	7.2	18.5	100
AFTERMASH	C	9594	3813	12.2	39.7	103	988	11.5	10.3	97	1056	13.6	11.0	115	1770	11.8	18.4	100
ALICE	C	6622	2659	8.5	40.2	104	630	7.3	9.5	89	631	8.1	9.5	99	1399	9.3	21.1	114
AMERICAN PARADE	C	10886	4077	13.0	37.5	97	1238	14.4	11.4	107	1028	13.2	9.4	99	1811	12.1	16.6	90
BENSON	A	5036	2078	6.6	41.3	107	549	6.4	10.9	102	502	6.5	10.0	104	1027	6.9	20.4	110
CAGNEY & LACEY	C	9965	3980	12.7	39.9	103	1090	12.6	10.9	103	979	12.6	9.8	102	1912	12.8	19.2	104
CBS EVENING NEWS-DEAN	C	3491	1257	4.0	36.0	93	*258	3.0	7.4	69	337	4.3	9.7	101	662	4.4	19.0	103
CBS EVENING NEWS-RATHER	C	7123	2847	9.1	40.0	103	747	8.7	10.5	98	678	8.7	9.5	99	1421	9.5	19.9	108
CBS SAT. NEWS-SCHIEFFER	C	3621	1271	4.1	35.1	91	339	3.9	9.4	88	283	3.6	7.8	82	650	4.3	18.0	97
CBS SATURDAY NIGHT MOVIE	C	5436	2135	6.8	39.3	101	729	8.5	13.4	126	524	6.7	9.6	101	883	5.9	16.2	88
CBS WEDNESDAY NIGHT MOVIE	C	6100	2407	7.7	39.5	102	706	8.2	11.6	109	492	6.3	8.1	84	1209	8.1	19.8	107
CHEERS	N	8889	3574	11.4	40.2	104	1092	12.7	12.3	115	699	9.0	7.9	82	1783	11.9	20.1	108
DALLAS	C	22109	8636	27.5	39.1	101	2450	28.4	11.1	104	2195	28.3	9.9	104	3991	26.7	18.1	98
DIFF'RENT STROKES	N	6940	2471	7.9	35.6	92	750	8.7	10.8	101	560	7.2	8.1	84	1161	7.8	16.7	90
DOUBLE TROUBLE	N	7223	2842	9.1	39.3	102	730	8.5	10.1	95	738	9.5	10.2	107	1374	9.2	19.0	103
DUCK FACTORY	N	5595	2284	7.3	40.8	105	665	7.7	11.9	112	502	6.5	9.0	94	1117	7.5	20.0	108
DUKES OF HAZZARD	C	5768	2257	7.2	39.1	101	637	7.4	11.0	104	546	7.0	9.5	99	1074	7.2	18.6	101
DYNASTY	A	20053	7830	25.0	39.0	101	2353	27.3	11.7	110	2125	27.4	10.6	111	3352	22.4	16.7	90
FACTS OF LIFE	N	8087	3135	10.0	38.8	100	891	10.3	11.0	103	828	10.7	10.2	107	1415	9.4	17.5	95
FALCON CREST	C	20046	8005	25.5	39.9	103	2158	25.0	10.8	101	2087	26.9	10.4	109	3760	25.1	18.8	101
FALL GUY	A	9084	3634	11.6	40.0	103	1042	12.1	11.5	108	996	12.8	11.0	114	1596	10.7	17.6	95
FAMILY TIES	N	7964	3165	10.1	39.7	103	888	10.3	11.2	105	809	10.4	10.2	106	1468	9.8	18.4	100
FANTASY ISLAND	A	7687	2903	9.3	37.8	98	854	9.9	11.1	104	769	9.9	10.0	104	1280	8.5	16.7	90
FOULUPS, BLEEPES & BLUNDERS	A	8861	3536	11.3	39.9	103	947	11.0	10.7	100	928	12.0	10.5	109	1660	11.1	18.7	101
FOUR SEASONS	C	5095	2207	7.0	43.3	112	618	7.2	12.1	114	640	8.2	12.6	131	949	6.3	18.6	101
GIMME A BREAK	N	8838	3517	11.2	39.8	103	966	11.2	10.9	103	923	11.9	10.4	109	1628	10.9	18.4	100
HART TO HART	N	8978	3574	11.4	39.8	103	800	9.3	8.9	84	1035	13.3	11.5	120	1739	11.6	19.4	105
HILL STREET BLUES	N	8590	3313	10.6	38.6	100	962	11.2	11.2	105	767	9.9	8.9	93	1584	10.6	18.4	100
HOTEL	A	14085	5397	17.2	38.3	99	1616	18.7	11.5	108	1430	18.4	10.2	106	2350	15.7	16.7	90
JEFFERSONS	C	9360	3730	11.9	39.9	103	1043	12.1	11.1	105	1029	13.3	11.0	115	1657	11.1	17.7	96
JENNIFER SLEPT HERE	N	5841	2226	7.1	38.1	98	773	9.0	13.2	124	441	5.7	7.6	79	1012	6.8	17.3	94
KATE & ALLIE	C	9206	3684	11.7	40.0	103	959	11.1	10.4	98	980	12.6	10.6	111	1744	11.6	18.9	102
KNIGHT RIDER	N	7076	2839	9.1	40.1	104	862	10.0	12.2	114	704	9.1	9.9	104	1274	8.5	18.0	97
LOVE BOAT	A	12219	4723	15.1	38.7	100	1394	16.2	11.4	107	1143	14.7	9.4	98	2186	14.6	17.9	97
MAGNUM PI	C	11199	4568	14.6	40.8	105	1400	16.2	12.5	117	1031	13.3	9.2	96	2137	14.3	19.1	103
MAMA'S FAMILY	N	6057	2329	7.4	38.5	99	674	7.8	11.1	104	608	7.8	10.0	105	1048	7.0	17.3	94
MASTER, THE	N	3598	1446	4.6	40.2	104	519	6.0	14.4	135	311	4.0	8.6	90	615	4.1	17.1	92
MATT HOUSTON	A	6344	2548	8.1	40.2	104	676	7.8	10.7	100	632	8.1	10.0	104	1240	8.3	19.5	106
NBC MONDAY NIGHT MOVIE	N	11994	4720	15.0	39.4	102	1444	16.7	12.0	113	1140	14.7	9.5	99	2136	14.3	17.8	96
NBC NIGHTLY NEWS	N	5132	2082	6.6	40.6	105	552	6.4	10.8	101	496	6.4	9.7	101	1034	6.9	20.1	109
NBC NIGHTLY NEWS-SAT	N	3375	1201	3.8	35.6	92	340	3.9	10.1	95	241	3.1	7.1	74	621	4.1	18.4	100
NBC NIGHTLY NEWS-SUN	N	3130	1239	4.0	39.6	102	342	4.0	10.9	103	299	3.9	9.6	100	598	4.0	19.1	103
NBC SUNDAY NIGHT MOVIE	N	8284	3315	10.6	40.0	103	983	11.4	11.9	111	760	9.8	9.2	96	1572	10.5	19.0	103
NEWHART	C	9240	3592	11.5	38.9	100	932	10.8	10.1	95	884	11.4	9.6	100	1776	11.9	19.2	104
ONE DAY AT A TIME	C	7288	2726	8.7	37.4	97	752	8.7	10.3	97	716	9.2	9.8	102	1258	8.4	17.3	93
PEOPLE ARE FUNNY	N	4855	1826	5.8	37.6	97	504	5.8	10.4	97	379	4.9	7.8	81	943	6.3	19.4	105
REAL PEOPLE	N	8869	3410	10.9	38.4	99	929	10.8	10.5	98	885	11.4	10.0	104	1596	10.7	18.0	97
REINVENTION STEELE	N	7743	2957	9.4	38.2	99	943	10.9	12.2	114	700	9.0	9.0	94	1315	8.8	17.0	92
RIPLY'S BELIEVE IT - NOT A	A	5345	2235	7.1	41.8	108	706	8.2	13.2	124	541	7.0	10.1	106	988	6.6	18.5	100
RIPTIDE	N	6988	2899	9.2	41.5	107	846	9.8	12.1	114	806	10.4	11.5	120	1248	8.3	17.9	97
SCARECROW & MRS. KING	C	10002	3859	12.3	38.6	100	1166	13.5	11.7	109	860	11.1	8.6	90	1833	12.2	18.3	99
SIMON & SIMON	C	10638	4097	13.1	38.5	99	1226	14.2	11.5	108	984	12.7	9.2	96	1888	12.6	17.7	96
60 MINUTES	C	13293	5020	16.0	37.8	98	1239	14.4	9.3	88	1335	17.2	10.0	105	2445	16.3	18.4	99
ST. ELSEWHERE	N	7017	3132	10.0	44.6	115	873	10.1	12.4	117	767	9.9	10.9	114	1492			

	TOTAL U.S. '000	A	B '000	C % ACROSS DOWN	D % INDX	A	B '000	C % ACROSS DOWN	D % INDX	A	B '000	C % ACROSS DOWN	D % INDX	A	B '000	C % ACROSS DOWN	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	12666	100.0	15.6	100	5140	100.0	6.3	100	6381	100.0	7.9	100	21125	100.0	26.1	100
18 - 24	9282	1223	9.7	13.2	84	5569	11.1	6.1	97	736	11.5	7.9	101	2378	11.3	25.6	98
25 - 34	19072	3400	26.8	17.8	114	1347	26.2	7.1	111	1664	26.1	8.7	111	5367	25.4	28.1	108
35 - 44	14591	2651	20.9	18.2	116	888	17.3	6.1	96	1124	17.6	7.7	98	4119	19.5	28.2	108
45 - 54	11345	1841	14.5	16.2	104	754	14.7	6.6	105	710	11.1	6.3	79	2814	13.3	24.8	99
55 - 64	11635	1935	15.3	16.6	106	736	14.3	6.3	100	916	14.4	7.9	100	3210	15.2	27.6	106
65 OR OLDER	15061	1617	12.8	10.7	69	846	16.5	5.6	89	1232	19.3	8.2	104	3238	15.3	21.5	82
18 - 34	28354	4623	36.5	16.3	104	1917	37.3	6.8	107	3400	37.6	8.5	107	7745	36.7	27.3	105
18 - 49	48339	8225	64.9	17.0	109	3139	61.1	6.5	102	3926	61.5	8.1	103	13339	63.1	27.6	106
25 - 54	45008	7891	62.3	17.5	112	2990	58.2	6.6	105	3497	54.8	7.8	99	12300	58.2	27.3	105
35 - 49	19985	3402	28.4	18.0	115	1222	23.8	6.1	96	1526	23.9	7.6	97	5593	26.5	28.0	107
50 OR OLDER	32647	4441	35.1	13.6	87	2001	38.9	6.1	97	2456	38.5	7.5	95	7787	36.9	23.9	91
GRADUATED COLLEGE	11155	1819	14.4	16.3	104	622	12.1	5.6	88	739	11.6	6.6	84	2718	12.9	24.4	93
ATTENDED COLLEGE	13682	2688	21.2	19.6	126	766	14.9	5.6	88	874	13.7	6.4	81	3918	18.5	28.6	110
GRADUATED HIGH SCHOOL	33880	5881	46.4	17.4	111	2202	42.8	6.5	102	3009	47.2	8.9	113	9313	44.1	27.5	105
DID NOT GRADUATE HIGH SCHOOL	22270	2278	18.0	10.2	65	1550	30.2	7.0	110	1759	27.6	7.9	100	5176	24.5	23.2	89
EMPLOYED	40306	7149	56.4	17.7	113	2640	51.4	6.5	103	2812	44.1	7.0	89	10855	51.4	26.9	103
EMPLOYED FULL-TIME	22880	5945	46.9	18.1	116	2373	46.2	7.2	114	2279	35.7	6.9	88	8958	42.4	27.3	105
EMPLOYED PART-TIME	7456	1204	9.5	16.1	103	**267	5.2	3.6	56	534	8.4	7.2	91	1897	9.0	25.4	98
NOT EMPLOYED	40680	5517	43.6	13.6	87	2500	48.6	6.1	97	3566	55.9	8.8	111	10270	48.6	25.2	97
PROFESSIONAL/MANAGER	10392	1875	15.0	18.2	117	*646	12.6	6.2	98	*589	9.2	5.7	72	2837	13.4	27.3	105
TECH/CLERICAL/SALES	17574	3254	25.7	18.5	118	1134	22.1	6.5	102	1354	21.2	7.7	98	4817	22.8	27.4	105
PRECISION/CRAFT	955	**177	1.4	18.0	115	**99	1.9	10.1	158	**80	1.3	8.1	103	**192	0.9	19.5	75
OTHER EMPLOYED	11354	1822	14.4	16.0	103	761	14.8	6.7	106	789	12.4	6.9	88	3009	14.2	26.5	102
SINGLE	9863	1194	9.4	12.1	77	561	10.9	5.7	90	650	10.2	6.6	84	2416	11.4	24.5	94
MARRIED	51375	9161	72.3	17.8	114	3393	66.0	6.6	104	4205	65.9	8.2	104	13906	65.8	27.1	104
DIVORCED/SEPARATED/WIDOWED	19748	2312	18.3	11.7	75	1186	23.1	6.0	95	1527	23.9	7.7	98	4804	22.7	24.3	93
PARENTS	32590	5674	44.8	17.4	111	2361	45.9	7.2	114	2814	44.1	8.6	110	9564	45.3	23.9	113
WHITE	70416	11767	92.9	16.7	107	4239	82.5	6.0	95	5480	85.9	7.8	99	18510	87.6	26.3	101
BLACK	8778	832	5.0	7.2	46	849	16.5	9.7	152	758	11.9	8.6	110	2262	10.7	25.8	99
OTHER	1791	**267	2.1	14.9	95	**52	1.0	2.9	46	**143	2.2	8.0	101	**353	1.7	19.7	76
NORTHEAST-CENSUS	17786	2465	19.5	13.9	89	*669	13.0	3.8	59	961	15.1	5.4	69	4416	20.9	24.8	95
NORTH CENTRAL	20741	4682	37.0	22.6	144	952	18.5	4.6	72	2032	31.8	9.8	124	6376	30.2	30.7	118
SOUTH	27775	3150	24.9	11.3	73	2903	56.5	10.5	165	2083	32.6	7.5	95	6889	32.6	24.8	95
WEST	14683	2369	18.7	16.1	103	*616	12.0	4.2	66	1305	20.5	8.9	113	3444	16.3	23.5	90
NORTHEAST-MKTG.	17961	2408	19.0	13.4	86	708	13.8	3.9	62	1209	18.9	6.7	85	4517	21.4	25.1	96
EAST CENTRAL	11885	2258	17.8	19.0	121	*432	8.4	3.6	57	850	13.8	7.4	94	3416	16.2	28.7	110
WEST CENTRAL	14090	3232	25.5	22.9	147	726	14.1	5.2	81	1414	22.2	10.0	127	4257	20.2	30.2	116
SOUTH	24081	2616	20.7	10.9	69	2691	52.4	11.2	176	1655	25.9	6.9	87	5852	27.7	24.3	93
PACIFIC	12969	2151	17.0	16.6	106	*582	11.3	4.5	71	1223	19.2	9.4	120	3083	14.6	23.8	91
COUNTY SIZE A	32439	5186	40.9	16.0	102	1631	31.7	5.0	79	2788	43.7	8.6	109	8903	42.1	27.4	105
COUNTY SIZE B	24915	3876	30.6	15.6	99	1506	29.3	6.0	95	1566	24.5	6.3	80	6527	30.9	26.2	100
COUNTY SIZE C	12930	2112	16.7	16.3	104	1008	19.6	7.8	123	1905	15.7	7.8	99	2917	13.8	22.6	86
COUNTY SIZE D	10703	1492	11.8	13.9	89	996	19.4	9.3	147	1022	16.0	9.5	121	2778	13.2	26.0	100
METRO CENTRAL CITY	24518	3395	26.8	13.8	89	1451	28.2	5.9	93	1978	31.0	8.1	102	5825	27.6	23.8	91
METRO SUBURBAN	35919	6393	50.5	17.8	114	1937	37.7	5.4	85	2629	41.2	7.3	93	10399	49.2	29.0	111
NON METRO	20549	2679	22.7	14.0	90	1751	34.1	8.5	134	1774	27.8	8.6	110	4902	23.2	23.9	91
TOP 5 ADI'S	18341	3099	24.5	16.9	108	899	17.5	4.9	77	1553	24.3	8.5	107	5357	25.4	29.2	112
TOP 10 ADI'S	25378	3794	30.0	14.9	96	1227	23.9	4.8	76	1978	31.0	7.8	99	6636	31.4	26.1	100
TOP 20 ADI'S	36488	5789	45.7	15.9	101	1944	37.8	5.3	84	2932	45.9	8.0	102	9788	46.3	26.8	103
HSJLD INC. \$50,000 OR MORE	6612	1402	11.1	21.2	136	**335	6.5	5.1	80	*420	6.6	6.4	81	1945	9.2	29.4	113
\$40,000 OR MORE	12659	2518	19.9	19.9	127	*587	11.4	4.6	73	920	14.4	7.3	92	3767	17.8	29.8	114
\$30,000 OR MORE	24698	4833	38.2	19.6	125	1279	24.9	5.2	82	1944	30.5	7.9	100	6868	32.5	27.8	107
\$25,000 OR MORE	32077	6288	49.6	19.6	125	1805	35.1	5.6	89	2566	40.2	8.0	102	8985	42.5	28.0	107
\$20,000 - \$24,999	9144	1206	9.5	13.2	84	*687	13.4	7.5	118	620	9.7	6.8	86	2116	10.0	23.1	89
\$15,000 - \$19,999	8728	1288	10.2	14.8	94	*434	8.4	5.0	78	709	11.1	8.1	103	2257	10.7	25.9	99
\$10,000 - \$14,999	12562	2150	17.0	17.1	109	750	14.6	6.0	94	1266	19.8	10.1	128	3418	16.2	27.2	104
UNDER \$10,000	18475	1734	13.7	9.4	60	1464	28.5	7.9	125	1220	19.1	6.6	84	4350	20.6	23.5	90
HOUSEHOLD OF 1 PERSON	11987	1091	8.6	9.1	58	573	11.1	4.8	75	654	10.2	5.5	69	2485	11.8	20.7	79
2 PEOPLE	26577	4059	32.0	15.3	98	1550	30.2	5.8	92	2104	33.0	7.9	100	6296	29.8	23.7	91
3 OR 4 PEOPLE	30617	5338	42.1	17.4	111	2175	42.3	7.1	112	2444	38.3	8.0	101	8426	39.9	27.5	106
5 OR MORE PEOPLE	11804	2178	17.2	18.5	118	842	16.4	7.1	112	1180	18.5	10.0	127	3919	18.6	33.2	127
NO CHILD IN HSJLD	46165	6565	51.8	14.2	91	2546	49.5	5.5	87	3354	52.6	7.3	92	10904	51.6	23.6	91
CHILD(REN) UNDER 2 YRS	5325	836	6.6	15.7	100	*367	7.1	6.9	109	*424	6.6	8.0	101	1482	7.0	27.8	107
2 - 5 YEARS	14221	2328	18.4	16.4	105	1059	20.6	7.4	117	1062	16.6	7.5	95	4078	19.3	28.7	110
6 - 11 YEARS	15117	2818	22.2	18.6	119	1070	20.8	7.1	112	1279	20.0	8.5	107	4528	21.4	30.0	115
12 - 17 YEARS	16611	3003	23.7	18.1	116	1181	23.0	7.1	112	1477	23.1	8.9	113	5230	24.8	31.5	121
RESIDENCE OWNED	55884	9489	74.9	17.0	109	3667	71.3	6.6	103	4497	70.5	8.0	102	15071	71.3	27.0	103
VALUE: \$50,000 OR MORE	31744	6060	47.8	19.1	122	1736	33.8	5.5	86	2628	41.3	8.3	105	8729	41.3	27.5	105
VALUE: UNDER \$50,000	24140	3429	27.1	14.2	91	1931	37.6	8.0	126	1859	29.1	7.7	98	6342	30.0	26.3	101

PACKAGED INSTANT POTATOES - TYPES
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	12666	100.0	15.6	100	5140	100.0	6.3	100	6381	100.0	7.9	100	21125	100.0	26.1	100
MAGAZINES	QUINTILE 1	15799	2882	22.8	18.2	117	1092	21.2	6.9	109	1414	22.2	8.9	114	4875	23.1	30.9	118
	QUINTILE 2	17259	3257	25.7	18.9	121	1105	21.5	6.4	101	1469	23.0	8.5	108	4668	22.1	27.0	104
	QUINTILE 3	13545	2023	16.0	14.9	95	698	13.6	5.2	81	988	15.5	7.3	93	3546	16.8	26.2	100
	QUINTILE 4	15133	2277	18.0	15.0	96	1080	21.0	7.1	112	936	14.7	6.2	79	3951	18.7	26.1	100
	QUINTILE 5	19250	2227	17.6	11.6	74	1165	22.7	6.1	95	1574	24.7	8.2	104	4085	19.3	21.2	81
NEWSPAPERS	QUINTILE 1	12413	1977	15.6	15.9	102	664	12.9	5.3	84	937	14.7	7.5	96	3259	15.4	26.3	101
	QUINTILE 2	24116	4206	33.2	17.4	112	1432	27.9	5.9	94	2103	33.0	8.7	111	6352	30.1	26.3	101
	QUINTILE 3	11261	2007	15.8	17.8	114	832	16.2	7.4	116	866	13.6	7.7	98	3313	15.7	29.4	111
	QUINTILE 4	20255	3227	25.5	15.9	102	1229	23.9	6.1	96	1430	22.4	7.1	90	5381	25.5	26.6	102
	QUINTILE 5	12940	1250	9.9	9.7	62	984	19.1	7.6	120	1046	16.4	8.1	103	2820	13.3	21.8	84
OUTDOOR	QUINTILE 1	14852	2797	22.1	18.8	120	971	18.9	6.5	103	1169	18.3	7.9	100	4152	19.7	28.0	107
	QUINTILE 2	15725	2547	20.1	16.2	104	919	17.9	5.8	92	1204	18.9	7.7	97	4331	20.5	27.5	106
	QUINTILE 3	16330	2578	20.4	15.8	101	1127	21.9	6.9	109	1216	19.1	7.4	95	4134	19.6	25.3	97
	QUINTILE 4	16744	2410	19.0	14.4	92	1034	20.1	6.2	97	1504	23.6	9.0	114	4091	19.4	24.4	94
	QUINTILE 5	17334	2334	18.4	13.5	86	1089	21.2	6.3	99	1287	20.2	7.4	94	4418	20.9	25.5	98
RADIO-DRIVE TIME	QUINTILE 1	15911	2850	22.5	17.9	115	1032	20.1	6.5	102	1443	22.6	9.1	115	4728	22.4	29.7	114
	QUINTILE 2	14837	2373	18.7	16.0	102	722	14.0	4.9	77	1312	20.6	8.8	112	3946	18.7	26.6	102
	QUINTILE 3	15339	2501	19.7	16.3	104	1097	21.3	7.2	113	1158	18.1	7.5	96	3774	17.9	24.6	94
	QUINTILE 4	16723	2570	20.3	15.4	98	1076	20.9	6.4	101	1274	20.0	7.6	97	4304	20.4	25.7	99
	QUINTILE 5	18176	2373	18.7	13.1	83	1212	23.6	6.7	105	1194	18.7	6.6	83	4373	20.7	24.1	92
RADIO-MID- DAY	TERCILE 1	21020	3507	27.7	16.7	107	1285	25.0	6.1	96	1990	31.2	9.5	120	5673	26.9	27.0	103
	TERCILE 2	21610	3506	27.7	16.2	104	1413	27.5	6.5	103	1703	26.7	7.9	100	5774	27.3	26.7	102
	TERCILE 3	38355	5653	44.6	14.7	94	2441	47.5	6.4	100	2689	42.1	7.0	89	9678	45.8	25.2	97
RADIO-TOTAL	QUINTILE 1	15988	2758	21.8	17.3	110	892	17.4	5.6	88	1503	23.6	9.4	119	4592	21.7	28.7	110
	QUINTILE 2	15626	2591	20.5	16.6	106	1134	22.1	7.3	114	1339	21.0	8.6	109	4249	20.1	27.2	104
	QUINTILE 3	16723	2752	21.7	16.5	105	1016	19.8	6.1	96	1329	20.8	7.9	101	4364	20.7	26.1	100
	QUINTILE 4	16342	2353	18.6	14.4	92	986	19.2	6.0	95	1244	19.5	7.6	97	3927	18.6	24.0	92
	QUINTILE 5	16306	2212	17.5	13.6	87	1112	21.6	6.8	107	966	15.1	5.9	75	3993	18.9	24.5	94
TV-PRIME TIME	QUINTILE 1	15953	2457	19.4	15.4	98	1131	22.0	7.1	112	1411	22.1	8.8	112	4057	19.2	25.4	97
	QUINTILE 2	16137	2828	22.3	17.5	112	1254	24.4	7.8	122	1456	22.8	9.0	115	4498	21.3	27.9	107
	QUINTILE 3	16420	2944	23.2	17.9	115	769	15.0	4.7	74	1276	20.0	7.8	99	4395	20.8	26.8	103
	QUINTILE 4	16687	2477	19.6	14.8	95	1009	19.6	6.0	95	1190	18.6	7.1	91	4443	21.0	26.6	102
	QUINTILE 5	15789	1961	15.5	12.4	79	976	19.0	6.2	97	1047	16.4	6.6	84	3733	17.7	23.6	91
TV-DAYTIME	TERCILE 1	27736	4064	32.1	14.7	94	2045	39.8	7.4	116	2631	41.2	9.5	120	7581	35.9	27.3	105
	TERCILE 2	26489	4254	33.6	16.1	103	1811	35.2	6.8	108	1842	28.9	7.0	88	6790	32.1	25.6	98
	TERCILE 3	26761	4349	34.3	16.3	104	1284	25.0	4.8	76	1908	29.9	7.1	90	6755	32.0	25.2	97
TV-TOTAL	QUINTILE 1	16345	2161	17.1	13.2	85	1122	21.8	6.9	108	1491	23.4	9.1	116	4371	20.7	26.7	103
	QUINTILE 2	16447	2713	21.4	16.5	105	1357	26.4	8.3	130	1623	25.4	9.9	125	4381	20.7	26.6	102
	QUINTILE 3	15980	2808	22.2	17.6	112	1057	20.6	6.6	104	1078	16.9	6.7	86	4328	20.5	27.1	104
	QUINTILE 4	15887	2767	21.8	17.4	111	659	12.8	4.1	65	1062	16.6	6.7	85	4017	19.0	25.3	97
	QUINTILE 5	16326	2217	17.5	13.6	87	945	18.4	5.8	91	1127	17.7	6.9	88	4029	19.1	24.7	95
MAGAZINES-NEWSPAPERS: DUAL		20721	3833	30.3	18.5	118	1287	25.0	6.2	98	1759	27.6	8.5	108	5878	27.8	28.4	109
		MAGAZINE IMPERATIVE	19186	3361	26.5	17.5	112	1293	25.2	6.7	106	1553	24.3	8.1	103	5581	26.4	29.1
NEWSPAPER IMPERATIVE		21899	3367	26.6	15.4	98	1209	23.5	5.5	87	1775	27.8	8.1	103	5629	26.6	25.7	99
MAGAZINES-OUTDOOR: DUAL		15451	3098	24.5	20.1	128	980	19.1	6.3	100	1298	20.3	8.4	107	4491	21.3	29.1	111
		MAGAZINE IMPERATIVE	25953	4183	33.0	16.1	103	1636	31.8	6.3	99	2150	33.7	8.3	105	7050	33.4	27.2
OUTDOOR IMPERATIVE		24400	3607	28.5	14.8	95	1526	29.7	6.3	99	1715	26.9	7.0	89	6228	29.5	25.5	98
MAGAZINES-RADIO: DUAL		18049	3225	25.5	17.9	114	1194	23.2	6.6	104	1667	26.1	9.2	117	5142	24.3	28.5	109
		MAGAZINE IMPERATIVE	23571	4072	32.1	17.3	110	1432	27.9	6.1	96	1765	27.7	7.5	95	6372	30.2	27.0
RADIO IMPERATIVE		23278	3552	28.0	15.3	98	1391	27.1	6.0	94	1875	29.4	8.1	102	6088	28.8	26.2	100
MAGAZINES-TELEVISION: DUAL		15459	2832	22.4	18.3	117	1267	24.6	8.2	129	1584	24.8	10.2	130	4727	22.4	30.6	117
		MAGAZINE IMPERATIVE	25829	4580	36.2	17.7	113	1276	24.8	4.9	78	1817	28.5	7.0	89	6948	32.9	26.9
TELEVISION IMPERATIVE		26039	3469	27.4	13.3	85	1714	33.3	6.6	104	2088	32.7	8.0	102	6210	29.4	23.8	91
NEWSPAPERS-OUTDOOR: DUAL		16605	3267	25.8	19.7	126	1266	24.6	7.6	120	1482	23.2	8.9	113	4617	21.9	27.8	107
		NEWSPAPER IMPERATIVE	26834	4080	32.2	15.2	97	1391	27.1	5.2	82	2167	34.0	8.1	102	6836	32.4	25.5
OUTDOOR IMPERATIVE		23346	3502	27.6	15.0	96	1479	28.8	6.3	100	1627	25.5	7.0	88	6154	29.1	26.4	101
NEWSPAPERS-RADIO: DUAL		17133	3019	23.8	17.6	113	1058	20.6	6.2	97	1644	25.8	9.6	122	5015	23.7	29.3	112
		NEWSPAPER IMPERATIVE	25892	4302	34.0	16.6	106	1448	28.2	5.6	88	1895	29.7	7.3	93	6592	31.2	25.5
RADIO IMPERATIVE		23167	3693	29.2	15.9	102	1523	29.6	6.6	104	1869	29.3	8.1	102	6182	29.3	26.7	102
NEWSPAPERS-TELEVISION: DUAL		17159	3206	25.3	18.7	119	1204	23.4	7.0	111	1825	28.6	10.6	135	4946	23.4	28.8	111
		NEWSPAPER IMPERATIVE	26214	4337	34.2	16.5	106	1329	25.9	5.1	80	1682	26.4	6.4	81	6687	31.7	25.5
TELEVISION IMPERATIVE		23412	3048	24.1	13.0	83	1764	34.3	7.5	119	1859	29.1	7.9	101	6122	29.0	26.1	100
OUTDOOR-RADIO: DUAL		15303	2520	19.9	16.5	105	1028	20.0	6.7	106	1370	21.5	9.0	114	3967	18.8	25.9	99
		OUTDOOR IMPERATIVE	24901	4255	33.6	17.1	109	1523	29.6	6.1	96	1640	25.7	6.6	84	6745	31.9	27.1
RADIO IMPERATIVE		26492	4265	33.7	16.1	103	1660	32.3	6.									

	TOTAL U.S. '000	AU GRATIN				CREAMED				HASH BROWN				MASHED			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	12666	100.0	15.6	100	5140	100.0	6.3	100	6381	100.0	7.9	100	21125	100.0	26.1	100
ATLANTIC MONTHLY	415	**46	0.4	11.1	71	**24	0.5	5.8	91	**27	0.4	6.5	83	**73	0.3	17.6	67
BARRON'S	453	**124	1.0	27.4	175	**64	1.2	14.1	223	**60	0.9	13.2	168	**179	0.8	39.5	151
BETTER HOMES & GARDENS	16256	3092	24.4	19.0	122	1188	23.1	7.3	115	1542	24.2	9.5	120	4841	22.9	29.8	114
BON APPETIT	2535	410	3.2	16.2	103	**106	2.1	4.2	66	**225	3.5	8.9	113	718	3.4	28.3	109
BUSINESS WEEK	1278	*254	2.0	19.9	127	**87	1.7	6.8	107	*146	2.3	11.4	145	422	2.0	33.0	127
CAR AND DRIVER	378	**96	0.8	25.4	162	**37	0.7	9.8	154	**30	0.5	7.9	101	**143	0.7	37.8	145
CBS MAGAZINE NETWORK (GROSS)	1498	*236	1.9	15.8	101	**124	2.4	8.3	130	*156	2.4	10.4	132	611	2.9	40.8	156
CHANGING TIMES	1505	279	2.2	18.5	119	**144	2.8	9.6	151	*167	2.6	11.1	141	379	1.8	25.2	97
COLONIAL HOMES	1231	*275	2.2	22.3	143	**164	3.2	13.3	210	*175	2.7	14.2	180	394	1.9	32.0	123
CONDE NAST MAG. PKG. (GROSS)	14146	2330	18.4	16.5	105	1099	21.4	7.8	122	1155	18.1	8.2	104	3981	18.8	28.1	108
CONSUMERS DIGEST	1323	*294	2.3	22.2	142	**95	1.8	7.2	113	*155	2.4	11.7	149	488	2.3	36.9	141
COSMOPOLITAN	7102	1306	10.3	18.4	118	444	8.6	6.3	99	735	11.5	10.3	131	2210	10.5	31.1	119
COUNTRY LIVING	2481	391	3.1	15.8	101	*133	2.6	5.4	84	*199	3.1	8.0	102	704	3.3	28.4	109
CUISINE	1472	*257	2.0	17.5	112	**132	2.6	9.0	141	*115	1.8	7.8	99	416	2.0	28.3	108
CYCLE WORLD	425	**65	0.5	15.3	98	**49	1.0	11.5	182	**89	1.4	20.9	266	*207	1.0	48.7	187
DCI:CREATIVE IDEAS FOR LIV	2510	463	3.7	18.4	118	*237	4.6	9.4	149	*144	2.3	5.7	73	985	4.7	39.2	150
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1156	9.1	17.3	110	730	14.2	10.9	172	429	6.7	6.4	81	2176	10.3	32.5	125
DISCOVER	894	*137	1.1	15.3	98	**89	1.7	10.0	157	**80	1.3	8.9	114	*255	1.2	28.5	109
EBONY	3507	351	2.8	10.0	64	*307	6.0	8.8	138	312	4.9	8.9	113	1092	5.2	31.1	119
ESQUIRE	1083	*182	1.4	16.8	107	**159	3.1	14.7	231	**109	1.7	10.1	128	469	2.2	43.3	166
ESSENCE	1830	*177	1.4	9.7	62	*190	3.7	10.4	164	176	2.8	9.6	122	560	2.7	30.6	117
FAMILY CIRCLE	15930	3050	24.1	19.1	122	966	18.8	6.1	96	1332	20.9	8.4	106	4597	21.8	28.9	111
THE FAMILY HANDYMAN	1126	351	2.8	31.2	199	**138	2.7	12.3	193	*157	2.5	13.9	177	397	1.9	35.3	135
FAMILY WEEKLY	11468	2033	16.1	17.7	113	691	13.4	6.0	95	846	13.3	7.4	94	2902	13.7	25.3	97
FIELD & STREAM	2234	406	3.2	18.2	116	*195	3.8	8.7	138	*217	3.4	9.7	123	735	3.5	32.9	126
FOOD & WINE	579	**75	0.6	13.0	83	**30	0.6	5.2	82	**57	0.9	9.8	125	*192	0.9	33.2	127
FORBES	728	*197	1.6	27.1	173	**99	1.9	13.6	214	**106	1.7	14.6	185	*226	1.1	31.0	119
FORTUNE	906	*324	2.6	35.8	229	**125	2.4	13.8	217	**93	1.5	10.3	130	415	2.0	45.8	176
GENTLEMEN'S QUARTERLY	791	**111	0.9	14.0	90	**99	1.9	12.5	197	**101	1.6	12.8	162	*225	1.1	28.4	109
GLAMOUR	5265	1032	8.1	19.6	125	448	8.7	8.5	134	483	7.6	9.2	116	1542	7.3	29.3	112
GOLF DIGEST	636	**173	1.4	27.2	174	**49	1.0	7.7	121	**43	0.7	6.8	86	*218	1.0	34.3	131
GOLF DIGEST/TENNIS (GROSS)	1186	*239	1.9	20.2	129	**101	2.0	8.5	134	**91	1.4	7.7	97	347	1.6	29.3	112
GOLF MAGAZINE	441	**119	0.9	27.0	173	**65	1.3	14.7	232	**43	0.7	9.8	124	**140	0.7	31.7	122
GOLF MAGAZINE/SKI (GROSS)	922	*184	1.5	20.0	128	**97	1.9	10.5	166	**83	1.3	9.0	114	*252	1.2	27.3	105
GOOD HOUSEKEEPING	16487	3210	25.3	19.5	124	1092	21.2	6.6	104	1570	24.6	9.5	121	4886	23.1	29.6	114
HARPER'S BAZAAR	2423	405	3.2	16.7	107	*203	3.9	8.4	132	*226	3.5	9.3	118	641	3.0	26.5	101
HEALTH	1994	404	3.2	20.3	130	*259	5.0	13.0	205	*235	3.7	11.8	150	776	3.7	38.9	149
HEARST MAG CORP. BUY (GROSS)	44101	8319	65.7	18.9	121	3009	58.5	6.8	108	4260	66.8	9.7	123	12829	60.7	29.1	112
HEARST MAN POWER (GROSS)	1993	549	4.3	27.5	176	*157	3.1	7.9	124	318	5.0	16.0	203	618	2.9	31.0	119
HEARST WOMAN POWER (GROSS)	31274	5930	46.8	19.0	121	2038	39.6	6.5	103	2957	46.3	9.5	120	9162	43.4	29.3	112
HOUSE BEAUTIFUL	3623	563	4.4	15.5	99	*257	5.0	7.1	112	312	4.9	8.6	109	989	4.7	27.3	105
INC.	283	**55	0.4	19.4	124	**51	1.0	18.0	284	**65	1.0	23.0	292	**76	0.4	26.9	103
JET	2928	258	2.0	8.8	56	308	6.0	10.5	166	256	4.0	8.7	111	793	3.8	27.1	104
LADIES' HOME JOURNAL	11918	2174	17.2	18.2	117	881	17.1	7.4	116	1054	16.5	8.8	112	3636	17.2	30.5	117
LMJ FAMILY GRP COMBO(GROSS)	16764	3094	24.4	18.5	118	1300	25.3	7.8	122	1557	24.4	9.3	118	5255	24.9	31.3	120
LIFE	4254	701	5.5	16.5	105	*241	4.7	5.7	89	465	7.3	10.9	139	1230	5.8	28.9	111
L.A. TIMES HOME MAGAZINE	1145	*171	1.4	14.9	95	**109	2.1	9.5	150	**91	1.4	7.9	101	*259	1.2	22.6	87
MADMOISELLE	2884	420	3.3	14.6	93	*219	4.3	7.6	120	*224	3.5	7.8	99	824	3.9	28.6	110
MC CALL'S	13460	2480	19.6	18.4	118	901	17.5	6.7	105	1275	20.0	9.5	120	3947	18.7	29.3	112
MC CALL'S/WRK MOTHER (GROSS)	14606	2685	21.2	18.4	118	957	18.6	6.6	103	1407	22.0	9.6	122	4320	20.4	29.6	113
MECHANIC ILLUSTRATED	772	*240	1.9	31.1	199	**140	2.7	18.1	286	**152	2.4	19.7	250	*298	1.4	38.6	148
METROPOLITAN HOME	967	**108	0.9	11.2	71	**91	1.8	9.4	148	**78	1.2	8.1	102	267	1.3	27.6	106
MONEY	1588	*246	1.9	15.5	99	**175	3.4	11.0	174	*178	2.8	11.2	142	413	2.0	26.0	100
MOTHER EARTH NEWS	1002	*267	2.1	26.6	170	**30	0.6	3.0	47	*184	1.3	8.4	106	326	1.5	32.5	125
MS.	825	*133	1.1	16.1	103	**60	1.2	7.3	115	**58	0.9	7.0	89	*226	1.1	27.4	105
NATIONAL ENQUIRER	10336	1495	11.8	14.5	92	910	17.7	8.8	139	917	14.4	8.9	113	2953	14.0	28.6	110
NATIONAL GEOGRAPHIC	9597	1712	13.5	17.8	114	592	11.5	6.2	97	834	13.1	8.7	110	2610	12.4	27.2	104
NATIONAL SUNDAY MAGAZINE PKG	49558	8568	67.6	17.3	111	2856	55.6	5.8	91	3940	61.7	8.0	101	13306	63.0	26.8	103
NATURAL HISTORY	573	**78	0.6	13.6	87	**33	0.6	5.8	91	*175	1.2	13.1	166	*226	1.1	39.4	151
NEW WOMAN	1699	335	2.6	19.7	126	**101	2.0	5.9	94	*154	2.4	9.1	115	543	2.6	32.0	123
NEW YORK INCLUDING CUE	443	**70	0.6	15.8	101	**13	0.3	2.9	46	**48	0.8	10.8	138	*137	0.6	30.9	119
THE NEW YORKER	1270	*190	1.5	15.0	96	**34	0.7	2.7	42	**78	1.2	6.1	78	364	1.7	28.7	110
NEWSWEEK	6277	1152	9.1	18.4	117	399	7.8	6.4	100	519	8.1	8.3	105	1727	8.2	27.5	105
THE N.Y. TIMES DAILY EDITION	1205	*203	1.6	16.8	108	**69	1.3	5.7	90	**37	0.6	3.1	39	379	1.8	31.5	121
THE N.Y. TIMES MAGAZINE	2081	*288	2.3	13.8	88	**134	2.6	6.4	101	**94	1.5	4.5	57	538	2.5	25.9	99
OMNI	788	*180	1.4	22.8	146	**77	1.5	9.8	154	**129	2.0	16.4	208	298	1.4	37.8	145
ON CABLE	1158	*288	2.3	24.9	159	**119	2.3	10.3	162	**89	1.4	7.7	98	393	1.9	33.9	130
1001 HOME IDEAS	2852	517	4.1	18.1	116	*160	3.1	5.6	88	268	4.2	9.4	119	843	4.0	29.6	113
ORGANIC GARDENING	1658	*185	1.5	11.2	71	**74	1.4	4.5	70	*150	2.4	9.0	115	456	2.2	27.5	105
OUTDOOR LIFE	896	*158	1.2	17.6	113	**48	0.9	5.4	84	*130	2.0	14.5	184	299	1.4	33.4	128
PARADE MAGAZINE	24275	3931	31.0	16.2	104	1526	29.7	6.3	99	2035	31.9	8.4	106	6341	30.0	26.1	100

PACKAGED INSTANT POTATOES - TYPES
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	AU GRATIN				CREAMED				HASH BROWN				MASHED			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	80986	12666	100.0	15.6	100	5140	100.0	6.3	100	6381	100.0	7.9	100	21125	100.0	26.1	100
PARENTS	3845	688	5.4	17.9	114	*222	4.3	5.8	91	371	5.8	9.6	122	1114	5.3	29.0	111
PENTHOUSE	831	**139	1.1	16.7	107	**84	1.6	10.1	159	**70	1.1	8.4	107	*299	1.4	36.0	138
PEOPLE	11645	2022	16.0	17.4	111	875	17.0	7.5	118	1155	18.1	9.9	126	3351	15.9	28.8	110
PLAYBOY	2006	372	2.9	18.5	119	*161	3.1	8.0	126	*195	3.1	9.7	123	513	2.4	25.6	98
POPULAR HOT RODDING	297	**71	0.6	23.9	153	**45	0.9	15.2	239	**29	0.5	9.8	124	**138	0.7	46.5	178
POPULAR MECHANICS	1018	*307	2.4	30.2	193	**107	2.1	10.5	166	*185	2.9	18.2	231	*291	1.4	28.6	110
POPULAR SCIENCE	878	*281	2.2	32.0	205	**119	2.3	13.6	214	**127	2.0	14.5	184	375	1.8	42.7	164
PREVENTION	3913	653	5.2	16.7	107	*197	3.8	5.0	79	347	5.4	8.9	113	1153	5.5	29.5	113
PSYCHOLOGY TODAY	1710	316	2.5	18.5	118	**101	2.0	5.9	93	*147	2.3	8.6	109	502	2.4	29.4	113
READER'S DIGEST	22204	4132	32.6	18.6	119	1497	29.1	6.7	106	1954	30.6	8.8	112	6467	30.6	29.1	112
REDBOOK	7684	1414	11.2	18.4	118	502	9.8	6.5	103	652	10.2	8.5	108	2066	9.8	26.9	103
ROAD & TRACK	410	**130	1.0	31.7	203	**9	0.2	2.2	35	**10	0.2	2.4	31	**177	0.8	43.2	166
ROLLING STONE	969	*159	1.3	16.4	105	**30	0.6	3.1	49	*112	1.8	11.6	147	268	1.3	27.7	106
RUNNER'S WORLD	298	**67	0.5	22.5	144	**26	0.5	8.7	137	**32	0.5	10.7	136	**65	0.3	21.8	84
SATURDAY EVENING POST	1169	291	2.3	24.9	159	**63	1.2	5.4	85	*127	2.0	10.9	138	418	2.0	35.8	137
SCIENCE 84	587	**107	0.8	18.2	117	**59	1.1	10.1	158	**55	0.9	9.4	119	*168	0.8	28.6	110
SCIENCE DIGEST	482	**130	1.0	27.0	172	**27	0.5	5.6	88	**48	0.8	10.0	126	*229	1.1	47.5	182
SCIENTIFIC AMERICAN	594	**98	0.8	16.5	105	**80	1.6	13.5	212	**66	1.0	11.1	141	*128	0.6	21.5	83
SELF	2089	329	2.6	15.7	101	*140	2.7	6.7	106	*178	2.8	8.5	108	650	3.1	31.1	119
SEVENTEEN	2411	429	3.4	17.8	114	*167	3.2	6.9	109	*227	3.6	9.4	119	667	3.2	27.7	106
SKI	480	**64	0.5	13.3	85	**32	0.6	6.7	105	**40	0.6	8.3	106	**111	0.5	23.1	89
SMITHSONIAN	2760	430	3.4	15.6	100	*200	3.9	7.2	114	*180	2.8	6.5	83	729	3.5	26.4	101
SOAP OPERA DIGEST	3013	505	4.0	16.8	107	*286	5.6	9.5	150	329	5.2	10.9	139	1038	4.9	34.5	132
SOUTHERN LIVING	4184	693	5.5	16.6	106	493	9.6	11.8	186	286	4.5	6.8	87	1191	5.6	28.5	109
SPORT	559	**104	0.8	18.6	119	**61	1.2	10.9	172	**95	1.5	17.0	216	*176	0.8	31.5	121
THE SPORTING NEWS	436	**79	0.6	18.1	116	**39	0.8	8.9	141	**43	0.7	9.9	125	**159	0.8	36.5	140
SPORTS AFIELD	493	**111	0.9	22.5	144	**24	0.5	4.9	77	**85	1.3	17.2	219	**98	0.5	19.9	76
SPORTS ILLUSTRATED	2758	566	4.5	20.5	131	*203	3.9	7.4	116	328	5.1	11.9	151	841	4.0	30.5	117
STAR	7456	1175	9.3	15.8	101	518	10.1	6.9	109	659	10.3	8.8	112	2252	10.7	30.2	116
SUNDAY	24936	4397	34.7	17.6	113	1254	24.4	5.0	79	2125	33.3	8.5	108	6811	32.2	27.3	105
SUNSET	2124	483	3.8	22.7	145	**107	2.1	5.0	79	*208	3.3	9.8	124	573	2.7	27.0	103
TV GUIDE	21661	3608	28.5	16.7	107	1625	31.6	7.5	118	1933	30.3	8.9	113	6293	29.8	29.1	111
TENNIS	550	**66	0.5	12.0	77	**52	1.0	9.5	149	**48	0.8	8.7	111	**129	0.6	23.5	90
TIME	8880	1685	13.3	19.0	121	570	11.1	6.4	101	660	10.3	7.4	94	2429	11.5	27.4	105
TOWN & COUNTRY	917	*180	1.4	19.6	126	**55	1.1	6.0	95	**60	0.9	6.5	83	*249	1.2	27.2	104
TRAVEL & LEISURE	972	*207	1.6	21.3	136	**47	0.9	4.8	76	**93	1.5	9.6	121	*222	1.1	22.8	88
TRUE STORY	3356	600	4.7	17.9	114	381	7.4	11.4	179	350	5.5	10.4	132	1204	5.7	35.9	138
U.S. NEWS & WORLD REPORT	3410	732	5.8	21.5	137	*253	4.9	7.4	117	305	4.8	8.9	114	1074	5.1	31.5	121
USA TODAY	1759	311	2.5	17.7	113	**93	1.8	5.3	83	*134	2.1	7.6	97	481	2.3	27.3	105
US	1873	395	3.1	21.1	135	**158	3.1	8.4	133	*196	3.1	10.5	133	568	2.7	30.3	116
VOGUE	3909	549	4.3	14.0	90	292	5.7	7.5	118	270	4.2	6.9	88	965	4.6	24.7	95
WALL STREET JOURNAL	1886	*363	2.9	19.2	123	**112	2.2	5.9	94	**119	1.9	6.3	80	517	2.4	27.4	105
WEIGHT WATCHERS	2120	440	3.5	20.8	133	**152	3.0	7.2	113	*205	3.2	9.7	123	651	3.1	30.7	118
WOMAN'S DAY	14172	2714	21.4	19.2	122	839	16.3	5.9	93	1300	20.4	9.2	116	4406	20.9	31.1	119
WORKING MOTHER	1146	*206	1.6	18.0	115	**56	1.1	4.9	77	*131	2.1	11.4	145	373	1.8	32.5	125
WORKING WOMAN	1322	335	2.6	25.3	162	**156	3.0	11.8	186	*163	2.6	12.3	156	442	2.1	33.4	128
WORLD TENNIS	*163	**13	0.1	8.0	51	**33	0.6	20.2	319	**15	0.2	9.2	117	**41	0.2	25.2	96
ZIFF-DAVIS MAG NETWK (GROSS)	2532	576	4.5	22.7	145	*296	5.8	11.7	184	291	4.6	11.5	146	849	4.0	33.5	129
BLAIR INSERTS	43657	7431	58.7	17.0	109	2637	51.3	6.0	95	3519	55.1	8.1	102	11853	56.1	27.2	104
DAILY NEWSPAPERS																	
READ ANY	51633	8805	69.5	17.1	109	3192	62.1	6.2	97	4206	65.9	8.1	103	13923	65.9	27.0	103
READ ONE	43463	7512	59.3	17.3	111	2821	54.9	6.5	102	3603	56.5	8.3	105	11825	56.0	27.2	104
READ TWO OR MORE	8170	1293	10.2	15.8	101	370	7.2	4.5	71	602	9.4	7.4	94	2099	9.9	25.7	98
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8949	70.7	17.0	109	3138	61.1	6.0	94	4146	65.0	7.9	100	14175	67.1	26.9	103
READ ONE	46126	7853	62.0	17.0	109	2749	53.5	6.0	94	3541	55.5	7.7	97	12484	59.1	27.1	104
READ TWO OR MORE	6552	1096	8.7	16.7	107	390	7.6	6.0	94	605	9.5	9.2	117	1691	8.0	25.8	99
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.23				30.17				26.51				29.28			
30 DAY REACH	71455	11398	90.0	16.0	102	4501	87.6	6.3	99	5850	91.7	8.2	104	18709	88.6	26.2	100
50 SHWG - 30 DAY AV FREQ	14.56	15.87				15.70				14.01				15.42			
30 DAY REACH	67742	10885	85.9	16.1	103	4349	84.6	6.4	101	5550	87.0	8.2	104	17815	84.3	26.3	101
25 SHWG - 30 DAY AV FREQ	7.94	8.60				8.53				7.83				8.44			
30 DAY REACH	62117	10032	79.2	16.2	103	4008	78.0	6.5	102	4947	77.5	8.0	101	16344	77.4	26.3	101
CABLE TV: HOME WIRED	32077	5828	46.0	18.2	116	1789	34.8	5.6	88	2307	36.2	7.2	91	8198	38.8	25.6	98
HOME NOT WIRED	48909	6839	54.0	14.0	89	3350	65.2	6.8	108	4074	63.8	8.3	106	12927	61.2	26.4	101
HAVE PAY CABLE	15935	3180	25.1	20.0	128	942	18.3	5.9	93	1332	20.9	8.4	106	4389	20.8	27.5	106

PACKAGED INSTANT POTATOES - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	AU GRATIN				CREAMED				HASH BROWN				HASHED			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	12666	100.0	15.6	100	5140	100.0	6.3	100	6381	100.0	7.9	100	21125	100.0	26.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7441	58.7	16.9	108	2757	53.6	6.3	99	3577	56.1	8.1	103	11612	55.0	26.4	101
10:00 AM - 3:00 PM	30659	5088	40.2	16.6	106	1932	37.6	6.3	99	2766	43.3	9.0	115	8278	39.2	27.0	104
3:00 PM - 7:00 PM	31045	5346	42.2	17.2	110	1926	37.5	6.2	98	2598	40.7	8.4	106	8504	40.3	27.4	105
7:00 PM - MIDNIGHT	15767	2603	20.6	16.5	106	1019	19.8	6.5	102	1348	21.1	8.5	109	4337	20.5	27.5	105
MIDNIGHT - 6:00 AM	9120	1483	11.7	16.3	104	500	9.7	5.5	86	806	12.6	8.8	112	2777	13.1	30.4	117
6:00 AM - MIDNIGHT	58527	9624	76.0	16.4	105	3710	72.2	6.3	100	4832	75.7	8.3	105	15661	74.1	26.8	103
ENTIRE DAY	59311	9701	76.6	16.4	105	3743	72.8	6.3	99	4900	76.8	8.3	105	15828	74.9	26.7	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3002	23.7	18.6	119	928	18.1	5.7	90	1374	21.5	8.5	108	4642	22.0	28.7	110
ALL NEWS	2256	401	3.2	17.8	114	**137	2.7	6.1	96	*272	4.3	12.1	153	586	2.8	26.0	100
AOR/PROGRESSIVE	3874	675	5.3	17.4	111	*275	5.4	7.1	112	352	5.5	9.1	115	1067	5.1	27.5	106
BEAUTIFUL MUSIC	5660	915	7.2	16.2	103	*287	5.6	5.1	80	403	6.3	7.1	90	1505	7.1	26.6	102
BLACK	2204	255	2.0	11.6	74	*147	2.9	6.7	105	219	3.4	9.9	126	530	2.5	24.0	92
CLASSICAL	1418	*179	1.4	12.6	81	*23	0.4	1.6	26	**80	1.3	5.6	72	375	1.8	26.4	101
CHR/ROCK	9538	1581	12.5	16.6	106	553	10.8	5.8	91	869	13.6	9.1	116	2513	11.9	26.3	101
COUNTRY	12648	2152	17.0	17.0	109	1061	20.6	8.4	132	1101	17.3	8.7	110	3267	15.5	25.8	99
GOLDEN OLDIES	1191	*169	1.3	14.2	91	**44	0.9	3.7	58	*88	1.4	7.4	94	*214	1.0	18.0	69
MOR/NOSTALGIA	4757	815	6.4	17.1	110	*289	5.6	6.1	96	405	6.3	8.5	108	1415	6.7	29.7	114
NEWS/TALK	3863	682	5.4	17.7	113	*166	3.2	4.3	68	427	6.7	11.1	140	1101	5.2	28.5	109
RELIGIOUS	3084	385	3.0	12.5	80	*151	2.9	4.9	77	*235	3.7	7.6	97	915	4.3	29.7	114
SOFT ROCK	521	**151	1.2	29.0	185	*35	0.7	6.7	106	**61	1.0	11.7	149	*133	0.6	25.5	98
URBAN CONTEMPORARY	1585	*230	1.8	14.5	93	*172	3.3	10.9	171	*162	2.5	10.2	130	535	2.5	33.8	129
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	626	4.9	19.2	123	*174	3.4	5.3	84	270	4.2	8.3	105	894	4.2	27.4	105
ABC DIRECTION	2316	467	3.7	20.2	129	**188	3.7	8.1	128	*274	4.3	11.8	150	702	3.3	30.3	116
ABC ENTERTAINMENT	4834	848	6.7	17.5	112	411	8.0	8.5	134	319	5.0	6.6	84	1387	6.6	28.7	110
ABC FM	2202	405	3.2	18.4	118	**88	1.7	4.0	63	*209	3.3	9.5	120	551	2.6	25.0	96
ABC INFORMATION	5425	929	7.3	17.1	109	*261	5.1	4.8	76	379	5.9	7.0	89	1430	6.8	26.4	101
ABC ROCK	1677	307	2.4	18.3	117	**123	2.4	7.3	116	*178	2.8	10.6	135	496	2.3	29.6	113
CBS	4430	906	7.2	20.5	131	*256	5.0	5.8	91	551	8.6	12.4	158	1292	6.1	29.2	112
MUTUAL	4992	960	7.6	19.2	123	446	8.7	8.9	141	577	9.0	11.6	147	1615	7.6	32.4	124
NBC	4679	723	5.7	15.5	99	*289	5.6	6.2	97	426	6.7	9.1	116	1277	6.0	27.3	105
RADIO RADIO	1994	409	3.2	20.5	131	**212	4.1	10.6	168	*278	4.4	13.9	177	500	2.4	25.1	96
RKO ONE	2298	265	2.1	11.5	74	*107	2.1	4.7	73	*123	1.9	5.4	68	613	2.9	26.7	102
RKO TWO	3311	539	4.3	16.3	104	*209	4.1	6.3	99	273	4.3	8.2	105	888	4.2	26.8	103
THE SOURCE	2114	*312	2.5	14.8	94	*204	4.0	9.6	152	*216	3.4	10.2	130	627	3.0	29.7	114
NON-WIRED : BLAIR	8654	1497	11.8	17.3	111	516	10.0	6.0	94	668	10.5	7.7	98	2400	11.4	27.7	106
INTERNET	12025	2174	17.2	18.1	116	864	16.8	7.2	113	1360	21.3	11.3	144	3411	16.1	28.4	109
KATZ RADIO GROUP	15359	2600	20.5	16.9	108	828	16.1	5.4	85	1263	19.8	8.2	104	4299	20.4	28.0	107
SUPERNET	10628	2021	16.0	19.0	122	837	16.3	7.9	124	954	15.0	9.0	114	2788	13.2	26.2	101
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1144	9.0	13.2	84	607	11.8	7.0	110	654	10.2	7.6	96	2088	9.9	24.1	92
WKDAY 9:00 AM - 1:00 PM	12163	1708	13.5	14.0	90	857	16.7	7.0	111	1059	16.6	8.7	111	3219	15.2	26.5	101
WKDAY 1:00 PM - 4:30 PM	16150	2322	18.3	14.4	92	1184	23.0	7.3	116	1423	22.3	8.8	112	4395	20.8	27.2	104
WKDAY 4:30 PM - 7:30 PM	22463	3354	26.5	14.9	95	1512	29.4	6.7	106	1947	30.5	8.7	110	5837	27.6	26.0	100
WKDAY 7:30 PM - 8:00 PM	31795	4775	37.7	15.0	96	2190	42.6	6.9	109	2654	41.6	8.3	106	8201	38.8	25.8	99
WKDAY 11:00 PM - 11:30 PM	23977	3896	30.8	16.2	104	1642	31.9	6.8	108	2063	32.3	8.6	109	6598	31.2	27.5	105
WKDAY 11:30 PM - 1:00 AM	7703	1298	10.2	16.9	108	577	11.2	7.5	118	662	10.4	8.6	109	2207	10.4	28.7	110
M-SAT 8-11 PM+SUN 7-11 PM	33800	5513	43.5	16.3	104	2262	44.0	6.7	105	2829	44.3	8.4	106	8985	42.5	26.6	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1031	8.1	15.8	101	455	8.9	7.0	110	736	11.5	11.3	143	1906	9.0	29.2	112
ANOTHER WORLD	N 4620	635	5.0	13.7	88	339	6.6	7.3	116	406	6.4	8.8	112	1187	5.6	25.7	98
AS THE WORLD TURNS	C 5614	786	6.2	14.0	90	419	8.2	7.5	118	443	6.9	7.9	100	1461	6.9	26.0	100
CAPITOL	C 3396	497	3.9	14.6	94	248	4.8	7.3	115	239	3.7	7.0	89	931	4.4	27.4	105
CBS MORN. NEWS 1	C 1446	168	1.3	11.6	74	*110	2.1	7.6	120	*85	1.3	5.9	75	308	1.5	21.3	82
CBS MORN. NEWS 2	C 1207	150	1.2	12.4	79	*70	1.4	5.8	91	*92	1.4	7.6	97	300	1.4	24.9	95
DAYS OF OUR LIVES	N 5877	934	7.4	15.9	102	458	8.9	7.8	123	537	8.4	9.1	116	1556	7.4	26.5	102
FACTS OF LIFE - DAYTIME	N 2290	326	2.6	14.2	91	178	3.5	7.8	122	243	3.8	10.6	135	568	2.7	24.8	95
FAMILY FEUD	A 3023	379	3.0	12.5	80	182	3.5	6.0	95	238	3.7	7.9	100	728	3.4	24.1	92
GENERAL HOSPITAL	A 6097	867	6.8	14.2	91	509	9.9	8.3	132	561	8.8	9.2	117	1671	7.9	27.4	105
GOOD MORNING, AMERICA-730A	A 3515	539	4.3	15.3	98	211	4.1	6.0	95	221	3.5	6.3	80	906	4.3	25.8	99
GOOD MORNING, AMERICA-830A	A 2818	448	3.5	15.9	102	180	3.5	6.4	101	171	2.7	6.1	77	693	3.3	24.6	94
GUIDING LIGHT	C 5339	779	6.2	14.6	93	388	7.5	7.3	115	471	7.4	8.8	112	1383	6.5	25.9	99
ONE LIFE TO LIVE	A 4478	621	4.9	13.9	89	321	6.2	7.2	113	419	6.6	9.4	119	1196	5.7	26.7	102
PRESS YOUR LUCK	C 2244	383	3.0	17.1	109	*92	1.8	4.1	65	157	2.5	7.0	89	554	2.6	24.7	95
PRICE IS RIGHT 1	C 4348	647	5.1	14.9	95	394	7.7	9.1	143	405	6.3	9.3	118	1176	5.6	27.0	104
PRICE IS RIGHT 2	C 5014	776	6.1	15.5	99	438	8.5	8.7	138	456	7.1	9.1	115	1334	6.3	26.6	102
RYAN'S HOPE	A 3150	451	3.6	14.3	92	214	4.2	6.8	107	261	4.1	8.3	105	868	4.1	27.6	106
SALE OF THE CENTURY	N 2695	361	2.9	13.4	86	166	3.2	6.2	97	245	3.8	9.1	115	675	3.2	25.0	96
SEARCH FOR TOMORROW	N 2319	361	2.9	15.6	100	*188	3.7	8.1	128	211	3.3	9.1	115	638	3.0	27.5	105
TODAY SHOW 1	N 2693	343	2.7	12.7	81	196	3.8	7.3	115	199	3.1	7.4	94	567	2.7	21.1	81
TODAY SHOW 2	N 2498	251	2.0	10.0	64	152	3.0	6.1	96	187	2.9	7.5	95	490	2.3	19.6	75
\$25,000 PYRAMID	C 2753	373	2.9	13.5	87	*119	2.3	4.3	68	223	3.5	8.1	103	640	3.0	23.2	89
WHEEL OF FORTUNE	N 4388	611	4.8	13.9	89	313	6.1	7.1	112	433	6.8	9.9	125	1173	5.6	26.7	102
YOUNG AND THE RESTLESS	C 5695	771	6.1	13.5	87	459	8.9	8.1	127	439	6.9	7.7	98	1572	7.4	27.6	

PACKAGED INSTANT POTATOES - TYPES (FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS																		
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY																		
NETWORK AFFILIATES - LATE																		
INDEPENDENTS - LATE																		
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM																		
ABC MONDAY NIGHT MOVIE																		
ABC SUNDAY NIGHT MOVIE																		
ABC WORLD NEWS TONIGHT																		
AFTERMASH																		
ALICE																		
AMERICAN PARADE																		
BENSON																		
BLUE THUNDER																		
CAGNEY & LACEY																		
CBS EVENING NEWS-DEAN																		
CBS EVENING NEWS-RATHER																		
CBS SAT. NEWS-SCHIEFFER																		
CBS SATURDAY NIGHT MOVIE																		
CBS WEDNESDAY NIGHT MOVIE																		
CHEERS																		
DALLAS																		
DIFF'RENT STROKES																		
DOUBLE TROUBLE																		
DUCK FACTORY																		
DUKES OF HAZZARD																		
DYNASTY																		
FACTS OF LIFE																		
FALCON CREST																		
FALL GUY																		
FAMILY TIES																		
FANTASY ISLAND																		
FOULUPS,BLEEPERS & BLUNDERS																		
FOUR SEASONS																		
GIMME A BREAK																		
HART TO HART																		
HILL STREET BLUES																		
HOTEL																		
JEFFERSONS																		
JENNIFER SLEPT HERE																		
KATE & ALLIE																		
KNIGHT RIDER																		
LOVE BOAT																		
MAGNUM PI																		
MAMA'S FAMILY																		
MASTER, THE																		
MATT HOUSTON																		
NBC MONDAY NIGHT MOVIE																		
NBC NIGHTLY NEWS																		
NBC NIGHTLY NEWS-SAT																		
NBC NIGHTLY NEWS-SUN																		
NBC SUNDAY NIGHT MOVIE																		
NEWHART																		
ONE DAY AT A TIME																		
PEOPLE ARE FUNNY																		
REAL PEOPLE																		
REMINGTON STEELE																		
RIPLEY'S BELIEVE IT - NOT																		
RIPTIDE																		
SCARECROW & MRS. KING																		
SIMON & SIMON																		
60 MINUTES																		
ST. ELSEWHERE																		
THREE'S COMPANY																		
T.J. HOOKER																		
TONIGHT SHOW																		
TRAPPER JOHN, M.D.																		
TV BLOOPERS & PRAC. JOKES																		
20/20																		
WEBSTER																		
WORLD NEWS - SUN																		
YELLOW ROSE																		
TV VIEWING SPORTS EVENTS																		
BASEBALL																		
BASKETBALL - COLLEGE GAMES																		
BASKETBALL - PRO GAMES																		
BOWLING																		
BOXING																		
FOOTBALL - COLLEGE GAMES																		
FOOTBALL - PRO GAMES																		
GOLF																		
POST-SEASON COLL. FOOTBALL																		
POST-SEASON PRO FOOTBALL																		
TENNIS																		
TENNIS - PROFESSIONAL																		

PACKAGED INSTANT POTATOES - TYPES
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	A '000	SCALLOP B % DOWN	C % ACROSS	D INDX	A '000	OTHER B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS	10986	11808	100.0	14.6	100	2173	100.0	2.7	100								
18 - 24	9212	1389	11.8	15.0	103	**378	17.4	4.1	152								
25 - 34	19072	3294	27.9	17.3	118	563	25.9	3.0	110								
35 - 44	14591	2258	19.1	15.5	106	*419	19.3	2.9	107								
45 - 54	11345	1752	14.8	15.4	106	**228	10.5	2.0	75								
55 - 64	11635	1604	13.6	13.8	95	*265	12.2	2.3	85								
65 OR OLDER	15061	1513	12.8	10.0	69	*321	14.8	2.1	79								
18 - 34	28354	4682	39.7	16.5	113	941	43.3	3.3	124								
18 - 49	48739	7790	66.0	16.1	111	1417	65.2	2.9	109								
25 - 54	45008	7303	61.8	16.2	111	1210	55.7	2.7	100								
35 - 49	19985	3108	26.3	15.6	107	*476	21.9	2.4	89								
50 OR OLDER	32647	4018	34.0	12.3	84	757	34.8	2.3	86								
GRADUATED COLLEGE	11155	1582	13.4	14.2	97	**231	10.6	2.1	77								
ATTENDED COLLEGE	13682	2406	20.4	17.6	121	**300	13.8	2.2	82								
GRADUATED HIGH SCHOOL	33880	5515	46.7	16.3	112	1032	47.5	3.0	114								
DID NOT GRADUATE HIGH SCHOOL	22270	2305	19.5	10.4	71	611	28.1	2.7	102								
EMPLOYED	40306	6426	54.4	15.9	109	1062	48.9	2.6	98								
EMPLOYED FULL-TIME	32850	5429	46.0	16.5	113	815	37.5	2.5	92								
EMPLOYED PART-TIME	7456	998	8.5	13.4	92	**247	11.4	3.3	123								
NOT EMPLOYED	40680	5382	45.6	13.2	91	1112	51.2	2.7	102								
PROFESSIONAL/MANAGER	10392	1880	15.9	18.1	124	**182	8.4	1.8	65								
TECH/CLERICAL/SALES	17574	2761	23.4	15.7	108	*455	20.9	2.6	96								
PRECISION/CRAFT	985	**106	0.9	10.8	74	*79	3.6	8.0	299								
OTHER EMPLOYED	11354	1679	14.2	14.8	101	*346	15.9	3.0	114								
SINGLE	9563	1268	10.7	12.9	88	**316	14.5	3.2	119								
MARRIED	51375	8332	70.6	16.2	111	1259	57.9	2.5	91								
DIVORCED/SEPARATED/WIDOWED	19748	2209	18.7	11.2	77	598	27.5	3.0	113								
PARENTS	32590	5430	46.0	16.7	114	973	44.8	3.0	111								
WHITE	70416	10878	92.1	15.4	106	1818	83.7	2.6	96								
BLACK	8778	729	6.2	8.3	57	*214	9.8	2.4	91								
OTHER	1791	**201	1.7	11.2	77	**141	6.5	7.9	293								
NORTHEAST-CENSUS	17786	2686	22.7	15.1	104	*490	22.5	2.8	103								
NORTH CENTRAL	20741	3860	32.7	18.6	128	630	29.0	3.0	113								
SOUTH	27775	3068	26.0	11.0	76	677	31.2	2.4	91								
WEST	14683	2195	18.6	14.9	103	*377	17.3	2.6	96								
NORTHEAST-MKTG.	17961	2666	22.6	14.8	102	*434	20.0	2.4	90								
EAST CENTRAL	11885	1978	16.8	16.6	114	*452	20.8	3.8	142								
WEST CENTRAL	14090	2544	21.5	18.1	124	*372	17.1	2.6	98								
SOUTH	24081	2555	21.6	10.6	73	*550	25.3	2.3	85								
PACIFIC	12969	2066	17.5	15.9	109	*365	16.8	2.8	105								
COUNTY SIZE A	37439	4933	41.8	15.2	104	1001	46.1	3.1	115								
COUNTY SIZE B	24915	3628	30.7	14.6	100	555	25.5	2.2	83								
COUNTY SIZE C	12930	1825	15.5	14.1	97	*403	18.5	3.1	116								
COUNTY SIZE D	10703	1422	12.0	13.3	91	**214	9.8	2.0	75								
METRO CENTRAL CITY	24518	3212	27.2	13.1	90	721	33.2	2.9	110								
METRO SUBURBAN	35919	5755	48.7	16.0	110	1003	46.2	2.8	104								
NON METRO	20549	2841	24.1	13.8	95	*450	20.7	2.2	82								
TOP 5 ADI'S	18341	3049	25.8	16.6	114	*551	25.4	3.0	112								
TOP 10 ADI'S	25378	3730	31.6	14.7	101	756	34.8	3.0	111								
TOP 20 ADI'S	36488	5474	46.4	15.0	103	1202	55.3	3.3	123								
HSGLD INC. \$50,000 OR MORE	6612	1200	10.2	18.1	124	**215	9.9	3.3	121								
\$40,000 OR MORE	12659	2391	20.2	18.9	130	**352	16.2	2.8	104								
\$30,000 OR MORE	24698	4235	35.9	17.1	118	*691	31.8	2.8	104								
\$25,000 OR MORE	32077	5523	46.8	17.2	118	864	39.8	2.7	100								
\$20,000 - \$24,999	9144	1266	10.7	13.8	95	**345	15.9	3.8	141								
\$15,000 - \$19,999	8728	1214	10.3	13.9	95	**241	11.1	2.8	103								
\$10,000 - \$14,999	12562	2034	17.2	16.2	111	**231	10.6	1.8	69								
UNDER \$10,000	18475	1771	15.0	9.6	66	492	22.6	2.7	99								
HOUSEHOLD OF 1 PERSON	11987	1030	8.7	8.6	59	*207	9.5	1.7	64								
2 PEOPLE	26577	3722	31.5	14.0	96	728	33.5	2.7	102								
3 OR 4 PEOPLE	30617	4789	40.6	15.6	107	954	43.9	3.1	116								
5 OR MORE PEOPLE	11804	2267	19.2	19.2	132	**285	13.1	2.4	90								
NO CHILD IN HSHLD	46165	5930	50.2	12.8	88	1121	51.6	2.4	90								
CHILD(REN) UNDER 2 YRS	5325	935	7.9	17.6	120	**119	5.5	2.2	83								
2 - 5 YEARS	14221	2139	18.1	15.0	103	*355	16.3	2.5	93								
6 - 11 YEARS	15117	2527	21.4	16.7	115	*384	17.7	2.5	95								
12 - 17 YEARS	16611	2907	24.6	17.5	120	*528	24.3	3.2	118								
RESIDENCE OWNED	55884	8532	72.3	15.3	105	1361	62.6	2.4	91								
VALUE: \$50,000 OR MORE	31744	5308	45.0	16.7	115	709	32.6	2.2	83								
VALUE: UNDER \$50,000	24140	3224	27.3	13.4	92	*652	30.0	2.7	101								

PACKAGED INSTANT POTATOES - TYPES
(FEMALE HOME MAKERS)

		TOTAL U.S. '000	A '000	SCALLOP B % DOWN	C ACROSS % INDX	D INDX	A '000	OTHER B % DOWN	C ACROSS % INDX	D INDX	A '000	B % DOWN	C ACROSS % INDX	D INDX	A '000	B % DOWN	C ACROSS % INDX	D INDX
TOTAL FEMALE HOME MAKERS		80986	11808	100.0	14.6	100	2173	100.0	2.7	100								
MAGAZINES	QUINTILE 1	15799	2721	23.0	17.2	118	*483	22.2	3.1	114								
	QUINTILE 2	17259	2951	25.0	17.1	117	*455	20.9	2.6	98								
	QUINTILE 3	13545	1880	15.9	13.9	95	*278	12.8	2.1	76								
	QUINTILE 4	15133	2013	17.0	13.3	91	*327	15.0	2.2	81								
	QUINTILE 5	19250	2245	19.0	11.7	80	*631	29.0	3.3	122								
NEWSPAPERS	QUINTILE 1	12413	1853	15.7	14.9	102	**280	12.9	2.3	84								
	QUINTILE 2	24116	3771	31.9	15.6	107	624	28.7	2.6	96								
	QUINTILE 3	11261	1715	14.5	15.2	104	*295	13.6	2.6	98								
	QUINTILE 4	20255	3029	25.7	15.0	103	670	30.8	3.3	123								
	QUINTILE 5	12940	1440	12.2	11.1	76	*304	14.0	2.3	88								
OUTDOOR	QUINTILE 1	14852	2427	20.6	16.3	112	*455	20.9	3.1	114								
	QUINTILE 2	15725	2461	20.8	15.7	107	*309	14.2	2.0	73								
	QUINTILE 3	16330	2671	22.6	16.4	112	*435	20.0	2.7	99								
	QUINTILE 4	16744	2161	18.3	12.9	89	*403	18.5	2.4	90								
	QUINTILE 5	17334	2088	17.7	12.0	83	*573	26.4	3.3	123								
RADIO-DRIVE TIME	QUINTILE 1	15911	2643	22.4	16.6	114	*445	20.5	2.8	104								
	QUINTILE 2	14837	2094	17.7	14.1	97	*401	18.5	2.7	101								
	QUINTILE 3	15339	2493	21.1	16.3	111	*432	19.9	2.8	105								
	QUINTILE 4	16723	2358	20.0	14.1	97	*407	18.7	2.4	91								
	QUINTILE 5	18176	2220	18.8	12.2	84	*489	22.5	2.7	100								
RADIO-MID- DAY	TERCILE 1	21020	3470	29.4	16.5	113	703	32.4	3.3	125								
	TERCILE 2	21610	3095	26.2	14.3	98	581	26.7	2.7	100								
	TERCILE 3	38355	5243	44.4	13.7	94	890	41.0	2.3	86								
	QUINTILE 1	15988	2537	21.5	15.9	109	*481	22.1	3.0	112								
	QUINTILE 2	15626	2535	21.5	16.2	111	*479	22.0	3.1	114								
RADIO-TOTAL	QUINTILE 3	16723	2430	20.6	14.5	100	*435	20.0	2.6	97								
	QUINTILE 4	16342	2279	19.3	13.9	96	*354	16.3	2.2	81								
	QUINTILE 5	16306	2027	17.2	12.4	85	*425	19.6	2.6	97								
TV-PRIME TIME	QUINTILE 1	15953	2251	19.1	14.1	97	*425	19.6	2.7	99								
	QUINTILE 2	16137	2836	24.0	17.6	121	*506	23.3	3.1	117								
	QUINTILE 3	16420	2555	21.6	15.6	107	*427	19.7	2.6	97								
	QUINTILE 4	16687	2233	18.9	13.4	92	*393	18.1	2.4	88								
	QUINTILE 5	15789	1933	16.4	12.2	84	*423	19.5	2.7	100								
TV-DAYTIME	TERCILE 1	27736	3810	32.3	13.7	94	774	35.6	2.8	104								
	TERCILE 2	26489	4081	34.6	15.4	106	784	36.1	3.0	110								
	TERCILE 3	26761	3917	33.2	14.6	100	616	28.3	2.3	86								
	QUINTILE 1	16345	2131	18.0	13.0	89	*493	22.7	3.0	112								
	QUINTILE 2	16447	2538	21.5	15.4	106	*431	19.8	2.6	98								
TV-TOTAL	QUINTILE 3	15980	2513	21.3	15.7	108	*410	18.9	2.6	96								
	QUINTILE 4	15887	2471	20.9	15.6	107	*423	19.5	2.7	99								
	QUINTILE 5	16326	2154	18.2	13.2	90	*417	19.2	2.6	95								
MAGAZINES-NEWSPAPERS: DUAL		20721	3563	30.2	17.2	118	*591	27.2	2.9	106								
MAGAZINE IMPERATIVE		19186	3109	26.3	16.2	111	541	24.9	2.8	105								
NEWSPAPER IMPERATIVE		21899	3024	25.6	13.8	95	*507	23.3	2.3	86								
MAGAZINES-OUTDOOR: DUAL		15451	2993	25.3	19.4	133	*463	21.3	3.0	112								
MAGAZINE IMPERATIVE		25953	3721	31.5	14.3	98	605	27.8	2.3	87								
OUTDOOR IMPERATIVE		24400	3296	27.9	13.5	93	543	25.0	2.2	83								
MAGAZINES-RADIO: DUAL		18049	2952	25.0	16.4	112	506	23.3	2.8	104								
MAGAZINE IMPERATIVE		23571	3658	31.0	15.5	106	*601	27.7	2.5	95								
RADIO IMPERATIVE		23278	3313	28.1	14.2	98	707	32.5	3.0	113								
MAGAZINES-TELEVISION: DUAL		15459	2618	22.2	16.9	116	*569	26.2	3.7	137								
MAGAZINE IMPERATIVE		25829	4171	35.3	16.1	111	600	27.6	2.3	87								
TELEVISION IMPERATIVE		26039	3262	27.6	12.5	86	598	27.5	2.3	86								
NEWSPAPERS-OUTDOOR: DUAL		16605	3035	25.7	18.3	125	*440	20.2	2.6	99								
NEWSPAPER IMPERATIVE		26834	3629	30.7	13.5	93	649	29.9	2.4	90								
OUTDOOR IMPERATIVE		23346	3428	29.0	14.7	101	624	28.7	2.7	100								
NEWSPAPERS-RADIO: DUAL		17133	2748	23.3	16.0	110	*499	23.0	2.9	109								
NEWSPAPER IMPERATIVE		25892	3861	32.7	14.9	102	*569	26.2	2.2	82								
RADIO IMPERATIVE		23167	3472	29.4	15.0	103	703	32.4	3.0	113								
NEWSPAPERS-TELEVISION: DUAL		17159	2742	23.2	16.0	110	*518	23.8	3.0	113								
NEWSPAPER IMPERATIVE		26214	3948	33.4	15.1	103	*559	25.7	2.1	79								
TELEVISION IMPERATIVE		23412	3038	25.7	13.0	89	684	31.5	2.9	109								
OUTDOOR-RADIO: DUAL		15303	2435	20.6	15.9	109	*454	20.9	3.0	111								
OUTDOOR IMPERATIVE		24901	3886	32.9	15.6	107	*574	26.4	2.3	86								
RADIO IMPERATIVE		26492	3929	33.3	14.8	102	803	37.0	3.0	113								
OUTDOOR-TELEVISION: DUAL		14794	2536	21.5	17.1	118	*467	21.5	3.2	118								
OUTDOOR IMPERATIVE		25437	4124	34.9	16.2	111	605	27.8	2.4	89								
TELEVISION IMPERATIVE		27877	3672	31.1	13.2	90	687	31.6	2.5	92								
RADIO-TELEVISION: DUAL		15996	2594	22.0	16.2	111	*481	22.1	3.0	112								
RADIO IMPERATIVE		25478	3842	32.5	15.1	103	755	34.7	3.0	110								
TELEVISION IMPERATIVE		26573	3648	30.9	13.7	94	628	28.9	2.4	88								

PACKAGED INSTANT POTATOES - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	11808	100.0	14.6	100	2173	100.0	2.7	100								
ATLANTIC MONTHLY	415	**45	0.4	10.8	74	**11	0.5	2.7	99								
BARRON'S	453	**121	1.0	26.7	183	**50	2.3	11.0	411								
BETTER HOMES & GARDENS	16256	2717	23.0	16.7	115	478	22.0	2.9	110								
BON APPETIT	2535	413	3.5	16.3	112	**22	1.0	0.9	32								
BUSINESS WEEK	1278	*207	1.8	16.2	111	**50	2.3	3.9	146								
CAR AND DRIVER	378	**104	0.9	27.5	189	**25	1.2	6.6	246								
CBS MAGAZINE NETWORK (GROSS)	1498	*260	2.2	17.4	119	**105	4.8	7.0	261								
CHANGING TIMES	1505	*241	2.0	16.0	110	**75	3.5	5.0	186								
COLONIAL HOMES	1231	*248	2.1	20.1	138	**57	2.6	4.6	173								
CONDE NAST MAG. PKG. (GROSS)	14146	2388	20.2	16.9	116	551	25.4	3.9	145								
CONSUMERS DIGEST	1323	*229	1.9	17.3	119	**12	0.6	0.9	34								
COSMOPOLITAN	7102	1216	10.3	17.1	117	*162	7.5	2.3	85								
COUNTRY LIVING	2481	379	3.2	15.3	105	**74	3.4	3.0	111								
CUISINE	1472	*265	2.2	18.0	123	**12	0.6	0.8	30								
CYCLE WORLD	425	**76	0.6	17.9	123	**18	0.8	4.2	158								
DCI:CREATIVE IDEAS FOR LIV	2510	448	3.8	17.8	122	**49	2.3	2.0	73								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1054	8.9	15.7	108	*162	7.5	2.4	90								
DISCOVER	894	*139	1.2	15.5	107	**33	1.5	3.7	138								
EBONY	3507	391	3.3	11.1	76	*108	5.0	3.1	115								
ESQUIRE	1083	**182	1.5	16.8	115	**45	2.1	4.2	155								
ESSENCE	1830	*181	1.5	9.9	68	**59	2.7	3.2	120								
FAMILY CIRCLE	15930	2824	23.9	17.7	122	417	19.2	2.6	98								
THE FAMILY HANDYMAN	1126	332	2.8	29.5	202	**81	3.7	7.2	268								
FAMILY WEEKLY	11468	1788	15.1	15.6	107	*214	9.8	1.9	70								
FIELD & STREAM	2234	364	3.1	16.3	112	**48	2.2	2.1	80								
FOOD & WINE	579	**117	1.0	20.2	139	**16	0.7	2.8	103								
FORBES	728	*180	1.5	24.7	170	**62	2.9	8.5	317								
FORTUNE	906	*304	2.6	33.6	230	**74	3.4	8.2	304								
GENTLEMEN'S QUARTERLY	791	**155	1.3	19.6	134	**14	0.6	1.8	66								
GLAMOUR	5265	992	8.4	18.8	129	*243	11.2	4.6	172								
GOLF DIGEST	636	**190	1.6	29.9	205	**34	1.6	5.3	199								
GOLF DIGEST/TENNIS (GROSS)	1186	*263	2.2	22.2	152	**52	2.4	4.4	163								
GOLF MAGAZINE	441	**96	0.8	21.8	149	**10	0.5	2.3	85								
GOLF MAGAZINE/SKI (GROSS)	922	*162	1.4	17.6	121	**37	1.7	4.0	150								
GOOD HOUSEKEEPING	16487	2806	23.8	17.0	117	408	18.8	2.5	92								
HARPER'S BAZAAR	2423	424	3.6	17.5	120	**142	6.5	5.9	218								
HEALTH	1994	372	3.2	18.7	128	**90	4.1	4.5	168								
HEARST MAG CORP. BUY (GROSS)	44101	7707	65.3	17.5	120	1331	61.3	3.0	112								
HEARST MAN POWER (GROSS)	1993	446	3.8	22.4	153	**139	6.4	7.0	260								
HEARST WOMAN POWER (GROSS)	31274	5446	46.1	17.4	119	808	37.2	2.6	96								
HOUSE BEAUTIFUL	3623	565	4.8	15.6	107	**97	4.5	2.7	100								
INC.	283	**59	0.5	20.8	143	**43	2.0	15.2	566								
JET	2928	354	3.0	12.1	83	*107	4.9	3.7	136								
LADIES' HOME JOURNAL	11918	2092	17.7	17.6	120	369	17.0	3.1	115								
LHJ FAMILY GRP COMBO(GROSS)	16764	2989	25.3	17.8	122	537	24.7	3.2	119								
LIFE	4254	659	5.6	15.5	106	*111	5.1	2.6	97								
L.A. TIMES HOME MAGAZINE	1145	*202	1.7	17.6	121	**75	3.5	6.6	244								
MADEMOISELLE	2884	451	3.8	15.6	107	**109	5.0	3.8	141								
MC CALL'S	13460	2286	19.4	17.0	116	448	20.6	3.3	124								
MC CALL'S/WRK MOTHER (GROSS)	14606	2497	21.1	17.1	117	479	22.0	3.3	122								
MECHANIX ILLUSTRATED	772	*223	1.9	28.9	198	**82	3.8	10.6	396								
METROPOLITAN HOME	967	**124	1.1	12.8	88	**33	1.5	3.4	127								
MONEY	1588	297	2.5	18.7	128	**83	3.8	5.2	195								
MOTHER EARTH NEWS	1002	*181	1.5	18.1	124	**51	2.3	5.1	190								
MS.	825	**118	1.0	14.3	98	**23	1.1	2.8	104								
NATIONAL ENQUIRER	10336	1674	14.2	16.2	111	233	10.7	2.3	84								
NATIONAL GEOGRAPHIC	9597	1676	14.2	17.5	120	*249	11.5	2.6	97								
NATIONAL SUNDAY MAGAZINE PKG	49558	7676	65.0	15.5	106	1332	61.3	2.7	100								
NATURAL HISTORY	573	**64	0.5	11.2	77	**17	0.8	3.0	111								
NEW WOMAN	1699	288	2.4	17.0	116	**50	2.3	2.9	110								
NEW YORK INCLUDING CUE	443	**56	0.5	12.6	87	**17	0.8	3.8	143								
THE NEW YORKER	1270	*219	1.9	17.2	118	**18	0.8	1.4	53								
NEWSWEEK	6277	1025	8.7	16.3	112	*228	10.5	3.6	135								
THE N.Y. TIMES DAILY EDITION	1205	*184	1.6	15.3	105	**25	1.2	2.1	77								
THE N.Y. TIMES MAGAZINE	2081	*290	2.5	13.9	96	**38	1.7	1.8	68								
OMNI	788	*183	1.5	23.2	159	**47	2.2	6.0	222								
ON CABLE	1158	*199	1.7	17.2	118	**17	0.8	1.5	55								
1001 HOME IDEAS	2852	526	4.5	18.4	126	**77	3.5	2.7	101								
ORGANIC GARDENING	1658	*176	1.5	10.6	73	**44	2.0	2.7	99								
OUTDOOR LIFE	896	*126	1.1	14.1	96	**21	1.0	2.3	87								
PARADE MAGAZINE	24275	3566	30.2	14.7	101	678	31.2	2.8	104								

PACKAGED INSTANT POTATOES - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	SCALLOP B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	11808	100.0	14.6	100	2173	100.0	2.7	100								
PARENTS	3845	552	4.7	14.4	99	**111	5.1	2.9	108								
PENTHOUSE	831	**173	1.5	20.8	143	**41	1.9	4.9	184								
PEOPLE	11645	2052	17.4	17.6	121	391	18.0	3.4	125								
PLAYBOY	2006	382	3.2	19.0	131	**67	3.1	3.3	124								
POPULAR HOT RODDING	297	**73	0.6	24.6	169	**37	1.7	12.5	464								
POPULAR MECHANICS	1018	*265	2.2	26.0	179	**92	4.2	9.0	337								
POPULAR SCIENCE	878	*267	2.3	30.4	209	**60	2.8	6.8	255								
PREVENTION	3913	667	5.6	17.0	117	**106	4.9	2.7	101								
PSYCHOLOGY TODAY	1710	330	2.8	19.3	132	**52	2.4	3.0	113								
READER'S DIGEST	22204	3708	31.4	16.7	115	673	31.0	3.0	113								
REDBOOK	7684	1424	12.1	18.5	127	*238	11.0	3.1	115								
ROAD & TRACK	410	**122	1.0	29.8	204	**49	2.3	12.0	445								
ROLLING STONE	969	*151	1.3	15.6	107	**76	3.5	7.8	292								
RUNNER'S WORLD	298	**57	0.5	19.1	131	**17	0.8	5.7	213								
SATURDAY EVENING POST	1169	*238	2.0	20.4	140	**18	0.8	1.5	57								
SCIENCE 84	587	**126	1.1	21.5	147	**60	2.8	10.2	381								
SCIENCE DIGEST	482	**97	0.8	20.1	138	**39	1.8	8.1	302								
SCIENTIFIC AMERICAN	594	**100	0.8	16.8	115	**11	0.5	1.9	69								
SELF	2089	366	3.1	17.5	120	**106	4.9	5.1	189								
SEVENTEEN	2411	432	3.7	17.9	123	**106	4.9	4.4	164								
SKI	480	**66	0.6	13.8	94	**27	1.2	5.6	210								
SMITHSONIAN	2760	384	3.3	13.9	95	**107	4.9	3.9	144								
SOAP OPERA DIGEST	3013	524	4.4	17.4	119	*128	5.9	4.2	158								
SOUTHERN LIVING	4184	609	5.1	14.5	99	**113	5.2	2.7	101								
SPORT	559	**84	0.7	15.0	103	**50	2.3	8.9	333								
THE SPORTING NEWS	436	**86	0.7	19.7	135	**35	1.6	8.0	299								
SPORTS AFIELD	493	**83	0.7	16.8	115	**8	0.4	1.6	60								
SPORTS ILLUSTRATED	2758	552	4.7	20.0	137	**115	5.3	4.2	155								
STAR	7456	1356	11.5	18.2	125	*180	8.3	2.4	90								
SUNDAY	24936	4009	34.0	16.1	110	688	31.7	2.8	103								
SUNSET	2124	412	3.5	19.4	133	**57	2.6	2.7	100								
TV GUIDE	21661	3302	28.0	15.2	105	609	28.0	2.8	105								
TENNIS	550	**73	0.6	13.3	91	**19	0.9	3.5	129								
TIME	8880	1498	12.7	16.9	116	342	15.7	3.9	144								
TOWN & COUNTRY	917	*164	1.4	17.9	123	**6	0.3	0.7	24								
TRAVEL & LEISURE	972	*213	1.8	21.9	150	**34	1.6	3.5	130								
TRUE STORY	3356	637	5.4	19.0	130	**117	5.4	3.5	130								
U.S. NEWS & WORLD REPORT	3410	617	5.2	18.1	124	**139	6.4	4.1	152								
USA TODAY	1759	*250	2.1	14.2	97	**11	0.5	0.6	23								
WE	1873	377	3.2	20.1	138	**110	5.1	5.9	219								
VOGUE	3909	579	4.9	14.8	102	**93	4.3	2.4	89								
WALL STREET JOURNAL	1886	378	3.2	20.0	137	**48	2.2	2.5	95								
WEIGHT WATCHERS	2120	381	3.2	18.0	124	**80	3.7	3.8	141								
WOMAN'S DAY	14172	2560	21.7	18.1	124	302	13.9	2.1	79								
WORKING MOTHER	1146	*212	1.8	18.5	127	**30	1.4	2.6	98								
WORKING WOMAN	1322	283	2.4	21.4	147	**63	2.9	4.8	178								
WORLD TENNIS	*163	**11	0.1	6.7	46	**17	0.8	10.4	389								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	533	4.5	21.1	144	**153	7.0	6.0	225								
BLAIR INSERTS	43657	6730	57.0	15.4	106	1230	56.6	2.8	105								
DAILY NEWSPAPERS																	
READ ANY	51633	7969	67.5	15.4	106	1310	60.3	2.5	95								
READ ONE	43463	6787	57.5	15.6	107	1115	51.3	2.6	96								
READ TWO OR MORE	8170	1182	10.0	14.5	99	*196	9.0	2.4	89								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8007	67.8	15.2	104	1414	65.1	2.7	100								
READ ONE	46126	6912	58.5	15.0	103	1272	58.5	2.8	103								
READ TWO OR MORE	6552	1095	9.3	16.7	115	*142	6.5	2.2	81								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.02				26.16											
30 DAY REACH	71455	10684	90.5	15.0	103	1847	85.0	2.6	96								
50 SHWG - 30 DAY AV FREQ	14.56	15.76				13.90											
30 DAY REACH	67742	10208	86.4	15.1	103	1736	79.9	2.6	96								
25 SHWG - 30 DAY AV FREQ	7.94	8.48				7.96											
30 DAY REACH	62117	9495	80.4	15.3	105	1509	69.4	2.4	91								
CABLE TV: HOME WIRED	32077	5177	43.8	16.1	111	980	45.1	3.1	114								
HOME NOT WIRED	48909	6631	56.2	13.6	93	1193	54.9	2.4	91								
HAVE PAY CABLE	15935	2812	23.8	17.6	121	*484	22.3	3.0	113								

PACKAGED INSTANT POTATOES - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	11808	100.0	14.6	100	2173	100.0	2.7	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6776	57.4	15.4	106	1178	54.2	2.7	100								
10:00 AM - 3:00 PM	30659	4810	40.7	15.7	108	906	41.7	3.0	110								
3:00 PM - 7:00 PM	31045	4935	41.8	15.9	109	916	42.2	3.0	110								
7:00 PM - MIDNIGHT	15767	2390	20.2	15.2	104	402	18.5	2.5	95								
MIDNIGHT - 6:00 AM	9120	1343	11.4	14.7	101	281	12.9	3.1	115								
6:00 AM - MIDNIGHT	58527	8882	75.2	15.2	104	1563	71.9	2.7	100								
ENTIRE DAY	59311	8983	76.1	15.1	104	1584	72.9	2.7	100								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2805	23.8	17.3	119	542	24.9	3.4	125								
ALL NEWS	2256	304	2.6	13.5	92	**69	3.2	3.1	114								
AOR/PROGRESSIVE	3874	655	5.5	16.9	116	**94	4.3	2.4	90								
BEAUTIFUL MUSIC	5660	788	6.7	13.9	95	**112	5.2	2.0	74								
BLACK	2204	258	2.2	11.7	80	**41	1.9	1.9	69								
CLASSICAL	1418	*170	1.4	12.0	82	**41	1.9	2.9	108								
CHR/ROCK	9538	1512	12.8	15.9	109	*336	15.5	3.5	131								
COUNTRY	12648	2087	17.7	16.5	113	295	13.6	2.3	87								
GOLDEN OLDIES	1191	*215	1.8	18.1	124	**49	2.3	4.1	153								
MOR/NOSTALGIA	4757	697	5.9	14.7	100	**68	3.1	1.4	53								
NEWS/TALK	3863	570	4.8	14.8	101	**78	3.6	2.0	75								
RELIGIOUS	3084	398	3.4	12.9	89	**53	2.4	1.7	64								
SOFT ROCK	521	**128	1.1	24.6	169	**37	1.7	7.1	265								
URBAN CONTEMPORARY	1585	*229	1.9	14.4	99	**65	3.0	4.1	153								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	663	5.6	20.3	139	**135	6.2	4.1	154								
ABC DIRECTION	2316	411	3.5	17.7	122	**81	3.7	3.5	130								
ABC ENTERTAINMENT	4834	713	6.0	14.7	101	**155	7.1	3.2	120								
ABC FM	2202	328	2.8	14.9	102	**71	3.3	3.2	120								
ABC INFORMATION	5425	833	7.1	15.4	105	*102	4.7	1.9	70								
ABC ROCK	1677	328	2.8	19.6	134	**82	3.8	4.9	182								
CBS	4430	706	6.0	15.9	109	**74	3.4	1.7	62								
MUTUAL	4992	884	7.5	17.7	121	*217	10.0	4.3	162								
NBC	4679	654	5.5	14.0	96	**138	6.4	2.9	110								
RADIORADIO	1994	393	3.3	19.7	135	**51	2.3	2.6	95								
RKO ONE	2298	271	2.3	11.8	81	**44	2.0	1.9	71								
RKO TWO	3311	487	4.1	14.7	101	**86	4.0	2.6	97								
THE SOURCE	2114	*356	3.0	16.8	115	**58	2.7	2.7	102								
NON-WIRED : BLAIR	8654	1369	11.6	15.8	108	*311	14.3	3.6	134								
INTERNET	12025	2113	17.9	17.6	121	317	14.6	2.6	98								
KATZ RADIO GROUP	15359	2399	20.3	15.6	107	541	24.9	3.5	131								
SUPERNET	10628	1696	14.4	16.0	109	*217	10.0	2.0	76								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1170	9.9	13.5	93	195	9.0	2.3	84								
WKDAY 9:00 AM - 1:00 PM	12163	1651	14.0	13.6	93	300	13.8	2.5	92								
WKDAY 1:00 PM - 4:30 PM	16150	2234	18.9	13.8	95	432	19.9	2.7	100								
WKDAY 4:30 PM - 7:30 PM	22463	3194	27.0	14.2	98	632	29.1	2.8	105								
WKDAY 7:30 PM - 8:00 PM	31795	4581	38.8	14.4	99	911	41.9	2.9	107								
WKDAY 11:00 PM - 11:30 PM	23977	3594	30.4	15.0	103	682	31.4	2.8	106								
WKDAY 11:30 PM - 1:00 AM	7703	1117	9.5	14.5	99	242	11.1	3.1	117								
M-SAT 8-11 PM-SUN 7-11 PM	33800	5120	43.4	15.1	104	946	43.5	2.8	104								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1000	8.5	15.3	105	226	10.4	3.5	129								
ANOTHER WORLD N	4620	616	5.2	13.3	91	**126	5.8	2.7	102								
AS THE WORLD TURNS C	5614	711	6.0	12.7	87	*88	4.0	1.6	58								
CAPITOL C	3396	447	3.8	13.2	90	**57	2.6	1.7	63								
CBS MORN. NEWS 1 C	1446	154	1.3	10.7	73	**27	1.2	1.9	70								
CBS MORN. NEWS 2 C	1207	156	1.3	12.9	89	**33	1.5	2.7	102								
DAYS OF OUR LIVES N	5877	873	7.4	14.9	102	*161	7.4	2.7	102								
FACTS OF LIFE - DAYTIME N	2290	283	2.4	12.4	85	*57	2.6	2.5	93								
FAMILY FEUD A	3023	376	3.2	12.4	85	*53	2.4	1.8	65								
GENERAL HOSPITAL A	6097	813	6.9	13.3	91	167	7.7	2.7	102								
GOOD MORNING, AMERICA-730 A	3515	473	4.0	13.5	92	*76	3.5	2.2	81								
GOOD MORNING, AMERICA-830 A	2818	374	3.2	13.3	91	*49	2.3	1.7	65								
GUIDING LIGHT C	5339	734	6.2	13.7	94	*92	4.2	1.7	64								
ONE LIFE TO LIVE A	4478	584	4.9	13.0	89	142	6.5	3.2	118								
PRESS YOUR LUCK C	2244	303	2.6	13.5	93	*55	2.5	2.5	91								
PRICE IS RIGHT 1 C	4348	596	5.0	13.7	94	109	5.0	2.5	93								
PRICE IS RIGHT 2 C	5014	682	5.8	13.6	93	135	6.2	2.7	100								
RYAN'S HOPE A	3150	443	3.8	14.1	96	*76	3.5	2.4	90								
SALE OF THE CENTURY N	2695	320	2.7	11.9	81	*119	5.5	4.4	165								
SEARCH FOR TOMORROW N	2319	308	2.6	13.3	91	*51	2.3	2.2	82								
TODAY SHOW 1 N	2693	362	3.1	13.4	92	*18	0.8	0.7	25								
TODAY SHOW 2 N	2498	261	2.2	10.4	72	*35	1.6	1.4	52								
\$25,000 PYRAMID C	2753	320	2.7	11.6	80	*60	2.8	2.2	81								
WHEEL OF FORTUNE N	4388	639	5.4	14.6	100	*123	5.7	2.8	104								
YOUNG AND THE RESTLESS C	5695	807	6.8	14.2	97	118	5.4	2.1	77								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	232	2.0	13.2	90	**37	1.7	2.1	78								
NBA PLAYOFF GAME -1 C	1136	152	1.3	13.4	92	**25	1.2	2.2	82								
NBC MAJOR LEAGUE PRE-GAME N	953	**165	1.4	17.3	119	*36	1.7	3.8	141								
SPORTSWORLD - SUN N	1233	*166	1.4	13.5	92	**24	1.1	1.9	73								
SUNDAY MORNING C	1611	277	2.3	17.2	118	**22	1.0	1.4	51								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PACKAGED INSTANT POTATOES - TYPES
(FEMALE HOMEMAkers)

	TOTAL U.S. '000	SCALLOP				OTHER											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAkers	80986	11808	100.0	14.6	100	2173	100.0	2.7	100								
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3552	30.1	13.6	93	648	29.8	2.5	93								
NETWORK AFFILIATES - LATE	20261	2981	25.2	14.7	101	498	22.9	2.5	92								
INDEPENDENTS - LATE	2076	350	3.0	16.9	116	*71	3.3	3.4	127								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1527	12.9	14.6	100	*210	9.7	2.0	75								
ABC MONDAY NIGHT MOVIE	A 6412	858	8.1	14.9	102	*153	7.0	2.4	89								
ABC SUNDAY NIGHT MOVIE	A 12407	1958	16.6	15.8	108	388	17.9	3.1	117								
ABC WORLD NEWS TONIGHT	A 6176	764	6.5	12.4	85	212	9.8	3.4	128								
AFTERMASH	C 5863	1003	8.5	17.1	117	*199	9.2	3.4	126								
ALICE	C 9594	1550	13.1	16.2	111	285	13.1	3.0	111								
AMERICAN PARADE	C 6622	1020	8.6	15.4	106	*254	11.7	3.8	143								
BENSON	A 10886	1667	14.1	15.3	105	282	13.0	2.6	97								
BLUE THUNDER	A 5036	695	5.9	13.8	95	**95	4.4	1.9	70								
CAGNEY & LACEY	C 9965	1677	14.2	16.8	115	199	9.2	2.0	74								
CBS EVENING NEWS-DEAN	C 3491	475	4.0	13.6	93	**122	5.6	3.5	130								
CBS EVENING NEWS-RATHER	C 7123	1083	9.2	15.2	104	149	6.9	2.1	78								
CBS SAT. NEWS-SCHIEFFER	C 3621	476	4.0	13.1	90	*48	2.2	1.3	49								
CBS SATURDAY NIGHT MOVIE	C 5436	912	7.7	16.8	115	142	6.5	2.6	97								
CBS WEDNESDAY NIGHT MOVIE	C 6100	881	7.5	14.4	99	231	10.6	3.8	141								
CHEERS	N 8889	1439	12.2	16.2	111	325	15.0	3.7	136								
DALLAS	C 22109	3108	26.3	14.1	96	613	28.2	2.8	103								
DIFF'RENT STROKES	N 6940	826	7.0	11.9	82	*189	8.7	2.7	101								
DOUBLE TROUBLE	N 7223	1127	9.5	15.6	107	*219	10.1	3.0	113								
DUCK FACTORY	N 5595	817	6.9	14.6	100	*164	7.5	2.9	109								
DUKES OF HAZZARD	C 5768	741	6.3	12.8	88	*131	6.0	2.3	85								
DYNASTY	A 20053	2819	23.9	14.1	96	518	23.8	2.6	96								
FACTS OF LIFE	N 8087	1266	10.7	15.7	107	228	10.5	2.8	105								
FALCON CREST	C 20046	2664	22.6	13.3	91	535	24.6	2.7	99								
FALL GUY	A 9084	1353	11.5	14.9	102	259	11.9	2.9	106								
FAMILY TIES	N 7964	1125	9.5	14.1	97	*235	10.8	3.0	110								
FANTASY ISLAND	A 7687	1055	8.9	13.7	94	*189	8.7	2.5	92								
FOULUPS, BLEEPs & BLUNDERS	A 8861	1434	12.1	16.2	111	*275	12.7	3.1	116								
FOUR SEASONS	C 5095	877	7.4	17.2	118	**172	7.9	3.4	126								
GIMME A BREAK	N 8838	1166	9.9	13.2	90	*241	11.1	2.7	102								
HART TO HART	A 8978	1425	12.1	15.9	109	194	8.9	2.2	81								
HILL STREET BLUES	N 8590	1345	11.4	15.7	107	*227	10.4	2.6	98								
HOTEL	A 14085	2031	17.2	14.4	99	391	18.0	2.8	103								
JEFFERSONS	C 9360	1518	12.9	16.2	111	*210	9.7	2.2	84								
JENNIFER SLEPT HERE	N 5841	813	6.9	13.9	95	*152	7.0	2.6	97								
KATE & ALLIE	C 9206	1463	12.4	15.9	109	291	13.4	3.2	118								
KNIGHT RIDER	N 7076	1184	10.0	16.7	115	*229	10.5	3.2	121								
LOVE BOAT	A 12219	1762	14.9	14.4	99	231	10.6	1.9	70								
MAGNUM PI	C 11199	1729	14.6	15.4	106	352	16.2	3.1	117								
MAMA'S FAMILY	N 6057	849	7.2	14.0	96	*176	8.1	2.9	108								
MASTER, THE	N 3598	576	4.9	16.0	110	**101	4.6	2.8	105								
MATT HOUSTON	A 6344	947	8.0	14.9	102	*144	6.6	2.3	85								
NBC MONDAY NIGHT MOVIE	N 11994	1755	14.9	14.6	100	329	15.1	2.7	102								
NBC NIGHTLY NEWS	N 5132	787	6.7	15.3	105	122	5.6	2.4	89								
NBC NIGHTLY NEWS-SAT	N 3375	388	3.3	11.5	79	**118	5.4	3.5	130								
NBC NIGHTLY NEWS-SUN	N 3130	451	3.8	14.4	99	**159	7.3	5.1	189								
NBC SUNDAY NIGHT MOVIE	N 8284	1168	9.9	14.1	97	**219	10.1	2.6	99								
NEWHART	C 9240	1466	12.4	15.9	109	250	11.5	2.7	101								
ONE DAY AT A TIME	C 7288	1069	9.1	14.7	101	*249	11.5	3.4	127								
PEOPLE ARE FUNNY	N 4855	660	5.6	13.6	93	*156	7.2	3.2	120								
REAL PEOPLE	N 8869	1320	11.2	14.9	102	232	10.7	2.6	97								
REMINGTON STEELE	N 7743	1178	10.0	15.2	104	*164	7.5	2.1	79								
RIPLEY'S BELIEVE IT - NOT	A 5345	894	7.6	16.7	115	*159	7.3	3.0	111								
RIPTIDE	N 6988	1126	9.5	16.1	111	*161	7.4	2.3	86								
SCARECROW & MRS. KING	C 10002	1403	11.9	14.0	96	282	13.0	2.8	105								
SIMON & SIMON	C 10638	1594	13.5	15.0	103	289	13.3	2.7	101								
60 MINUTES	C 13293	1905	16.1	14.3	98	442	20.3	3.3	124								
ST. ELSEWHERE	N 7017	1273	10.8	18.1	124	*203	9.3	2.9	108								
THREE'S COMPANY	A 10917	1699	14.4	15.6	107	312	14.4	2.9	107								
T.J. HOOKER	A 9204	1468	12.4	15.9	109	*213	9.8	2.3	86								
TONIGHT SHOW	N 2372	321	2.7	13.5	93	*101	4.6	4.3	159								
TRAPPER JOHN, M.D.	C 9846	1406	11.9	14.3	98	*163	7.5	1.7	62								
TV BLOOPERS & PRAC. JOKES	N 9105	1423	12.1	15.6	107	*177	8.1	1.9	72								
20/20	A 9387	1435	12.2	15.3	105	*255	11.7	2.7	101								
WEBSTER	A 11067	1685	14.3	15.2	104	293	13.5	2.6	99								
WORLD NEWS - SUN	A 3062	496	4.2	16.2	111	**96	4.4	3.1	117								
YELLOW ROSE	N 4978	659	5.6	13.2	91	*170	7.8	3.4	127								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	1780	15.1	20.0	138	**274	12.6	3.1	115								
BASKETBALL - COLLEGE GAMES	4080	913	7.7	22.4	153	**172	7.9	4.2	157								
BASKETBALL - PRO GAMES	3607	689	5.8	19.1	131	**120	5.5	3.3	124								
BOWLING	3883	792	6.7	20.4	140	**157	7.2	4.0	151								
BOXING	3928	634	5.4	16.1	111	**92	4.2	2.3	87								
FOOTBALL - COLLEGE GAMES	6366	1236	10.5	19.4	133	**215	9.9	3.4	126								
FOOTBALL - PRO GAMES	11300	2312	19.6	20.5	140	*422	19.4	3.7	139								
GOLF	3378	716	6.1	21.2	145	**46	2.1	1.4	51								
POST-SEASON COLL. FOOTBALL	4906	888	7.4	17.7	121	**90	4.1	1.8	68								
POST-SEASON PRO FOOTBALL	6120	1246	10.6	20.4	140	**148	6.8	2.4	90								
TENNIS	3033	*466	3.9	15.4	105	**74	3.4	2.4	91								
WRESTLING - PROFESSIONAL	3344	751	6.4	22.5	154	**159	7.3	4.8	177								

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RICE

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-5

			<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>								
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?		YES	67425	83.3	7852								
		NO	13561	16.7	1583								
				<u>ALL</u>		<u>SOLE</u>		<u>PRIMARY</u>		<u>SECONDARY</u>		<u>UNWEIGHTED</u>	
				<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>		
IF YES													
4B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?													
FROZEN			1765	2.2	543	.7	562	.7	660	.8		249	
REGULAR			47776	59.0	38466	47.5	7011	8.7	2298	2.8		5558	
INSTANT			26022	32.1	16922	20.9	5913	7.3	3186	3.9		3030	
DO NOT KNOW			1908	2.4								241	
4C. WHAT KINDS ARE USED BY YOUR HOUSEHOLD?													
WHITE			57905	71.5	36183	44.7	19974	24.7	1748	2.2		6574	
BROWN			10638	13.1	2260	2.8	5033	6.2	3345	4.1		1287	
FLAVORED OR SEASONED			12403	15.3	1229	1.5	5450	6.7	5725	7.1		1396	
LONG GRAIN OR WILD			17580	21.7	2737	3.4	8121	10.0	6722	8.3		2025	
DO NOT KNOW			1500	1.9								220	
4D. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?													
BIRD'S EYE			2287	2.8	449	.6	1302	1.6	536	.7		292	
CAROLINA			4306	5.3	1267	1.6	2507	3.1	532	.7		518	
COMET			4171	5.2	1302	1.6	2348	2.9	520	.6		412	
GREEN GIANT			1156	1.4	117	.1	700	.9	339	.4		159	
MAHATMA			6056	7.5	2388	2.9	3276	4.0	431	.5		627	
MINUTE CLASSIC			1128	1.4	209	.3	670	.8	250	.3		125	
MINUTE RICE			26072	32.2	9457	11.7	13558	16.7	3057	3.8		3047	
MJB			3889	4.8	1030	1.3	2069	2.6	790	1.0		443	
NEAR EAST			1154	1.4	195	.2	499	.6	461	.6		137	
RICE-A-RONI			13618	16.8	1046	1.3	7681	9.5	4891	6.0		1528	
RICELAND			6671	8.2	1795	2.2	3941	4.9	934	1.2		785	
RIVER RICE			3915	4.8	1008	1.2	2211	2.7	696	.9		463	
SUCCESS			2634	3.3	683	.8	1262	1.6	689	.9		314	
UNCLE BEN'S			21414	26.4	5276	6.5	10766	13.3	5372	6.6		2624	
WATER MAID			4750	5.9	1257	1.6	2560	3.2	933	1.2		548	
OTHER BRANDS			14284	17.6	6635	8.2	5351	6.6	2298	2.8		1571	
DO NOT KNOW			908	1.1								141	
			<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>								
4E. ABOUT HOW MANY INDIVIDUAL SERVINGS OF RICE WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?													
10 OR MORE		H	5138	6.3	483								
7 - 9		H	3940	4.9	426								
4 - 6		H	11830	14.6	1263								
3		H	8210	10.1	983								
2		H	11231	13.9	1374								
1		L	11805	14.6	1545								
NONE		L	15270	18.9	1773								

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	67425	100.0	83.3	100	20908	100.0	25.8	100	19442	100.0	24.0	100	27075	100.0	33.4	100
18 - 24	9282	7104	10.5	76.5	92	1897	9.1	20.4	79	2098	10.8	22.6	94	3109	11.5	33.5	100
25 - 34	19072	16091	23.9	84.4	101	5260	25.2	27.6	107	4132	21.3	21.7	90	6699	24.7	35.1	105
35 - 44	14591	12420	18.4	85.1	102	4635	22.2	31.8	123	3134	16.1	21.5	89	4651	17.2	31.9	95
45 - 54	11345	9743	14.5	85.9	103	3122	14.9	27.5	107	2964	15.2	26.1	109	3657	13.5	32.2	96
55 - 64	11635	9722	14.4	83.6	100	3171	15.2	27.3	106	2961	15.2	25.4	106	3589	13.3	30.8	92
65 OR OLDER	15061	12346	18.3	82.0	98	2823	13.5	18.7	73	4153	21.4	27.6	115	5370	19.8	35.7	107
18 - 34	28354	23195	34.4	81.8	98	7157	34.2	25.2	98	6229	32.0	22.0	92	9808	36.2	34.6	103
18 - 49	48339	40341	59.8	83.5	100	13445	64.3	27.8	108	10686	55.0	22.1	92	16210	59.9	33.5	100
25 - 54	45008	38254	56.7	85.0	102	13017	62.3	28.9	112	10230	52.6	22.7	95	15007	55.4	33.3	100
35 - 49	19985	17146	25.4	85.8	103	6288	30.1	31.5	122	4457	22.9	22.3	93	6402	23.6	32.0	96
50 OR OLDER	32647	27084	40.2	83.0	100	7464	35.7	22.9	89	8756	45.0	26.8	112	10865	40.1	33.3	100
GRADUATED COLLEGE	11155	9764	14.5	87.5	105	3929	18.8	35.2	136	2442	12.6	21.9	91	3394	12.5	30.4	91
ATTENDED COLLEGE	13682	11648	17.3	85.1	102	3919	18.7	28.6	111	2895	14.9	21.2	88	4833	17.9	35.3	106
GRADUATED HIGH SCHOOL	33880	28563	42.4	84.3	101	7933	37.9	23.4	91	8308	42.7	24.5	102	12322	45.5	36.4	109
DID NOT GRADUATE HIGH SCHOOL	22270	17450	25.9	78.4	94	5127	24.5	23.0	89	5796	29.8	26.0	108	6527	24.1	29.3	88
EMPLOYED	40306	33750	50.1	83.7	101	10795	51.6	26.8	104	9116	46.9	22.6	94	13839	51.1	34.3	103
EMPLOYED FULL-TIME	32850	27270	40.4	83.0	100	8836	42.3	26.9	104	7293	37.5	22.2	92	11140	41.1	33.9	101
EMPLOYED PART-TIME	7456	6481	9.6	86.9	104	1959	9.4	26.3	102	1823	9.4	24.5	102	2699	10.0	36.2	108
NOT EMPLOYED	40680	33675	49.9	82.8	99	10114	48.4	24.9	96	10325	53.1	25.4	106	13236	48.9	32.5	97
PROFESSIONAL/MANAGER	10392	8987	13.3	86.5	104	3480	16.6	33.5	130	2001	10.3	19.3	80	3506	12.9	33.7	101
TECH/CLERICAL/SALES	17574	14951	22.2	85.1	102	4574	21.9	26.0	101	3937	20.2	22.4	93	6441	23.8	36.7	110
PRECISION/CRAFT	985	822	1.2	83.5	100	**239	1.1	24.3	94	**235	1.2	23.9	99	**348	1.3	35.3	106
OTHER EMPLOYED	11354	8990	13.3	79.2	95	2501	12.0	22.0	85	2944	15.1	25.9	108	3544	13.1	31.2	93
SINGLE	9863	7775	11.5	78.8	95	2033	9.7	20.6	80	2317	11.9	23.5	98	3425	12.7	34.7	104
MARRIED	51375	43597	64.7	84.9	102	15005	71.8	29.2	113	11930	61.4	23.2	97	16663	61.5	32.4	97
DIVORCED/SEPARATED/WIDOWED	19748	16053	23.8	81.3	98	3871	18.5	19.6	76	5195	26.7	26.3	110	6987	25.8	35.4	106
PARENTS	32590	27664	41.0	84.9	102	10227	48.9	31.4	122	6910	35.5	21.2	88	10527	38.9	32.3	97
WHITE	70416	58382	86.6	82.9	100	17333	82.9	24.6	95	16296	83.8	23.1	96	24753	91.4	35.2	105
BLACK	8778	7495	11.1	85.4	103	2633	12.6	30.0	116	2824	14.5	32.2	134	2038	7.5	23.2	69
OTHER	1791	1549	2.3	86.5	104	**943	4.5	52.7	204	**321	1.7	17.9	75	**285	1.1	15.9	48
NORTHEAST-CENSUS	17786	15102	22.4	84.9	102	4695	22.5	26.4	102	4669	24.0	26.3	109	5737	21.2	32.3	96
NORTH CENTRAL	20741	16812	24.9	81.1	97	4416	21.1	21.3	82	4124	21.2	19.9	83	8271	30.5	39.9	111
SOUTH	27775	22936	34.0	82.6	99	7522	36.0	27.1	105	7235	37.2	26.0	109	8179	30.2	29.4	88
WEST	14683	12576	18.7	85.7	103	4275	20.4	29.1	113	3413	17.6	23.2	97	4888	18.1	33.3	100
NORTHEAST-MKTG.	17961	15312	22.7	85.3	102	4771	22.8	26.6	103	5138	26.4	28.6	119	5402	20.0	30.1	90
EAST CENTRAL	11885	9236	13.7	77.7	93	2195	10.5	18.5	72	2397	12.3	20.2	84	4644	17.2	39.1	117
WEST CENTRAL	14090	11700	17.4	83.0	100	3171	15.2	22.5	87	2794	14.4	19.8	83	5735	21.2	40.7	122
SOUTH	24081	20085	29.8	83.4	100	6930	33.1	28.8	111	6033	31.0	25.1	104	7122	26.3	29.6	88
PACIFIC	12969	11093	16.5	85.5	103	3841	18.4	29.6	115	3080	15.8	23.7	99	4172	15.4	32.2	96
COUNTY SIZE A	32439	27319	40.5	84.2	101	9012	43.1	27.8	108	8244	42.4	25.4	106	10063	37.2	31.0	93
COUNTY SIZE B	24915	20809	30.9	83.5	100	6499	31.1	26.1	101	5438	29.0	22.6	94	8673	32.0	34.8	104
COUNTY SIZE C	12930	10861	16.1	84.0	101	3080	14.7	23.8	92	3087	15.9	23.9	99	4694	17.3	36.3	109
COUNTY SIZE D	10703	8436	12.5	78.8	95	2318	11.1	21.7	84	2473	12.7	23.1	96	3645	13.5	34.1	102
METRO CENTRAL CITY	24518	20479	30.4	83.5	100	6819	32.6	27.8	108	5901	30.4	24.1	100	7759	28.7	31.6	95
METRO SUBURBAN	35919	30614	45.4	85.2	102	9560	45.7	26.6	103	8971	46.1	25.0	104	12083	44.6	33.6	101
NON METRO	20549	16332	24.2	79.5	95	4530	21.7	22.0	85	4569	23.5	22.2	93	7233	26.7	35.2	105
TOP 5 ADI'S	18341	15384	22.8	83.9	101	5339	25.5	29.1	113	4803	24.7	26.2	109	5242	19.4	28.6	85
TOP 10 ADI'S	25378	21345	31.7	84.1	101	7073	33.8	27.9	108	6697	34.4	26.4	110	7575	28.0	29.8	89
TOP 20 ADI'S	36488	30825	45.7	84.5	101	10050	48.1	27.5	107	9325	48.0	25.6	106	11449	42.3	31.4	94
MSHLD INC. \$50,000 OR MORE	6612	5946	8.8	89.9	108	2270	10.9	34.3	133	1387	7.1	21.0	87	2290	8.5	34.6	104
\$40,000 OR MORE	12659	11320	16.8	89.4	107	4399	21.0	34.7	135	2931	15.1	23.2	96	3990	14.7	31.5	94
\$30,000 OR MORE	24698	21572	32.0	87.3	105	8009	38.3	32.4	126	5690	29.3	23.0	96	7874	29.1	31.9	95
\$25,000 OR MORE	32077	27924	41.4	87.1	105	9910	47.4	30.9	120	7282	37.5	22.7	95	10732	39.6	33.5	100
\$20,000 - \$24,999	9144	7599	11.3	83.1	100	2262	10.8	24.7	96	1914	9.8	20.9	87	3423	12.6	37.4	112
\$15,000 - \$19,999	8728	7134	10.6	81.7	98	1883	9.0	21.6	84	2223	11.4	25.5	106	3028	11.2	34.7	104
\$10,000 - \$14,999	12562	10128	15.0	80.6	97	2446	11.7	19.5	75	3236	16.6	25.8	107	4447	16.4	35.4	106
UNDER \$10,000	18475	14641	21.7	79.2	95	4408	21.1	23.9	92	4788	24.6	25.9	108	5444	20.1	29.5	88
HOUSEHOLD OF 1 PERSON	11987	9419	14.0	78.6	94	1350	6.5	11.3	44	3065	15.8	25.6	107	5004	18.5	41.7	125
2 PEOPLE	26577	22232	33.0	83.7	100	5950	28.5	22.4	87	7149	36.8	26.9	112	9133	33.7	34.4	103
3 OR 4 PEOPLE	30617	25690	38.1	83.9	101	9351	44.7	30.5	118	6904	35.5	22.5	94	9435	34.8	30.8	92
5 OR MORE PEOPLE	11804	10084	15.0	85.4	103	4257	20.4	36.1	140	2324	12.0	19.7	82	3503	12.9	29.7	89
NO CHILD IN MSHLD	46165	37974	56.3	82.3	99	9834	47.0	21.3	83	12152	62.5	26.3	110	15989	59.1	34.6	104
CHILD(REN) UNDER 2 YRS	5325	4506	6.7	84.6	102	1358	6.5	25.5	99	1117	5.7	21.0	87	2030	7.5	38.1	114
2 - 5 YEARS	14221	11950	17.7	84.0	101	4980	23.8	35.0	136	2751	14.1	19.3	81	4219	15.6	29.7	89
6 - 11 YEARS	15117	12646	18.8	83.7	100	4858	23.2	32.1	124	3245	16.7	21.5	89	5444	16.8	30.1	90
12 - 17 YEARS	16611	14297	21.2	86.1	103	5770	27.6	34.7	135	3443	17.7	20.7	86	5084	18.8	30.6	92
RESIDENCE OWNED	55884	47605	70.6	85.2	102	14843	71.0	26.6	103	13483	69.3	24.1	101	19279	71.2	34.5	103
VALUE: \$50,000 OR MORE	31744	27787	41.2	87.5	105	9320	44.6	29.4	114	7915	40.7	24.9	104	10553	39.0	33.2	99
VALUE: UNDER \$50,000	24140	19818	29.4	82.1	99	5523	26.4	22.9	89	5568	28.6	23.1	96	8726	32.2	36.1	108

SERVINGS OF RICE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL FEMALE HOMEMAKERS		80986	67425	100.0	83.3	100	20908	100.0	25.8	100	19442	100.0	24.0	100	27075	100.0	33.4	100
MAGAZINES	QUINTILE 1	15799	13592	20.2	86.0	103	4692	22.4	29.7	115	3746	19.3	23.7	99	5154	19.0	32.6	98
	QUINTILE 2	17259	14890	22.1	86.3	104	4606	22.0	26.7	103	4050	20.8	23.5	98	6235	23.0	36.1	108
	QUINTILE 3	13545	11375	16.9	84.0	101	3769	18.0	27.8	108	3221	16.6	23.8	99	4385	16.2	32.4	97
	QUINTILE 4	15133	12226	18.1	80.8	97	3571	17.1	23.6	91	3808	19.6	25.2	105	4847	17.9	32.0	96
	QUINTILE 5	19250	15342	22.8	79.7	96	4271	20.4	22.2	86	4617	23.7	24.0	100	6454	23.8	33.5	100
NEWSPAPERS	QUINTILE 1	12413	10402	15.4	83.8	101	3629	17.4	29.2	113	2851	14.7	23.0	96	3922	14.5	31.6	95
	QUINTILE 2	24116	20747	30.8	86.0	103	6376	30.5	26.4	102	6027	31.0	25.0	104	8344	30.8	34.6	103
	QUINTILE 3	11261	9522	14.1	84.6	102	3230	15.4	28.7	111	2760	14.2	24.5	102	3532	13.0	31.4	94
	QUINTILE 4	20255	16695	24.8	82.4	99	4905	23.5	24.2	94	4631	23.8	22.9	95	7159	26.4	35.3	106
	QUINTILE 5	12940	10060	14.9	77.7	93	2769	13.2	21.4	83	3173	16.3	24.5	102	4118	15.2	31.8	95
OUTDOOR	QUINTILE 1	14852	12647	18.8	85.2	102	4035	19.3	27.2	105	3532	18.2	23.8	99	5080	18.8	34.2	102
	QUINTILE 2	15725	13143	19.5	83.6	100	4346	20.8	27.6	107	3438	17.7	21.9	91	5359	19.8	34.1	102
	QUINTILE 3	16330	13732	20.4	84.1	101	4308	20.6	26.4	102	3892	20.0	23.8	99	5533	20.4	33.9	101
	QUINTILE 4	16744	13780	20.4	82.3	99	4315	20.6	25.8	100	3807	19.6	22.7	95	5659	20.9	33.8	101
	QUINTILE 5	17334	14123	20.9	81.5	98	3905	18.7	22.5	87	4774	24.6	27.5	115	5444	20.1	31.4	94
RADIO-DRIVE TIME	QUINTILE 1	15911	13708	20.3	86.2	103	4584	21.9	28.8	112	3734	19.2	23.5	98	5391	19.9	33.9	101
	QUINTILE 2	14837	11982	17.8	80.8	97	3905	18.7	26.3	102	3178	16.3	21.4	89	4899	18.1	33.0	99
	QUINTILE 3	15339	12944	19.2	84.4	101	4143	19.8	27.0	105	3972	20.4	25.9	108	4828	17.8	31.5	94
	QUINTILE 4	16723	13556	20.1	81.1	97	4060	19.4	24.3	94	4162	21.4	24.9	104	5334	19.7	31.9	95
	QUINTILE 5	18176	15235	22.6	83.8	101	4217	20.2	23.2	90	4396	22.6	24.2	101	6623	24.5	36.4	109
RADIO-MID- DAY	TERCILE 1	21020	17721	26.3	84.3	101	5664	27.1	26.9	104	4901	25.2	23.3	97	7156	26.4	34.0	102
	TERCILE 2	21610	18236	27.0	84.4	101	5822	27.8	26.9	104	5180	26.6	24.0	100	7234	26.7	33.5	100
	TERCILE 3	38355	31469	46.7	82.0	99	9422	45.1	24.6	95	9361	48.1	24.4	102	12685	46.9	33.1	99
RADIO-TOTAL	QUINTILE 1	15988	13582	20.1	85.0	102	4498	21.5	28.1	109	3731	19.2	23.3	97	5353	19.8	33.5	100
	QUINTILE 2	15626	13080	19.4	83.7	101	4066	19.4	26.0	101	3559	18.3	22.8	95	5455	20.1	34.9	104
	QUINTILE 3	16723	13585	20.1	81.2	98	4482	21.4	26.8	104	4097	21.1	24.5	102	5007	18.5	29.9	90
	QUINTILE 4	16342	13579	20.1	83.1	100	4111	19.7	25.2	97	3941	20.3	24.1	100	5528	20.4	33.8	101
	QUINTILE 5	16306	13599	20.2	83.4	100	3752	17.9	23.0	89	4113	21.2	25.2	105	5733	21.2	35.2	105
TV-PRIME TIME	QUINTILE 1	15953	13443	19.9	84.3	101	4183	20.0	26.2	102	4071	20.9	25.5	106	5189	19.2	32.5	97
	QUINTILE 2	16137	13454	20.0	83.4	100	3485	16.7	21.6	84	4155	21.4	25.7	107	5814	21.5	36.0	108
	QUINTILE 3	16420	13708	20.3	83.5	100	4232	20.2	25.8	100	3842	19.8	23.4	97	5634	20.8	34.3	103
	QUINTILE 4	16687	13814	20.5	82.8	99	4573	21.9	27.4	106	3679	18.9	22.0	92	5562	20.5	33.3	100
	QUINTILE 5	15789	13006	19.3	82.4	99	4435	21.2	28.1	109	3695	19.0	23.4	97	4876	18.0	30.9	92
TV-DAYTIME	TERCILE 1	27736	22957	34.0	82.8	99	7194	34.4	25.9	100	6453	33.2	23.3	97	9311	34.4	33.6	100
	TERCILE 2	26489	21924	32.5	82.8	99	6512	31.1	24.6	95	6636	34.1	25.1	104	8776	32.4	33.1	99
	TERCILE 3	26761	22544	33.4	84.2	101	7203	34.5	26.9	104	6353	32.7	23.7	99	9899	33.2	33.6	100
TV-TOTAL	QUINTILE 1	16345	13516	20.0	82.7	99	4048	19.4	24.8	96	3870	19.9	23.7	99	5598	20.7	34.2	102
	QUINTILE 2	16447	13789	20.5	83.8	101	4153	19.9	25.3	98	4310	22.2	26.2	109	5326	19.7	32.4	97
	QUINTILE 3	15980	13390	19.9	83.8	101	3805	18.2	23.8	92	3890	20.0	24.3	101	5694	21.0	35.6	107
	QUINTILE 4	15887	13171	19.5	82.9	100	4224	20.2	26.6	103	3635	18.7	22.9	95	5313	19.6	33.4	100
	QUINTILE 5	16326	13560	20.1	83.1	100	4679	22.4	28.7	111	3736	19.2	22.9	95	5145	19.0	31.5	94
MAGAZINES-NEWSPAPERS: DUAL		20721	17757	26.3	85.7	103	5949	28.5	28.7	111	4969	25.6	24.0	100	6838	25.3	33.0	99
MAGAZINE IMPERATIVE		19186	16336	24.2	85.1	102	5151	24.6	26.8	104	4422	22.7	23.0	96	6763	25.0	35.2	105
NEWSPAPER IMPERATIVE		21899	18358	27.2	83.8	101	5683	27.2	26.0	101	5315	27.3	24.3	101	7360	27.2	33.6	101
MAGAZINES-OUTDOOR: DUAL		15451	13399	19.9	86.7	104	4357	20.8	28.2	109	3583	18.4	23.2	97	5460	20.2	35.3	106
MAGAZINE IMPERATIVE		25953	22080	32.7	85.1	102	7106	34.0	27.4	106	6309	32.5	24.3	101	8665	32.0	33.4	100
OUTDOOR IMPERATIVE		24400	20006	29.7	82.0	98	6254	29.9	25.6	99	5613	28.9	23.0	96	8138	30.1	33.4	100
MAGAZINES-RADIO: DUAL		18049	15529	23.0	86.0	103	5225	25.0	28.9	112	4307	22.2	23.9	99	5997	22.1	33.2	99
MAGAZINE IMPERATIVE		23571	20182	29.9	85.6	103	6406	30.6	27.2	105	5675	29.2	24.1	100	8101	29.9	34.4	103
RADIO IMPERATIVE		23278	18858	28.0	81.0	97	5680	27.2	24.4	95	5508	28.3	23.7	99	7670	28.3	32.9	99
MAGAZINES-TELEVISION: DUAL		15459	13260	19.7	85.8	103	4345	20.8	28.1	109	3836	19.7	24.8	103	5078	18.8	32.8	98
MAGAZINE IMPERATIVE		25829	22028	32.7	85.3	102	7294	34.9	28.2	109	5756	29.6	22.3	93	8977	33.2	34.8	104
TELEVISION IMPERATIVE		26039	21158	31.4	81.3	98	5829	27.9	22.4	87	6460	33.2	24.8	103	8868	32.8	34.1	102
NEWSPAPERS-OUTDOOR: DUAL		16605	14198	21.1	85.5	103	4886	23.4	29.4	114	3711	19.1	22.3	93	5601	20.7	33.7	101
NEWSPAPER IMPERATIVE		26834	22709	33.7	84.6	102	7072	33.8	26.4	102	6848	35.2	25.5	106	8789	32.5	32.8	98
OUTDOOR IMPERATIVE		23346	19380	28.7	83.0	100	5968	28.5	25.6	99	5370	27.6	23.0	96	8042	29.7	34.4	103
NEWSPAPERS-RADIO: DUAL		17133	14705	21.8	85.8	103	4929	23.6	28.8	111	3899	20.1	22.8	95	5877	21.7	34.3	103
NEWSPAPER IMPERATIVE		25892	21889	32.5	84.5	102	6896	33.0	26.6	103	6572	33.8	25.4	106	8422	31.1	32.5	97
RADIO IMPERATIVE		23167	18842	27.9	81.3	98	5866	28.1	25.3	98	5385	27.7	23.2	97	7590	28.0	32.8	98
NEWSPAPERS-TELEVISION: DUAL		17159	14612	21.7	85.2	102	4592											

SERVINGS OF RICE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80786	67425	100.0	83.3	100	20908	100.0	25.8	100	19442	100.0	24.0	100	27075	100.0	33.4	100
ATLANTIC MONTHLY	415	341	0.5	82.2	99	**86	0.4	20.7	80	*136	0.7	32.8	137	*119	0.4	28.7	86
BARRON'S	453	399	0.6	88.1	106	**166	0.8	36.6	142	**88	0.5	19.4	81	*146	0.5	32.2	96
BETTER HOMES & GARDENS	16256	13917	20.6	85.6	103	4383	21.0	27.0	104	3871	19.9	23.8	99	5663	20.9	34.8	104
BON APPETIT	2535	2272	3.4	89.6	108	950	4.5	37.5	145	548	2.8	21.6	90	773	2.9	30.5	91
BUSINESS WEEK	1278	1016	1.5	79.5	95	376	1.8	29.4	114	301	1.5	23.6	98	339	1.3	26.5	79
CAR AND DRIVER	378	328	0.5	86.8	104	**138	0.7	36.5	141	**46	0.2	12.2	51	**144	0.5	38.1	114
CBS MAGAZINE NETWORK (GROSS)	1498	1335	2.0	89.1	107	619	3.0	41.3	160	301	1.5	20.1	84	415	1.5	27.7	83
CHANGING TIMES	1505	1308	1.9	86.9	104	367	1.8	24.4	94	411	2.1	27.3	114	529	2.0	35.1	105
COLONIAL HOMES	1231	1091	1.6	88.6	106	378	1.8	30.7	119	331	1.7	26.9	112	382	1.4	31.0	93
CONDE NAST MAG. PKG. (GROSS)	14146	12033	17.8	85.1	102	4086	19.5	28.9	112	3175	16.3	22.4	93	4772	17.6	33.7	101
CONSUMERS DIGEST	1323	1197	1.8	90.5	109	408	2.0	30.8	119	373	1.9	28.2	117	415	1.5	31.4	94
COSMOPOLITAN	7102	5720	8.5	80.5	97	1712	8.2	24.1	93	1630	8.4	23.0	96	2378	8.8	33.5	100
COUNTRY LIVING	2481	2146	3.2	86.5	104	640	3.1	25.8	100	546	2.8	22.0	92	960	3.5	38.7	116
CUISINE	1472	1353	2.0	91.9	110	504	2.4	34.2	133	401	2.1	27.2	113	448	1.7	30.4	91
CYCLE WORLD	425	380	0.6	89.4	107	**198	0.9	46.6	180	**76	0.4	17.9	74	**107	0.4	25.2	75
DCI:CREATIVE IDEAS FOR LIV	2510	2201	3.3	87.7	105	693	3.3	27.6	107	813	4.2	32.4	135	695	2.6	27.7	83
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5862	8.7	87.6	105	1973	9.4	29.5	114	1728	8.9	25.8	108	2162	8.0	32.3	97
DISCOVER	894	843	1.3	94.3	113	278	1.3	31.1	120	*193	1.0	21.6	90	371	1.4	41.5	124
EDMUND	3507	3011	4.5	85.9	103	995	4.8	28.4	110	1144	5.9	32.6	136	871	3.2	24.8	74
ESQUIRE	1083	930	1.4	85.9	103	356	1.7	32.9	127	251	1.3	23.2	97	323	1.2	29.8	89
ESSENCE	1830	1621	2.4	88.6	106	567	2.7	31.0	120	689	3.5	37.7	157	365	1.3	19.9	60
FAMILY CIRCLE	15930	13593	20.2	85.3	102	4352	20.8	27.3	106	3767	19.4	23.6	99	5473	20.2	34.4	103
THE FAMILY HANDYMAN	1126	970	1.4	86.1	103	284	1.4	25.2	98	250	1.3	22.2	92	436	1.6	38.7	116
FAMILY WEEKLY	11468	9797	14.5	85.4	103	3060	14.6	26.7	103	2782	14.3	24.3	101	3955	14.6	34.5	103
FIELD & STREAM	2234	1860	2.8	83.3	100	590	2.8	26.4	102	535	2.8	23.9	100	735	2.7	32.9	98
FOOD & WINE	579	538	0.8	92.9	112	*153	0.7	26.4	102	*203	1.0	35.1	146	*182	0.7	31.4	94
FORBES	728	587	0.9	80.6	97	*241	1.2	33.1	128	*181	0.9	24.9	104	*165	0.6	22.7	68
FORTUNE	906	696	1.0	76.8	92	325	1.6	35.9	139	*150	0.8	16.6	69	*221	0.8	24.4	73
GENTLEMEN'S QUARTERLY	791	684	1.0	86.5	104	312	1.5	39.4	153	*122	0.6	15.4	64	250	0.9	31.6	95
GLAMOUR	5265	4444	5.6	84.4	101	1436	6.9	27.3	106	1054	5.4	20.0	83	1954	7.2	37.1	111
GOLF DIGEST	636	571	0.8	89.8	108	*197	0.9	31.0	120	*156	0.8	24.5	102	*219	0.8	34.4	103
GOLF DIGEST/TENNIS (GROSS)	1186	1005	1.5	84.7	102	361	1.7	30.4	118	306	1.6	25.8	107	338	1.2	28.5	85
GOLF MAGAZINE	441	403	0.6	91.4	110	**130	0.6	29.5	114	**134	0.7	30.4	127	*138	0.5	31.3	94
GOLF MAGAZINE/SKI (GROSS)	722	812	1.2	88.1	106	*276	1.3	29.9	116	*249	1.3	27.0	112	287	1.1	31.1	93
GOOD HOUSEKEEPING	16487	14128	21.0	85.7	103	4439	21.2	26.9	104	3790	19.5	23.0	96	5899	21.8	35.8	107
HARPER'S BAZAAR	2423	2116	3.1	87.3	105	761	3.6	31.4	122	548	2.8	22.6	94	807	3.0	33.3	100
HEALTH	1994	1705	2.5	85.5	103	664	3.2	33.3	129	444	2.3	22.3	93	597	2.2	29.9	90
HEARST MAG CORP. BUY (GROSS)	44101	37410	55.5	84.8	102	11905	56.9	27.0	105	10091	51.9	22.9	95	15414	56.9	35.0	105
HEARST MAN POWER (GROSS)	1993	1737	2.6	87.2	105	640	3.1	32.1	124	431	2.2	21.6	90	666	2.5	33.4	100
HEARST WOMAN POWER (GROSS)	31274	26312	39.0	84.1	101	8244	39.4	26.4	102	7173	36.9	22.9	96	10894	40.2	34.8	104
HOUSE BEAUTIFUL	3623	3084	4.6	85.1	102	895	4.3	24.7	96	833	4.3	23.0	96	1356	5.0	37.4	112
INC.	283	263	0.4	92.9	112	**98	0.5	34.6	134	**65	0.3	23.0	96	**100	0.4	35.3	106
JET	2928	2512	3.7	85.8	103	866	4.1	29.6	115	993	5.1	33.9	141	653	2.4	22.3	67
LADIES' HOME JOURNAL	11918	10127	15.0	85.0	102	3003	14.4	25.2	98	2700	13.9	22.7	94	4424	16.3	37.1	111
LHJ FAMILY GRP COMBO(GROSS)	16764	14297	21.2	85.3	102	4386	21.0	26.2	101	3828	19.7	22.8	95	6083	22.5	36.3	109
LIFE	4254	3594	5.3	84.5	101	1290	6.2	30.3	117	918	4.7	21.6	90	1386	5.1	32.6	97
L.A. TIMES HOME MAGAZINE	1145	994	1.5	86.8	104	398	1.9	34.8	135	272	1.4	23.8	99	324	1.2	28.3	85
MADEMOISELLE	2854	2459	3.6	85.3	102	776	3.7	26.9	104	701	3.6	24.3	101	982	3.6	34.0	102
MC CALL'S	13460	11390	16.9	84.6	102	3481	16.6	25.9	100	3053	15.7	22.7	94	4856	17.9	36.1	108
MC CALL'S/WRK MOTHER (GROSS)	14606	12410	16.4	85.0	102	3740	17.9	25.6	99	3371	17.3	23.1	96	5300	19.6	36.3	109
MECHANIX ILLUSTRATED	772	713	1.1	92.4	111	*239	1.1	31.0	120	*239	1.2	31.0	129	*235	0.9	30.4	99
METROPOLITAN HOME	967	887	1.3	91.7	110	382	1.8	39.5	153	199	1.0	20.6	86	306	1.1	31.6	95
MONEY	1588	1383	2.1	87.1	105	585	2.8	36.8	143	371	1.9	23.4	97	426	1.6	26.8	80
MOTHER EARTH NEWS	1002	921	1.4	91.9	110	319	1.5	31.8	123	278	1.4	27.7	116	324	1.2	32.3	97
MS.	825	694	1.0	84.1	101	224	1.1	27.2	105	*226	1.2	27.4	114	243	0.9	29.5	88
NATIONAL ENQUIRER	10336	8690	12.9	84.1	101	2372	11.3	22.9	89	2756	14.2	26.7	111	3563	13.2	34.5	103
NATIONAL GEOGRAPHIC	9597	8227	12.2	85.7	103	3238	15.5	33.7	131	2275	11.7	23.7	99	2714	10.0	28.3	85
NATIONAL SUNDAY MAGAZINE PKG	49558	42084	62.4	84.9	102	13394	64.1	27.0	105	11860	61.0	23.9	100	16829	62.2	34.0	102
NATURAL HISTORY	573	520	0.8	90.8	109	*275	1.3	48.0	186	*101	0.5	17.6	73	*144	0.5	25.1	75
NEW WOMAN	1699	1431	2.1	84.2	101	371	1.8	21.8	85	367	1.9	21.6	90	693	2.6	40.8	122
NEW YORK INCLUDING CUE	443	395	0.6	89.2	107	*138	0.7	31.2	121	*173	0.9	39.1	163	*83	0.3	18.7	56
THE NEW YORKER	1270	1156	1.7	91.0	109	540	2.6	42.5	165	334	1.7	26.3	110	283	1.0	22.3	67
NEWSWEEK	6277	5464	8.1	87.0	105	1948	9.3	31.0	120	1634	8.4	26.0	108	1882	7.0	30.0	90
THE N.Y. TIMES DAILY EDITION	1205	1043	1.5	86.6	104	478	2.3	39.7	154	318	1.6	26.4	110	246	0.9	20.4	61
THE N.Y. TIMES MAGAZINE	2081	1757	2.6	84.4	101	791	3.8	38.0	147	491	2.5	23.6	98	475	1.8	22.8	68
OWN	788	682	1.0	86.5	104	*216	1.0	27.4	106	*160	0.8	20.3	85	307	1.1	39.0	117
ON CABLE	1158	998	1.5	86.2	104	383	1.8	33.1	128	*199	1.0	17.2	72	416	1.5	35.9	107
1001 HOME IDEAS	2852	2465	3.7	86.4	104	719	3.4	25.2	98	684	3.5	24.0	100	1062	3.9	37.2	111
ORGANIC GARDENING	1658	1449	2.1	87.4	105	434	2.1	26.2	101	367	1.9	22.1	92	648	2.4	39.1	117
OUTDOOR LIFE	896	754	1.1	84.2	101	*149	0.7	16.6	64	*260	1.3	29.0	121	345	1.3	38.5	115
PARADE MAGAZINE	24275	20928	31.0	86.2	104	7025	33.6	28.9	112	6020	31.0	24.8	103	7884	29.1	32.5	97

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SERVINGS OF RICE: USAGE IN LAST 7 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	67425	100.0	83.3	100	20908	100.0	25.8	100	19442	100.0	24.0	100	27075	100.0	33.4	100
PARENTS	3845	3367	5.0	87.6	105	1078	5.2	28.0	109	1005	5.2	26.1	109	1284	4.7	33.4	100
PENTHOUSE	831	635	0.9	76.4	92	*211	1.0	25.4	98	*180	0.9	21.7	90	*244	0.9	29.4	88
PEOPLE	11645	9866	14.6	84.7	102	3205	15.3	27.5	107	2872	14.8	24.7	103	3788	14.0	32.5	97
PLAYBOY	2006	1638	2.4	81.7	98	597	2.9	29.8	115	470	2.4	23.4	98	571	2.1	28.5	85
POPULAR HOT RODDING	297	*234	0.3	78.8	95	*865	0.3	21.9	85	*860	0.3	20.2	84	*1109	0.4	36.7	110
POPULAR MECHANICS	1018	886	1.3	87.0	105	384	1.8	37.7	146	*217	1.1	21.3	89	*285	1.1	28.0	84
POPULAR SCIENCE	878	725	1.1	82.6	99	*249	1.2	28.4	110	*208	1.1	23.7	99	*267	1.0	30.4	91
PREVENTION	3913	3418	5.1	87.3	105	1275	6.1	32.6	126	848	4.4	21.7	90	1295	4.8	33.1	99
PSYCHOLOGY TODAY	1710	1473	2.2	86.1	103	469	2.2	27.4	106	388	2.0	22.7	95	617	2.3	36.1	108
READER'S DIGEST	22204	19076	28.3	85.9	103	6169	29.5	27.8	108	5316	27.3	23.9	100	7591	28.0	34.2	102
REDBOOK	7684	6464	9.6	84.1	101	2094	10.0	27.3	106	1753	9.0	22.8	95	2617	9.7	34.1	102
ROAD & TRACK	410	365	0.5	89.0	107	*1110	0.5	26.8	104	*883	0.4	20.2	84	*1172	0.6	42.0	125
ROLLING STONE	969	857	1.3	88.4	106	*206	1.0	21.3	82	238	1.2	24.6	102	414	1.5	42.7	128
RUNNER'S WORLD	298	261	0.4	87.6	105	*104	0.5	34.9	135	*446	0.2	15.4	64	*1111	0.4	37.2	111
SATURDAY EVENING POST	1169	1016	1.5	86.9	104	382	1.8	32.7	127	259	1.3	22.2	92	375	1.4	32.1	96
SCIENCE 84	587	564	0.8	96.1	115	*225	1.1	38.3	148	*203	1.0	34.6	144	*136	0.5	23.2	69
SCIENCE DIGEST	482	444	0.7	92.1	111	*167	0.8	34.6	134	*115	0.6	23.9	99	*162	0.6	33.6	101
SCIENTIFIC AMERICAN	594	549	0.8	92.4	111	*226	1.1	38.0	147	*193	1.0	32.5	135	*130	0.5	21.9	65
SELF	2089	1829	2.7	87.6	105	642	3.1	30.7	119	534	2.7	25.6	106	653	2.4	31.3	94
SEVENTEEN	2411	2018	3.0	83.7	101	730	3.5	30.3	117	561	2.9	23.3	97	727	2.7	30.2	90
SKI	480	409	0.6	85.2	102	*146	0.7	30.4	118	*114	0.6	23.8	99	*149	0.6	31.0	93
SMITHSONIAN	2760	2547	3.8	92.3	111	1082	5.2	39.2	152	733	3.8	26.6	111	731	2.7	26.5	79
SOAP OPERA DIGEST	3013	2599	3.9	86.3	104	863	4.1	28.6	111	826	4.2	27.4	114	911	3.4	30.2	90
SOUTHERN LIVING	4184	3660	5.4	87.5	105	1279	6.1	30.6	118	914	4.7	21.8	91	1467	5.4	35.1	105
SPORT	559	456	0.7	81.6	98	*115	0.6	20.6	80	*174	0.9	31.1	130	*168	0.6	30.1	90
THE SPORTING NEWS	436	*390	0.6	89.4	107	*664	0.3	14.7	57	*169	0.9	38.8	161	*156	0.6	35.8	107
SPORTS AFIELD	493	407	0.6	82.6	99	*89	0.4	18.1	70	*99	0.5	20.1	84	*219	0.8	44.4	133
SPORTS ILLUSTRATED	2758	2389	3.5	86.6	104	690	3.3	25.0	97	673	3.5	24.4	102	1027	3.8	37.2	111
STAR	7456	6316	9.4	84.7	102	1747	8.4	23.4	91	2140	11.0	28.7	120	2429	9.0	32.6	97
SUNDAY	24936	21015	31.2	84.3	101	6459	30.9	25.9	100	5900	30.3	23.7	99	8656	32.0	34.7	104
SUNSET	2124	1976	2.9	93.0	112	699	3.3	32.9	127	496	2.6	23.4	97	781	2.9	36.8	110
TV GUIDE	21661	18276	27.1	84.4	101	5652	27.0	26.1	101	5052	26.0	23.3	97	7572	28.0	35.0	105
TENNIS	550	433	0.6	78.7	95	*164	0.8	29.8	115	*150	0.8	27.3	114	*119	0.4	21.6	65
TIME	8880	7642	11.3	86.1	103	2950	14.1	33.2	129	1987	10.2	22.4	93	2705	10.0	30.5	91
TOWN & COUNTRY	917	806	1.2	87.9	106	321	1.5	35.0	136	*189	1.0	20.6	86	296	1.1	32.3	97
TRAVEL & LEISURE	972	860	1.3	88.5	106	*263	1.3	27.1	105	341	1.8	35.1	146	256	0.9	26.3	79
TRUE STORY	3356	2713	4.0	80.8	97	791	3.8	23.6	91	886	4.6	26.4	110	1036	3.8	30.9	92
U.S. NEWS & WORLD REPORT	3410	3010	4.5	88.3	106	1089	5.2	31.9	124	822	4.2	24.1	100	1098	4.1	32.2	96
USA TODAY	1759	1519	2.3	86.4	104	565	2.7	32.1	124	417	2.1	23.7	99	536	2.0	30.5	91
US	1873	1578	2.3	84.2	101	362	1.7	19.3	75	534	2.7	28.5	119	682	2.5	36.4	109
VOGUE	3909	3302	4.9	84.5	101	1232	5.9	31.5	122	887	4.6	22.7	95	1183	4.4	30.3	91
MALL STREET JOURNAL	1886	1602	2.4	84.9	102	523	2.5	27.7	107	441	2.3	23.4	97	639	2.4	33.9	101
WEIGHT WATCHERS	2120	1775	2.6	83.7	101	642	3.1	30.3	117	444	2.3	20.9	87	689	2.5	32.5	97
WOMAN'S DAY	14172	12079	17.9	85.2	102	4087	19.5	28.8	112	3468	17.8	24.5	102	4524	16.7	31.9	95
WORKING MOTHER	1146	1020	1.5	89.0	107	259	1.2	22.6	88	318	1.6	27.7	116	443	1.6	38.7	116
WORKING WOMAN	1322	1135	1.7	85.9	103	442	2.1	33.4	130	263	1.4	19.9	83	430	1.6	32.5	97
WORLD TENNIS	*163	*129	0.2	79.1	95	*860	0.3	36.8	143	*35	0.2	21.5	89	*335	0.1	21.5	64
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2191	3.2	86.5	104	840	4.0	33.2	129	552	2.8	21.8	91	798	2.9	31.5	94
BLAIR INSERTS	43657	37118	55.1	85.0	102	12073	57.7	27.7	107	10621	54.6	24.3	101	14424	53.3	33.0	99
DAILY NEWSPAPERS																	
READ ANY	51633	43710	64.8	84.7	102	13938	66.7	27.0	105	12467	64.1	24.1	101	17304	63.9	33.5	100
READ ONE	43463	36805	54.6	84.7	102	11533	55.2	26.5	103	10526	54.1	24.2	101	14746	54.5	33.9	101
READ TWO OR MORE	8170	6905	10.2	84.5	102	2405	11.5	29.4	114	1941	10.0	23.8	99	2558	9.4	31.3	94
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	44659	66.2	84.8	102	14302	68.4	27.1	105	12635	65.0	24.0	100	17723	65.5	33.6	101
READ ONE	46126	39153	58.1	84.9	102	12420	59.4	26.9	104	11185	57.5	24.2	101	15548	57.4	33.7	101
READ TWO OR MORE	6552	5507	8.2	84.1	101	1881	9.0	28.7	111	1451	7.5	22.1	92	2175	8.0	33.2	99
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.94				28.12				27.74				27.94			
30 DAY REACH	71455	59693	88.5	83.5	100	18712	89.5	26.2	101	16865	86.7	23.6	98	24116	89.1	33.7	101
50 SHWG - 30 DAY AV FREQ	14.56	14.75				14.76				14.90				14.65			
30 DAY REACH	67742	56642	84.0	83.6	100	17858	85.4	26.4	102	15762	81.1	23.3	97	23022	85.0	34.0	102
25 SHWG - 30 DAY AV FREQ	7.94	8.03				7.91				8.18				8.01			
30 DAY REACH	62117	52028	77.2	83.8	101	16687	79.8	26.9	104	14354	73.8	23.1	96	20988	77.5	33.8	101
CABLE TV: HOME WIRED	32077	27035	40.1	84.3	101	8027	38.4	25.0	97	7723	39.7	24.1	100	11285	41.7	35.2	105
HOME NOT WIRED	48909	40390	59.9	82.6	99	12881	61.6	26.3	102	11719	60.3	24.0	100	15790	58.3	32.3	97
HAVE PAY CABLE	15935	13616	20.2	85.4	103	4231	20.2	26.6	103	4042	20.8	25.4	106	5343	19.7	33.5	100

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS	80986	67425	100.0	83.3	100	20908	100.0	25.8	100	19442	100.0	24.0	100	27075	100.0	33.4	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	36966	54.8	84.2	101	11800	56.4	26.9	104	10497	54.0	23.9	100	14670	54.2	33.4	100	
10:00 AM - 3:00 PM	30659	25848	38.3	84.3	101	8248	39.4	26.9	104	7172	36.9	23.4	97	10428	38.5	34.0	102	
3:00 PM - 7:00 PM	31045	25402	38.4	83.4	100	8585	41.1	27.7	107	7013	36.1	22.6	94	10304	38.1	33.2	99	
7:00 PM - MIDNIGHT	15767	13062	19.4	83.0	100	4298	20.6	27.3	106	3671	18.9	23.3	97	5112	18.9	32.4	97	
MIDNIGHT - 6:00 AM	9120	7610	11.3	83.4	100	2404	11.5	26.4	102	2154	11.1	23.6	98	3053	11.3	33.5	100	
6:00 AM - MIDNIGHT	58527	49002	72.7	83.7	101	15750	75.3	26.9	104	13851	71.2	23.7	99	19401	71.7	33.1	99	
ENTIRE DAY	59311	49610	73.6	83.6	100	15970	76.4	26.9	104	13999	72.0	23.6	98	19641	72.5	33.1	99	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	13754	20.4	85.0	102	3990	19.1	24.7	96	3640	18.7	22.5	94	6123	22.6	37.9	113	
ALL NEWS	2256	1946	2.9	86.3	104	805	3.9	35.7	138	530	2.7	23.5	98	611	2.3	27.1	81	
AOR/PROGRESSIVE	3874	3163	4.7	81.8	98	1127	5.4	29.1	113	952	4.9	24.6	102	1089	4.0	28.1	84	
BEAUTIFUL MUSIC	5660	4898	7.3	86.5	104	1534	7.3	27.1	105	1472	7.6	26.0	108	1892	7.0	33.4	100	
BLACK	2204	1874	2.8	85.0	102	603	2.9	27.4	106	662	3.4	30.0	125	609	2.2	27.6	83	
CLASSICAL	1418	1255	1.9	88.5	106	517	2.5	36.5	141	325	1.7	22.9	95	414	1.5	29.2	87	
CHR/ROCK	9538	7731	11.5	81.1	97	2461	11.8	25.8	100	2161	11.1	22.7	94	3109	11.5	32.6	98	
COUNTRY	12648	10448	15.5	82.6	99	3132	15.0	24.8	96	2965	15.3	23.4	98	4351	16.1	34.4	103	
GOLDEN OLDIES	1191	859	1.3	72.1	87	236	1.1	19.8	77	266	1.4	22.3	93	356	1.3	29.9	89	
MOR/NOSTALGIA	4757	4049	6.0	85.1	102	1354	6.5	28.5	110	1083	5.6	22.8	95	1612	6.0	33.9	101	
NEWS/TALK	3863	3294	4.9	85.3	102	1003	4.8	26.0	101	848	4.4	21.9	91	1445	5.3	37.4	112	
RELIGIOUS	3084	2560	3.8	83.0	100	840	4.0	27.2	106	693	3.6	22.5	94	1027	3.8	33.3	100	
SOFT ROCK	521	446	0.7	85.6	103	**63	0.3	12.1	47	*144	0.7	27.6	115	*238	0.9	45.7	137	
URBAN CONTEMPORARY	1585	1349	2.0	85.1	102	508	2.4	32.1	124	545	2.8	34.4	143	296	1.1	18.7	56	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2737	4.1	83.9	101	913	4.4	28.0	108	726	3.7	22.3	93	1098	4.1	33.7	101	
ABC DIRECTION	2316	1865	2.8	80.5	97	655	3.1	28.3	110	544	2.8	23.5	98	667	2.5	28.8	86	
ABC ENTERTAINMENT	4834	4051	6.0	83.8	101	1185	5.7	24.5	95	1098	5.6	22.7	95	1768	6.5	36.6	109	
ABC FM	2202	1756	2.6	79.7	96	587	2.8	26.7	103	514	2.6	23.3	97	654	2.4	29.7	89	
ABC INFORMATION	5425	4627	6.9	85.3	102	1384	6.6	25.5	99	1285	6.6	23.7	99	1959	7.2	36.1	108	
ABC ROCK	1677	1346	2.0	80.3	96	431	2.1	25.7	100	418	2.1	24.9	104	497	1.8	29.6	89	
CBS	4430	3833	5.7	86.5	104	1202	5.7	27.1	105	1031	5.3	23.3	97	1600	5.9	36.1	108	
MUTUAL	4992	4149	6.2	83.1	100	1226	5.9	24.6	95	1223	6.3	24.5	102	1701	6.3	34.1	102	
WABC	4679	4090	6.1	87.4	105	1264	6.0	27.0	105	1059	5.4	22.6	94	1767	6.5	37.8	113	
RADIO RADIO	1994	1695	2.5	85.0	102	485	2.3	24.3	94	544	2.8	27.3	114	666	2.5	33.4	100	
RKO ONE	2298	1848	2.7	80.4	97	569	2.7	24.8	96	542	2.8	23.6	98	737	2.7	32.1	96	
RKO TWO	3311	2758	4.1	83.3	100	830	4.0	25.1	97	754	3.9	22.8	95	1174	4.3	35.5	106	
THE SOURCE	2114	1818	2.7	86.0	103	634	3.0	30.0	116	567	2.9	26.8	112	617	2.3	29.2	87	
NON-WIRED: BLAIR	8654	7387	11.0	85.4	103	2376	11.4	27.5	106	2052	10.6	23.7	99	2958	10.9	34.2	102	
INTERNET	12025	10246	15.2	85.2	102	3350	16.0	27.9	108	2841	14.6	23.6	98	4055	15.0	33.7	101	
KATZ RADIO GROUP	15359	12939	19.2	84.2	101	4214	20.2	27.4	106	3681	18.9	24.0	100	5043	18.6	32.8	98	
SUPERNET	10628	8929	13.2	84.0	101	2827	13.5	26.6	103	2487	12.8	23.4	97	3615	13.4	34.0	102	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	7217	10.7	83.3	100	2142	10.2	24.7	96	2155	11.1	24.9	104	2919	10.8	33.7	101	
WKDAY 9:00 AM - 1:00 PM	12163	10052	14.9	82.6	99	3147	15.1	25.9	100	2870	14.8	23.6	98	4034	14.9	33.2	99	
WKDAY 1:00 PM - 4:30 PM	16150	13329	19.8	82.5	99	4123	19.7	25.5	99	3822	19.7	23.7	99	5384	19.9	33.3	100	
WKDAY 4:30 PM - 7:30 PM	22463	18619	27.6	82.9	100	5620	26.9	25.0	97	5523	28.4	24.6	102	7475	27.6	33.3	100	
WKDAY 7:30 PM - 8:00 PM	31795	26499	39.3	83.3	100	7940	38.0	25.0	97	7845	40.4	24.7	103	10714	39.6	33.7	101	
WKDAY 11:00 PM - 11:30 PM	23977	20125	29.8	83.9	101	6000	28.7	25.0	97	5768	29.7	24.1	100	8357	30.9	34.9	104	
WKDAY 11:30 PM - 1:00 AM	7703	6555	9.7	85.1	102	1928	9.2	25.0	97	1866	9.6	24.2	101	2760	10.2	35.8	107	
M-SAT 8-11 PM-SUN 7-11 PM	33800	28232	41.9	83.5	100	8509	40.7	25.2	98	8287	42.6	24.5	102	11436	42.2	33.8	101	
WKDY DAYTIME NTKW 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	5339	7.9	81.7	98	1703	8.1	26.0	101	1534	7.9	23.5	98	2102	7.8	32.2	96
ANOTHER WORLD	N	4620	3687	5.5	79.8	96	1142	5.5	24.7	96	978	5.0	21.2	88	1566	5.8	33.9	101
AS THE WORLD TURNS	C	5614	4644	6.9	82.7	99	1444	6.9	25.7	100	1261	6.5	22.5	94	1939	7.2	34.5	103
CAPITOL	C	3396	2829	4.2	83.3	100	983	4.7	28.9	112	782	4.0	23.0	96	1064	3.9	31.3	94
CBS MORN. NEWS 1	C	1446	1166	1.7	80.6	97	298	1.4	20.6	80	410	2.1	28.4	118	459	1.7	31.7	95
CBS MORN. NEWS 2	C	1207	947	1.4	78.5	94	263	1.3	21.8	84	320	1.6	26.5	110	364	1.3	30.2	90
DAYS OF OUR LIVES	N	5877	4795	7.1	81.6	98	1417	6.8	24.1	93	1403	7.2	23.9	99	1975	7.3	33.6	101
FACTS OF LIFE - DAYTIME	N	2290	1856	2.8	81.0	97	667	3.2	29.1	113	517	2.7	22.6	94	673	2.5	29.4	88
FAMILY FEUD	A	3023	2504	3.7	82.8	99	818	3.9	27.1	105	704	3.6	23.3	97	983	3.6	32.5	97
GENERAL HOSPITAL	A	6097	4932	7.3	80.9	97	1451	6.9	23.8	92	1514	7.8	24.8	103	1966	7.3	32.2	96
GOOD MORNING, AMERICA-730	A	3515	2935	4.4	83.5	100	811	3.9	23.1	89	922	4.7	26.2	109	1202	4.4	34.2	102
GOOD MORNING, AMERICA-830	A	2818	2415	3.6	85.7	103	653	3.1	23.2	90	819	4.2	29.1	121	943	3.5	33.5	100
GUIDING LIGHT	C	5339	4490	6.7	84.1	101	1440	6.9	27.0	104	1250	6.4	23.4	98	1800	6.6	33.7	101
ONE LIFE TO LIVE	A	4478	3629	5.4	81.0	97	1104	5.3	24.7	95	1145	5.9	25.6	107	1380	5.1	30.8	92
PRESS YOUR LUCK	C	2244	1798	2.7</														

SERVINGS OF RICE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	67425	100.0	83.3	100	20908	100.0	25.8	100	19442	100.0	24.0	100	27075	100.0	33.4	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	21657	32.1	83.1	100	6254	29.9	24.0	93	6583	33.9	25.3	105	8819	32.6	33.8	101
NETWORK AFFILIATES - LATE	20261	16966	25.2	83.7	101	5017	24.0	24.8	96	4880	25.1	24.1	100	7069	26.1	34.9	104
INDEPENDENTS - LATE	2076	1719	2.5	82.8	99	640	3.1	30.8	119	401	2.1	19.3	80	678	2.5	32.7	98
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	8774	13.0	83.9	101	2799	13.4	26.8	104	2524	13.0	24.1	101	3451	12.7	33.0	99
ABC MONDAY NIGHT MOVIE	A 6412	5531	8.2	86.3	104	1684	8.1	26.3	102	1576	8.1	24.6	102	2271	8.4	35.4	106
ABC SUNDAY NIGHT MOVIE	A 12407	10387	15.4	83.7	101	3241	15.5	26.1	101	3055	15.7	24.6	103	4091	15.1	33.0	99
ABC WORLD NEWS TONIGHT	A 6176	5034	7.5	81.5	98	1495	7.2	24.2	94	1611	8.3	26.1	109	1928	7.1	31.2	93
AFTERMASH	C 5863	4833	7.2	82.4	99	1355	6.5	23.1	90	1535	7.9	26.2	109	1942	7.2	33.1	99
ALICE	C 9594	7880	11.7	82.1	99	2084	10.0	21.7	84	2433	12.5	25.4	106	3363	12.4	35.1	105
AMERICAN PARADE	C 6622	5442	8.1	82.2	99	1550	7.4	23.4	91	1729	8.9	26.1	109	2162	8.0	32.6	98
BENSON	A 10886	8988	13.3	82.6	99	2690	12.9	24.7	96	2738	14.1	25.2	105	3560	13.1	32.7	98
BLUE THUNDER	A 5036	4248	6.3	84.4	101	1236	5.9	24.5	95	1221	6.3	24.2	101	1790	6.6	35.5	106
CAGNEY & LACEY	C 9965	8284	12.3	83.1	100	2372	11.3	23.8	92	2436	12.5	24.4	102	3475	12.8	34.9	104
CBS EVENING NEWS-DEAN	C 3491	2779	4.1	79.6	96	724	3.5	20.7	80	952	4.9	27.3	114	1103	4.1	31.6	95
CBS EVENING NEWS-RATHER	C 7123	5978	8.9	83.9	101	1651	7.9	23.2	90	1768	9.1	24.8	103	2560	9.5	35.9	108
CBS SAT. NEWS-SCHIEFFER	C 3621	2947	4.4	81.4	98	698	3.3	19.3	75	876	4.5	24.2	101	1373	5.1	37.9	113
CBS SATURDAY NIGHT MOVIE	C 5436	4615	6.8	84.9	102	1344	6.4	24.7	96	1471	7.6	27.1	113	1800	6.6	33.1	99
CBS WEDNESDAY NIGHT MOVIE	C 6100	5183	7.7	85.0	102	1471	7.0	24.1	93	1570	8.1	25.7	107	2142	7.9	35.1	105
CHEERS	N 8889	7391	11.0	83.1	100	2429	11.6	27.3	106	2044	10.5	23.0	96	2918	10.8	32.8	98
DALLAS	C 22109	18008	26.7	81.5	98	5208	24.9	23.6	91	5273	27.1	23.9	99	7527	27.8	34.0	102
DIFF'RENT STROKES	N 6940	5706	8.5	82.2	99	1762	8.4	25.4	98	1675	8.6	24.1	101	2269	8.4	32.7	98
DOUBLE TROUBLE	N 7223	5963	8.8	82.6	99	1786	8.5	24.7	96	1711	8.8	23.7	99	2466	9.1	34.1	102
DUCK FACTORY	N 5595	4700	7.0	84.0	101	1373	6.6	24.5	95	1347	6.9	24.1	100	1980	7.3	35.4	106
DUKES OF HAZZARD	C 5768	4715	7.0	81.7	98	1393	6.7	24.2	94	1243	6.4	21.5	90	2079	7.7	36.0	108
DYNASTY	A 20053	16653	24.7	83.0	100	5325	25.5	26.6	103	4800	24.7	23.9	100	6527	24.1	32.5	97
FACTS OF LIFE	N 8087	6873	10.2	85.0	102	2037	9.7	25.2	98	2145	11.0	26.5	110	2691	9.9	33.3	100
FALCON CREST	C 20046	16435	24.4	82.0	98	4704	22.5	23.5	91	4832	24.9	24.1	100	6899	25.5	34.4	103
FALL GUY	A 9084	7651	11.3	84.2	101	2367	11.3	26.1	101	2086	10.7	23.0	96	3198	11.8	35.2	105
FAMILY TIES	N 7964	6591	9.8	82.8	99	2130	10.2	26.7	104	1894	9.7	23.8	99	2567	9.5	32.2	96
FANTASY ISLAND	A 7687	6456	9.6	84.0	101	2082	10.0	27.1	105	1813	9.3	23.6	98	2561	9.5	33.3	100
FOULUPS, BLEEPS & BLUNDERS	A 8861	7290	10.8	82.3	99	2275	10.9	25.7	99	1990	10.2	22.5	94	3024	11.2	34.1	102
FOUR SEASONS	C 5095	4199	6.2	82.4	99	1269	6.1	24.9	96	1371	7.1	26.9	112	1559	5.8	30.6	92
GIMME A BREAK	N 8838	7239	10.7	81.9	98	2133	10.2	24.1	93	2279	11.7	25.8	107	2827	10.4	32.0	96
HART TO HART	A 8978	7556	11.2	84.2	101	2088	10.0	23.3	90	2194	11.3	24.4	102	3274	12.1	36.5	109
HILL STREET BLUES	N 8590	7209	10.7	83.9	101	2197	10.5	25.6	99	2215	11.4	25.8	107	2797	10.3	32.6	97
HOTEL	A 14085	11672	17.3	82.9	100	3517	16.8	25.0	97	3500	18.0	24.8	104	4655	17.2	33.0	99
JEFFERSONS	C 9360	7824	11.6	83.6	100	2151	10.3	23.0	89	2329	12.0	24.9	104	3344	12.4	35.7	107
JENNIFER SLEPT HERE	N 5841	4845	7.2	82.9	100	1586	7.6	27.2	105	1371	7.1	23.5	98	1888	7.0	32.3	97
KATE & ALLIE	C 9206	7544	11.2	81.9	98	2129	10.2	23.1	90	2268	11.7	24.6	103	3146	11.6	34.2	102
KNIGHT RIDER	N 7076	5860	8.7	82.8	99	1865	8.9	26.4	102	1811	9.3	25.6	107	2183	8.1	30.9	92
LOVE BOAT	A 12219	10127	15.0	82.9	100	3159	15.1	25.9	100	3063	15.8	25.1	104	3905	14.4	32.0	96
MAGNUM PI	C 11199	9475	14.1	84.6	102	2946	14.1	26.3	102	2632	13.5	23.5	98	3897	14.4	34.8	104
MAMA'S FAMILY	N 6057	5013	7.4	82.8	99	1538	7.4	25.4	98	1459	7.5	24.1	100	2017	7.4	33.3	100
MASTER, THE	N 3598	3056	4.5	84.9	102	1080	5.2	30.0	116	847	4.4	23.5	98	1129	4.2	31.4	94
MATT HOUSTON	A 6344	5361	8.0	84.5	102	1546	7.4	24.4	94	1765	9.1	27.8	116	2050	7.6	32.3	97
NBC MONDAY NIGHT MOVIE	N 11994	9997	14.8	83.4	100	3103	14.8	25.9	100	2906	14.9	24.2	101	3988	14.7	33.2	99
NBC NIGHTLY NEWS	N 5132	4181	6.2	81.5	98	1336	6.4	26.0	101	1231	6.3	24.0	100	1614	6.0	31.4	94
NBC NIGHTLY NEWS-SAT	N 3375	2729	4.0	80.9	97	812	3.9	24.1	93	870	4.5	25.8	107	1046	3.9	31.0	93
NBC NIGHTLY NEWS-SUN	N 3130	2543	3.8	81.2	98	727	3.5	23.2	90	797	4.1	25.5	106	1019	3.8	32.6	97
NBC SUNDAY NIGHT MOVIE	N 8284	7098	10.5	85.7	103	2307	11.0	27.8	108	2125	10.9	25.7	107	2666	9.8	32.2	96
NEWHART	C 9240	7555	11.2	81.8	98	2149	10.3	23.3	90	2189	11.3	23.7	99	3217	11.9	34.8	104
ONE DAY AT A TIME	C 7288	5917	8.8	81.2	98	1725	8.3	23.7	92	1745	9.0	23.9	100	2447	9.0	33.6	100
PEOPLE ARE FUNNY	N 4855	4103	6.1	84.5	102	1223	5.8	25.2	98	1131	5.8	23.3	97	1749	6.5	36.0	108
REAL PEOPLE	N 8869	7370	10.9	83.1	100	2096	10.0	23.6	92	2355	12.1	26.6	111	2919	10.8	32.9	98
REMINGTON STEELE	N 7743	6395	9.5	82.6	99	2060	9.9	26.6	103	1816	9.3	23.5	98	2519	9.3	32.5	97
RIPLY'S BELIEVE IT - NOT	A 5345	4624	6.9	86.5	104	1465	7.0	27.4	106	1318	6.8	24.7	103	1841	6.8	34.4	103
RIPTIDE	N 6988	5879	8.7	84.1	101	1768	8.5	25.3	98	1763	9.1	25.2	105	2348	8.7	33.6	101
SCARECROW & MRS. KING	C 10002	8145	12.1	81.4	98	2284	10.9	22.8	88	2371	12.2	23.7	99	3490	12.9	34.9	104
SIMON & SIMON	C 10638	9050	13.4	85.1	102	2559	12.2	24.1	93	2744	14.1	25.8	107	3748	13.8	35.2	105
60 MINUTES	C 13293	10925	16.2	82.2	99	2994	14.3	22.5	87	3301	17.0	24.8	103	4629	17.1	34.8	104
ST. ELSEWHERE	N 7017	5887	8.7	83.9	101	1745	8.3	24.9	96	1783	9.2	25.4	106	2359	8.7	33.6	101
THREE'S COMPANY	A 10917	909															

	TOTAL U.S. '000	A	FROZEN B DOWN	C ACROSS %	D INDX	A	REGULAR B DOWN	C ACROSS %	D INDX	A	INSTANT B DOWN	C ACROSS %	D INDX	A	WHITE B DOWN	C ACROSS %	D INDX
		'000	%			'000	%			'000	%			'000	%		
TOTAL FEMALE HOMEMAKERS	80986	1765	100.0	2.2	100	47776	100.0	59.0	100	26022	100.0	32.1	100	57905	100.0	71.5	100
18 - 24	9282	**221	12.5	2.4	109	4941	10.3	53.2	90	3049	11.7	32.8	102	6282	10.8	67.7	95
25 - 34	19072	557	31.6	2.9	134	11418	23.9	59.9	101	6938	26.7	36.4	113	13980	24.1	73.3	103
35 - 44	14591	*294	16.7	2.0	92	9021	18.9	61.8	105	4852	18.6	33.3	103	10872	18.8	74.5	104
45 - 54	11345	*254	14.4	2.2	103	6906	14.5	60.9	103	3767	14.5	33.2	103	8296	14.3	73.1	102
55 - 64	11635	*250	14.2	2.1	99	6841	14.3	58.8	100	3511	13.5	30.2	94	8509	14.7	73.1	102
65 OR OLDER	15061	*190	10.8	1.3	58	8649	18.1	57.4	97	3905	15.0	25.9	81	9965	17.2	66.2	93
18 - 34	28354	778	44.1	2.7	126	16359	34.2	57.7	98	9987	38.4	35.2	110	20263	35.0	71.5	100
18 - 49	48339	1196	67.8	2.5	114	28807	60.3	59.6	101	16661	64.0	34.5	107	35131	60.7	72.7	102
25 - 54	45008	1104	62.5	2.5	113	27344	57.2	60.8	103	15557	59.8	34.6	108	33148	57.2	73.6	103
35 - 49	19985	*419	23.7	2.1	96	12448	26.1	62.3	106	6674	25.6	33.4	104	14868	25.7	74.4	104
50 OR OLDER	32647	569	32.2	1.7	80	18969	39.7	58.1	98	9361	36.0	28.7	89	22774	39.3	69.8	98
GRADUATED COLLEGE	11155	*200	11.3	1.8	82	7312	15.3	65.5	111	3888	14.9	34.9	108	8119	14.0	72.8	102
ATTENDED COLLEGE	13682	*389	22.0	2.8	130	8124	17.0	59.4	101	4931	18.9	36.0	112	10030	17.3	73.3	103
GRADUATED HIGH SCHOOL	33880	899	50.9	2.7	122	19567	41.0	57.8	98	12295	47.2	36.3	113	24922	43.0	73.6	103
DID NOT GRADUATE HIGH SCHOOL	22270	*277	15.7	1.2	57	12773	26.7	57.4	97	4908	18.9	22.0	69	14835	25.6	66.6	93
EMPLOYED	40306	970	55.0	2.4	110	23766	49.7	59.0	100	13864	53.3	34.4	107	29120	50.3	72.2	101
EMPLOYED FULL-TIME	32850	840	47.6	2.6	117	19352	40.5	58.9	100	10926	42.0	33.3	104	23380	40.4	71.2	100
EMPLOYED PART-TIME	7456	**130	7.4	1.7	80	4413	9.2	59.2	100	2939	11.3	39.4	123	5740	9.9	77.0	108
NOT EMPLOYED	40680	795	45.0	2.0	90	24010	50.3	59.0	100	12157	46.7	29.9	93	28785	49.7	70.8	99
PROFESSIONAL/MANAGER	10392	*244	13.8	2.3	108	6632	13.9	63.8	108	3590	13.8	34.5	108	7649	13.2	73.6	103
TECH/CLERICAL/SALES	17574	503	28.5	2.9	131	9993	20.9	56.9	96	6874	26.4	39.1	122	13064	22.6	74.3	104
PRECISION/CRAFT	985	*115	0.8	1.5	70	576	1.2	58.5	99	*300	1.2	30.5	95	667	1.2	67.7	95
OTHER EMPLOYED	11354	**207	11.7	1.8	84	6565	13.7	57.8	98	3100	11.9	27.3	85	7740	13.4	68.2	95
SINGLE	9863	*309	17.5	3.1	144	5844	12.2	59.3	100	2703	10.4	27.4	85	6430	11.1	65.2	91
MARRIED	51375	1074	60.8	2.1	96	30697	64.3	59.8	101	17572	67.5	34.2	106	38253	66.1	74.5	104
DIVORCED/SEPARATED/WIDOWED	19748	383	21.7	1.9	89	11236	23.5	56.9	96	5747	22.1	29.1	91	13221	22.8	66.9	94
PARENTS	32590	745	42.2	2.3	105	19758	41.4	60.6	103	11136	42.8	34.2	106	24539	42.4	75.3	105
WHITE	70416	1453	82.3	2.1	95	40376	84.5	57.3	97	24305	93.4	34.5	107	50368	87.0	71.5	100
BLACK	8778	*280	15.9	3.2	146	5973	12.5	68.0	115	1592	6.1	18.1	56	6123	10.6	69.8	98
OTHER	1791	**31	1.8	1.7	79	1427	3.0	79.7	135	**125	0.5	7.0	22	1413	2.4	78.9	110
NORTHEAST-CENSUS	17786	743	42.1	4.2	192	10872	22.8	61.1	104	5529	21.2	31.1	97	12951	22.4	72.8	102
NORTH CENTRAL	20741	*336	19.0	1.6	74	11078	23.2	53.4	91	8139	31.3	39.2	122	15093	26.1	72.8	102
SOUTH	27775	560	31.7	2.0	93	16917	35.4	60.9	103	7270	27.9	26.2	81	19381	33.5	69.8	98
WEST	14683	**126	7.1	0.9	39	8909	18.6	60.7	103	5083	19.5	34.6	108	10481	18.1	71.4	100
NORTHEAST-MKTG.	17961	799	45.3	4.4	204	10862	22.7	60.5	103	5724	22.0	31.9	99	12523	21.6	69.7	98
EAST CENTRAL	11885	*256	14.5	2.2	99	6241	13.1	52.5	89	3989	15.3	33.6	104	8137	14.1	68.5	96
WEST CENTRAL	14090	*194	11.0	1.4	63	7604	15.9	54.0	91	5932	22.8	42.1	131	10548	18.2	74.9	105
SOUTH	24081	*403	22.8	1.7	77	15143	31.7	62.9	107	6037	23.2	25.1	78	17427	30.1	72.4	101
PACIFIC	12969	**112	6.3	0.9	40	7925	16.6	61.1	104	4339	16.7	33.5	104	9271	16.0	71.5	100
COUNTY SIZE A	32439	908	51.4	2.8	128	19635	41.1	60.5	103	10117	38.9	31.2	97	22904	39.6	70.6	99
COUNTY SIZE B	24915	540	30.6	2.2	99	14488	30.3	58.1	99	8410	32.3	33.8	105	18203	31.4	73.1	102
COUNTY SIZE C	12930	**206	11.7	1.6	73	7555	15.8	58.4	99	4354	16.7	33.7	105	9362	16.2	72.4	101
COUNTY SIZE D	10703	**110	6.2	1.0	47	6098	12.8	57.0	97	3141	12.1	29.3	91	7436	12.8	69.5	97
METRO CENTRAL CITY	24518	574	32.5	2.3	107	15085	31.6	61.5	104	7027	27.0	28.7	89	17327	29.9	70.7	99
METRO SUBURBAN	35919	920	52.1	2.6	118	21283	44.5	59.3	100	12704	48.8	35.4	110	26446	45.7	73.6	103
NON METRO	20549	**271	15.4	1.3	61	11408	23.9	55.5	94	6291	24.2	30.6	95	14131	24.4	68.8	96
TOP 5 ADI'S	18341	686	38.9	3.7	172	11103	23.2	60.5	103	5572	21.4	30.4	95	13012	22.5	70.9	99
TOP 10 ADI'S	25378	914	51.8	3.6	165	15486	32.4	61.0	103	7721	29.7	30.4	95	17765	30.7	70.0	98
TOP 20 ADI'S	36488	1048	59.4	2.9	132	22092	46.2	60.5	103	11343	43.6	31.1	97	25893	44.7	71.0	99
HSHLD INC. \$50,000 OR MORE	6612	**116	6.6	1.8	80	4424	9.3	66.9	113	2495	9.6	37.7	117	5208	9.0	78.8	110
\$40,000 OR MORE	12659	*282	16.0	2.2	102	8187	17.1	64.7	110	4685	18.0	37.0	115	9809	16.9	77.5	108
\$30,000 OR MORE	24698	582	33.0	2.4	108	15381	32.2	62.3	106	9130	35.1	37.0	115	18792	32.5	76.1	106
\$25,000 OR MORE	32077	842	47.7	2.6	120	19735	41.3	61.5	104	11819	45.4	36.8	115	24175	41.7	75.4	105
\$20,000 - \$24,999	9144	**179	10.1	2.0	90	5279	11.0	57.7	98	3291	12.6	36.0	112	6576	11.4	71.9	101
\$15,000 - \$19,999	8728	*198	11.2	2.3	104	4869	10.2	55.8	95	2974	11.4	34.1	106	6213	10.7	71.2	100
\$10,000 - \$14,999	12562	*239	13.5	1.9	87	6899	14.4	54.9	93	3973	15.3	31.6	98	8660	15.0	68.9	96
UNDER \$10,000	18475	*306	17.3	1.7	76	10993	23.0	59.5	101	3965	15.2	21.5	67	12281	21.2	66.5	93
HOUSEHOLD OF 1 PERSON	11987	273	15.5	2.3	105	6315	13.2	52.7	89	3396	13.1	28.3	88	7476	12.9	62.4	87
2 PEOPLE	26577	576	32.6	2.2	99	15658	32.8	58.9	100	8451	32.5	31.8	99	18658	32.2	70.2	98
3 OR 4 PEOPLE	30617	715	40.5	2.3	107	18374	38.5	60.0	102	10256	39.4	33.5	104	22648	39.1	74.0	103
5 OR MORE PEOPLE	11804	**200	11.3	1.7	78	7430	15.6	62.9	107	3919	15.1	33.2	103	9123	15.8	77.3	108
NO CHILD IN HSHLD	46165	1012	57.3	2.2	101	26646	55.8	57.7	98	14293	54.9	31.0	96	31808	54.9	68.9	96
CHILD(REN) UNDER 2 YRS	5325	**112	6.3	2.1	97	3050	6.4	57.3	97	1884	7.2	35.4	110	4017	6.9	75.4	106
2 - 5 YEARS	14221	*399	22.6	2.8	129	8589	18.0	60.4	102	4686	18.0	33.0	103	10524	18.2	74.0	104
6 - 11 YEARS	15117	*339	19.2	2.2	103	9265	19.4	61.3	104	4776	18.4	31.6	98	11209	19.4	74.1	104
12 - 17 YEARS	16611	*287	16.3	1.7	79	10567	22.1	63.6	108	5566	21.4	33.5	104	12747	22.0	76.7	107
RESIDENCE OWNED	55884	1094	62.0	2.0	90	33638	70.4	60.2	102	18767	72.1	33.6	105	41085	71.0	73.5	103
VALUE: \$50,000 OR MORE	31744	602	34.1	1.9	87	19611	41.0	61.8	105	11783	45.3	37.1	116	23677	40.9	74.6	104
VALUE: UNDER \$50,000	24140	*492	27.9	2.0	94	14028	29.4	58.1	99	6984	26.8	28.9	90	17408	30.1	72.1	101

		TOTAL U.S. '000	A '000	FROZEN B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	1765	100.0	2.2	100	47776	100.0	59.0	100	26022	100.0	32.1	100	57905	100.0	71.5	100
MAGAZINES	QUINTILE 1	15799	*359	20.3	2.3	104	9705	20.3	61.4	104	5618	21.6	35.6	111	11848	20.5	75.0	105
	QUINTILE 2	17259	*414	23.5	2.4	110	10776	22.6	62.4	106	5961	22.9	34.5	107	12883	22.2	74.6	104
	QUINTILE 3	13545	*277	15.7	2.0	94	7998	16.7	59.0	100	4373	16.8	32.3	100	9666	16.7	71.4	100
	QUINTILE 4	15133	*359	20.3	2.4	109	8188	17.1	54.1	92	4787	18.4	31.6	98	10386	17.9	68.6	96
	QUINTILE 5	19250	*357	20.2	1.9	85	11109	23.3	57.7	98	5282	20.3	27.4	85	13122	22.7	68.2	95
NEWSPAPERS	QUINTILE 1	12413	*332	18.8	2.7	123	7058	14.8	56.9	96	4262	16.4	34.3	107	8835	15.3	71.2	100
	QUINTILE 2	24116	623	35.3	2.6	119	14815	31.0	61.4	104	8205	31.5	34.0	106	17632	30.4	73.1	102
	QUINTILE 3	11261	*249	14.1	2.2	101	6595	13.8	58.6	99	4031	15.5	35.8	111	8217	14.2	73.0	102
	QUINTILE 4	20255	*398	22.5	2.0	90	11739	24.6	58.0	98	6491	24.9	32.0	100	14533	25.1	71.8	100
	QUINTILE 5	12940	**163	9.2	1.3	58	7569	15.8	58.5	99	3033	11.7	23.4	73	8688	15.0	67.1	94
OUTDOOR	QUINTILE 1	14852	*360	20.4	2.4	111	9058	19.0	61.0	103	4980	19.1	33.5	104	10934	18.9	73.6	103
	QUINTILE 2	15725	*390	22.1	2.5	114	9264	19.4	58.9	100	5151	19.8	32.8	102	11295	19.5	71.8	100
	QUINTILE 3	16330	*356	20.2	2.2	100	10051	21.0	61.5	104	5190	19.9	31.8	99	11973	20.7	73.3	103
	QUINTILE 4	16744	*327	18.5	2.0	90	9651	20.2	57.6	98	5240	20.1	31.3	97	11904	20.6	71.1	99
	QUINTILE 5	17334	*332	18.8	1.9	88	9752	20.4	56.3	95	5460	21.0	31.5	98	11800	20.4	68.1	95
RADIO-DRIVE TIME	QUINTILE 1	15911	*522	29.6	3.3	151	9696	20.3	60.9	103	5472	21.0	34.4	107	11535	19.9	72.5	101
	QUINTILE 2	14837	*239	13.5	1.6	74	8652	18.1	58.3	99	4844	18.6	32.6	102	10582	18.3	71.3	100
	QUINTILE 3	15339	*408	23.1	2.7	122	9320	19.5	60.8	103	4895	18.8	31.9	99	11204	19.3	73.0	102
	QUINTILE 4	16723	*204	11.6	1.2	56	9387	19.6	56.1	95	5438	20.9	32.5	101	11647	20.1	69.6	97
	QUINTILE 5	18176	392	22.2	2.2	99	10720	22.4	59.0	100	5372	20.6	29.6	92	12938	22.3	71.2	100
RADIO-MID- DAY	TERCILE 1	21020	481	27.3	2.3	105	12230	25.6	58.2	99	7380	28.4	35.1	109	15060	26.0	71.6	100
	TERCILE 2	21610	*458	25.9	2.1	97	13062	27.3	60.4	102	7120	27.4	32.9	103	15806	27.3	73.1	102
	TERCILE 3	38355	825	46.7	2.2	99	22484	47.1	58.6	99	11521	44.3	30.0	93	27039	46.7	70.5	99
RADIO-TOTAL	QUINTILE 1	15988	*414	23.5	2.6	119	9500	19.9	59.4	101	5552	21.3	34.7	108	11540	19.9	72.2	101
	QUINTILE 2	15626	*371	21.0	2.4	109	9123	19.1	58.4	99	5283	20.3	33.8	105	11236	19.4	71.9	101
	QUINTILE 3	16723	431	24.4	2.6	118	9941	20.8	59.4	101	5046	19.4	30.2	94	11951	20.6	71.5	100
	QUINTILE 4	16342	*279	15.8	1.7	78	9388	19.7	57.4	97	5545	21.3	33.9	106	11594	20.0	70.9	99
	QUINTILE 5	16306	*269	15.2	1.6	76	9824	20.6	60.2	102	4596	17.7	28.2	88	11584	20.0	71.0	99
TV-PRIME TIME	QUINTILE 1	15953	*336	19.0	2.1	97	9620	20.1	60.3	102	4884	18.8	30.6	95	11433	19.7	71.7	100
	QUINTILE 2	16137	*371	21.0	2.3	105	9521	19.9	59.0	100	5527	21.2	34.3	107	11546	19.9	71.5	100
	QUINTILE 3	16420	*406	23.0	2.5	113	9833	20.6	59.9	102	5382	20.7	32.8	102	12053	20.8	73.4	103
	QUINTILE 4	16687	*390	22.1	2.3	107	9712	20.3	58.2	99	5514	21.2	33.0	103	12062	20.8	72.3	101
	QUINTILE 5	15789	*263	14.9	1.7	76	9091	19.0	57.6	98	4715	18.1	29.9	93	10811	18.7	68.5	96
TV-DAYTIME	TERCILE 1	27736	607	34.4	2.2	100	16632	34.8	60.0	102	8251	31.7	29.7	93	19819	34.2	71.5	100
	TERCILE 2	26489	583	33.0	2.2	101	14952	31.3	56.4	96	9212	35.4	34.8	108	18862	32.6	71.2	100
	TERCILE 3	26761	574	32.5	2.1	98	16192	33.9	60.5	103	8559	32.9	32.0	100	19224	33.2	71.8	100
TV-TOTAL	QUINTILE 1	16345	*328	18.6	2.0	92	9829	20.6	60.1	102	4747	18.2	29.0	90	11493	19.8	70.3	98
	QUINTILE 2	16447	*427	24.2	2.6	119	9892	20.7	60.1	102	5002	19.2	30.4	95	11987	20.7	72.9	102
	QUINTILE 3	15980	*436	24.7	2.7	125	9248	19.4	57.9	98	5628	21.6	35.2	110	11579	20.0	72.5	101
	QUINTILE 4	15887	*339	19.2	2.1	98	8882	18.6	55.9	95	5847	22.5	36.8	115	11412	19.7	71.8	100
	QUINTILE 5	16326	*235	13.3	1.4	66	9924	20.8	60.8	103	4797	18.4	29.4	91	11433	19.7	70.0	98
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE		20721	531	30.1	2.6	118	12726	26.6	61.4	104	7192	27.6	34.7	108	15293	26.4	73.8	103
NEWSPAPER IMPERATIVE		19186	*366	20.7	1.9	88	11896	24.9	62.0	105	6330	24.3	33.0	103	14242	24.6	74.2	104
		21899	553	31.3	2.5	116	12491	26.1	57.0	97	7353	28.3	33.6	104	15360	26.5	70.1	98
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE		15451	*362	20.5	2.3	108	9632	20.2	62.3	106	5453	21.0	35.3	110	11734	20.3	75.9	106
OUTDOOR IMPERATIVE		25953	582	33.0	2.2	103	15725	32.9	60.6	103	8853	34.0	34.1	106	18999	32.8	73.2	102
		24400	535	30.3	2.2	101	14078	29.5	57.7	98	7506	28.8	30.8	96	17021	29.4	69.8	98
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE		18049	*503	28.5	2.8	128	10932	22.9	60.6	103	6537	25.1	36.2	113	13489	23.3	74.7	105
RADIO IMPERATIVE		23571	433	24.5	1.8	84	14555	30.5	61.7	105	7953	30.6	33.7	105	17397	30.0	73.8	103
		23278	533	30.2	2.3	105	13170	27.6	56.6	96	7212	27.7	31.0	96	16150	27.9	69.4	97
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE		15459	*370	21.0	2.4	110	9973	20.9	64.5	109	4674	18.0	30.2	94	11362	19.6	73.5	103
TELEVISION IMPERATIVE		25829	553	31.3	2.1	98	15307	32.0	59.3	100	9585	36.8	37.1	115	19119	33.0	74.0	104
		26039	620	35.1	2.4	109	14713	30.8	56.5	96	7728	29.7	29.7	92	18187	31.4	69.8	98
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE		16605	472	26.7	2.8	130	9971	20.9	60.0	102	5669	21.8	34.1	106	11934	20.6	71.9	101
OUTDOOR IMPERATIVE		26834	671	38.0	2.5	115	15840	33.2	59.0	100	9306	35.8	34.7	108	19465	33.6	72.5	101
		23346	441	25.0	1.9	87	14150	29.6	60.6	103	7224	27.8	30.9	96	17109	29.5	73.3	102
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE		17133	531	30.1	3.1	142	10262	21.5	59.9	102	6065	23.3	35.4	110	12601	21.8	73.5	103
RADIO IMPERATIVE		25892	568	32.2	2.2	101	15385	32.2	59.4	101	8649	33.2	33.4	104	18508	32.0	71.5	100
		23167	475	26.9	2.1	94	13368	28.0	57.7	98	7365	28.3	31.8	99	16328	28.2	70.5	99
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE		17159	*463	26.2	2.7	124	10334	21.6	60.2	102	5626	21.6	32.8	102	12428	21.5	72.4	101
TELEVISION IMPERATIVE		26214	623	35.3	2.4	109	15365	32.2	58.6	99	9508	36.5	36.3	113	19009	32.8	72.5	101
		23412	488	27.6	2.1	96	13805	28.9	59.0	100	6713	25.8	28.7	89	16662	28.8	71.2	100
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE		15303	*437	24.8	2.9	131	9349	19.6	61.1	104	5096	19.6	33.3	104	11347	19.6	74.1	104
RADIO IMPERATIVE																		

	TOTAL U.S. '000	FROZEN				REGULAR				INSTANT				WHITE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	10494	1765	100.0	2.2	100	47776	100.0	59.0	100	26022	100.0	32.1	100	57905	100.0	71.5	100
ATLANTIC MONTHLY	415	**9	0.5	2.2	100	230	0.5	55.4	94	*146	0.6	35.2	109	274	0.5	66.0	92
BARRON'S	453	**17	1.0	3.8	172	*291	0.6	64.2	109	**131	0.5	28.9	90	358	0.6	79.0	111
BETTER HOMES & GARDENS	16256	382	21.6	2.3	108	9656	20.2	59.4	101	5953	22.9	36.6	114	12221	21.1	75.2	105
BON APPETIT	2535	**65	3.7	2.6	118	1778	3.7	70.1	119	767	2.9	30.3	94	1908	3.3	75.3	105
BUSINESS WEEK	1278	**18	1.0	1.4	65	770	1.6	60.3	102	267	1.0	20.9	65	819	1.4	64.1	90
CAR AND DRIVER	578	**34	1.9	9.0	413	*172	0.4	45.5	77	*159	0.6	42.1	131	300	0.5	79.4	111
CBS MAGAZINE NETWORK (GROSS)	1498	**52	2.9	3.5	159	876	1.8	58.5	99	583	2.2	38.9	121	1180	2.0	78.8	110
CHANGING TIMES	1505	**72	4.1	4.8	220	1013	2.1	67.3	114	424	1.6	28.2	88	1122	1.9	74.6	104
COLONIAL HOMES	1231	**40	2.3	3.2	149	794	1.7	64.5	109	362	1.4	29.4	92	977	1.7	79.4	111
CONDE NAST MAG. PKG. (GROSS)	14146	499	18.3	3.5	162	8949	18.7	63.3	107	4689	18.0	33.1	103	10470	18.1	74.0	104
CONSUMERS DIGEST	1323	**47	2.7	3.6	163	864	1.8	65.3	111	380	1.5	28.7	89	1034	1.8	78.2	109
COSMOPOLITAN	7102	*215	12.2	3.0	139	4099	8.6	57.7	98	2404	9.2	33.8	105	4786	8.3	67.4	94
COUNTRY LIVING	2481	**56	3.2	2.3	104	1497	3.1	60.3	102	1114	4.3	44.9	140	1811	3.1	73.0	102
CUISINE	1472	**74	4.2	5.0	231	1012	2.1	68.8	117	530	2.0	36.0	112	1180	2.0	80.2	112
CYCLE WORLD	425	**25	1.4	5.9	270	*236	0.5	55.5	94	*185	0.7	43.5	135	346	0.6	81.4	114
DCI:CREATIVE IDEAS FOR LIV	2510	**50	2.8	2.0	91	1535	3.2	61.2	104	989	3.8	39.4	123	1976	3.4	78.7	110
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*164	9.3	2.4	112	4161	8.7	62.2	105	2340	9.0	35.0	109	5145	8.9	76.9	107
DISCOVER	894	**35	2.0	3.9	180	628	1.3	70.2	119	315	1.2	35.2	110	722	1.2	80.8	113
EDMUND	3507	*128	7.3	3.6	167	2366	5.0	67.5	114	749	2.9	21.4	66	2491	4.3	71.0	99
ESQUIRE	1083	**43	2.4	4.0	182	669	1.4	61.8	105	300	1.2	27.7	86	827	1.4	76.4	107
ESSENCE	1530	**56	3.2	3.1	140	1300	2.7	71.0	120	373	1.4	20.4	63	1348	2.3	73.7	103
FAMILY CIRCLE	15930	399	12.6	2.5	115	9685	20.3	60.8	103	5789	22.2	36.3	113	11813	20.4	74.2	104
THE FAMILY HANDYMAN	1126	**72	4.1	6.4	293	653	1.4	58.0	98	423	1.6	37.6	117	863	1.5	76.6	107
FAMILY WEEKLY	11468	*191	10.8	1.7	76	6756	14.1	58.9	100	3932	15.1	34.3	107	8457	14.6	73.7	103
FIELD & STREAM	2234	**31	1.8	1.4	64	1360	2.8	60.9	103	713	2.7	31.9	99	1711	3.0	76.6	107
FOOD & WINE	579	**16	0.9	2.8	127	420	0.9	72.5	123	*187	0.7	32.3	101	442	0.8	76.3	107
FORBES	728	**14	0.8	1.9	88	470	1.0	64.6	109	*165	0.6	22.7	71	474	0.8	65.1	91
FORTUNE	906	**20	1.1	2.2	101	588	1.2	64.9	110	*199	0.8	22.0	68	604	1.0	66.7	93
GENTLEMEN'S QUARTERLY	791	**9	0.5	1.1	52	534	1.1	67.5	114	*209	0.8	26.4	82	623	1.1	78.8	110
GLAMOUR	5265	*160	9.1	3.0	139	3296	6.9	62.6	106	1802	6.9	34.2	107	3900	6.7	74.1	104
GOLF DIGEST	636	**23	1.3	3.6	166	446	0.9	70.1	119	*251	1.0	39.5	123	490	0.8	77.0	108
GOLF DIGEST/TENNIS (GROSS)	1186	**53	3.0	4.5	205	743	1.6	62.6	106	395	1.5	33.3	104	849	1.5	71.6	100
GOLF MAGAZINE	441	**20	1.1	4.5	208	345	0.7	78.2	133	*779	0.3	17.9	56	336	0.6	76.2	107
GOLF MAGAZINE/SKI (GROSS)	922	**46	2.6	5.0	229	581	1.2	63.0	107	*241	0.9	26.1	81	694	1.2	75.3	105
GOOD HOUSEKEEPING	16487	323	18.3	2.0	90	9772	20.5	59.3	100	6081	23.4	36.9	115	12240	21.1	74.2	104
HARPER'S BAZAAR	2423	**54	3.1	2.2	102	1555	3.3	64.2	109	783	3.0	32.3	101	1810	3.1	74.7	104
HEALTH	1994	**31	1.8	1.6	71	1215	2.5	60.9	103	589	2.3	29.5	92	1545	2.7	77.5	108
HEARST MAG CORP. BUY (GROSS)	44101	1037	58.8	2.4	108	26237	54.9	59.5	101	15840	60.9	35.9	112	32161	55.5	72.9	102
HEARST MAN POWER (GROSS)	1993	**51	2.9	2.6	117	1257	2.6	63.1	107	659	2.5	33.1	103	1498	2.6	75.2	105
HEARST WOMAN POWER (GROSS)	31274	770	43.6	2.5	113	18267	38.2	58.4	99	11258	43.3	36.0	112	22577	39.0	72.2	101
HOUSE BEAUTIFUL	3623	**35	2.0	1.0	44	2099	4.4	57.9	98	1371	5.3	37.8	118	2672	4.6	73.8	103
INC.	283	**13	0.7	4.6	211	*191	0.4	67.5	114	**100	0.4	35.3	110	*238	0.4	84.1	118
JET	2928	**68	3.9	2.3	107	1963	4.1	67.0	114	601	2.3	20.5	64	2050	3.5	70.0	98
LADIES' HOME JOURNAL	11918	300	17.0	2.5	116	6898	14.4	57.9	98	4503	17.3	37.8	118	8760	15.1	73.5	103
LHJ FAMILY GRP COMBO(GROSS)	16764	368	20.8	2.2	101	9854	20.6	58.8	100	6258	24.0	37.3	116	12416	21.4	74.1	104
LIFE	4254	*116	6.6	2.7	125	2773	5.8	65.2	110	1234	4.7	29.0	90	3143	5.4	73.9	103
L.A. TIMES HOME MAGAZINE	1145	**7	0.4	0.6	28	765	1.6	66.8	113	373	1.4	32.6	101	868	1.5	75.8	106
MADMOISELLE	2884	*121	6.9	4.2	193	1875	3.9	65.0	110	905	3.5	31.4	98	2100	3.6	72.8	102
MC CALL'S	13460	296	16.8	2.2	101	7868	16.5	58.5	99	4970	19.1	36.9	115	9942	17.2	73.9	103
MC CALL'S/WRK MOTHER (GROSS)	14606	323	18.3	2.2	101	8563	17.9	58.6	99	5397	20.7	37.0	115	10867	18.8	74.4	104
MECHANIX ILLUSTRATED	772	**32	1.8	4.1	190	515	1.1	66.7	113	*306	1.2	39.6	123	631	1.1	81.7	114
METROPOLITAN HOME	967	**49	2.8	5.1	233	720	1.5	74.5	126	250	1.0	25.9	80	743	1.3	76.8	107
MONEY	1588	**61	3.5	3.8	176	1035	2.2	65.2	110	413	1.6	26.0	81	1152	2.0	72.5	101
MOTHER EARTH NEWS	1002	**16	0.9	1.6	73	701	1.5	70.0	119	370	1.4	36.9	115	751	1.3	75.0	105
MS.	825	**10	0.6	1.2	56	520	1.1	63.0	107	256	1.0	31.0	97	573	1.0	69.5	97
NATIONAL ENQUIRER	10336	272	15.4	2.6	121	6077	12.7	58.8	100	3284	12.6	31.8	99	7606	13.1	73.6	103
NATIONAL GEOGRAPHIC	9597	244	13.8	2.5	117	5818	12.2	60.6	103	3236	12.4	33.7	105	6871	11.9	71.6	100
NATIONAL SUNDAY MAGAZINE PKG	49558	1228	69.6	2.5	114	29320	61.4	59.2	100	17047	65.5	34.4	107	35949	62.1	72.5	101
NATURAL HISTORY	573	**13	0.7	2.3	104	400	0.8	69.8	118	*169	0.6	29.5	92	416	0.7	72.6	102
NEW WOMAN	1699	**64	3.6	3.8	173	996	2.1	58.6	99	604	2.3	35.6	111	1208	2.1	71.1	99
NEW YORK INCLUDING CUE	443	**21	1.2	4.7	218	310	0.6	70.0	119	*103	0.4	23.3	72	342	0.6	77.2	108
THE NEW YORKER	1270	**59	3.3	4.6	213	942	2.0	74.2	126	302	1.2	23.8	74	927	1.6	73.0	102
NEWSWEEK	6277	*189	10.7	3.0	138	4028	8.4	64.2	109	2190	8.4	34.9	109	4718	8.1	75.2	105
THE N.Y. TIMES DAILY EDITION	1205	**44	2.5	3.7	168	812	1.7	67.4	114	273	1.0	22.7	71	846	1.5	70.2	98
THE N.Y. TIMES MAGAZINE	2081	*108	6.1	5.2	238	1422	3.0	68.3	116	494	1.9	23.7	74	1362	2.4	65.4	92
OWN	788	**4	0.2	0.5	23	519	1.1	65.9	112	*238	0.9	30.2	94	571	1.0	72.5	101
ON CABLE	1158	**42	2.4	3.6	166	592	1.2	51.1	87	523	2.0	45.2	141	903	1.6	78.0	109
1001 HOME IDEAS	2852	**37	2.1	1.3	60	1741	3.6	61.0	103	1166	4.5	40.9	127	2111	3.6	74.0	104
ORGANIC GARDENING	1658	**32	1.8	1.9	89	1085	2.3	65.4	111	560	2.2	33.8	105	1200	2.1	72.4	101
OUTDOOR LIFE	896	**29	1.6	3.2	149	481	1.0	53.7	91	302	1.2	33.7	105	651	1.1	72.7	102
PARADE MAGAZINE	24275	713	40.4	2.9	135	14475	30.3	59.6	101	8579	33.0	35.3	110	17739	30.6	73.1	102

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	FROZEN B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	1765	100.0	2.2	100	47776	100.0	59.0	100	26022	100.0	32.1	100	57905	100.0	71.5	100
PARENTS	3845	**71	4.0	1.8	85	2275	4.8	59.2	100	1531	5.9	39.8	124	3058	5.3	79.8	112
PENTHOUSE	831	**32	1.8	3.9	177	480	1.0	57.8	98	*247	0.9	29.7	93	524	0.9	63.1	88
PEOPLE	11645	270	15.3	2.3	106	6919	14.5	59.4	101	4186	16.1	35.9	112	8476	14.6	72.8	102
PLAYBOY	2006	**52	2.9	2.6	119	1229	2.6	61.3	104	546	2.1	27.2	85	1428	2.5	71.2	100
POPULAR HOT RODDING	297	**12	0.7	4.0	185	*140	0.3	47.1	80	**88	0.3	29.6	92	*203	0.4	68.4	96
POPULAR MECHANICS	1018	**19	1.1	1.9	86	625	1.3	61.4	104	335	1.3	32.9	102	762	1.3	74.9	105
POPULAR SCIENCE	878	**23	1.3	2.6	120	574	1.2	65.4	111	*257	1.0	29.3	91	564	1.0	64.2	90
PREVENTION	3913	**101	5.7	2.6	118	2488	5.2	63.6	108	1144	4.4	29.2	91	2835	4.9	72.5	101
PSYCHOLOGY TODAY	1710	**26	1.5	1.5	70	990	2.1	57.9	98	631	2.4	36.9	115	1255	2.2	73.4	103
READER'S DIGEST	22204	448	25.4	2.0	93	13209	27.6	59.5	101	7688	29.5	34.6	108	16432	28.4	74.0	104
REDDOOK	7684	*231	13.1	3.0	138	4396	9.2	57.2	97	2774	10.7	36.1	112	5550	9.6	72.2	101
ROAD & TRACK	410	**11	0.6	2.7	123	*216	0.5	52.7	89	*180	0.7	43.9	137	*299	0.5	72.9	102
ROLLING STONE	969	**14	0.8	1.4	66	644	1.3	66.5	113	309	1.2	31.9	99	714	1.2	73.7	103
RUNNER'S WORLD	298	**41	2.3	13.8	631	*203	0.4	68.1	115	**107	0.4	35.9	112	*225	0.4	75.5	106
SATURDAY EVENING POST	1169	**32	1.8	2.7	126	772	1.6	66.0	112	375	1.4	32.1	100	908	1.6	77.7	109
SCIENCE 84	587	**44	0.2	0.7	31	437	0.9	74.4	126	*218	0.8	37.1	116	471	0.8	80.2	112
SCIENCE DIGEST	482	**9	0.5	1.9	86	351	0.7	72.8	123	*187	0.7	38.8	121	375	0.6	77.8	109
SCIENTIFIC AMERICAN	594	**18	1.0	3.0	139	467	1.0	78.6	133	*150	0.6	25.3	79	428	0.7	72.1	101
SELF	2089	**96	5.4	4.6	211	1330	2.8	63.7	108	764	2.9	36.6	114	1581	2.7	75.7	106
SEVENTEEN	2411	**35	2.0	1.5	67	1570	3.3	65.1	110	682	2.6	28.3	88	1843	3.2	76.4	107
SKI	480	**26	1.5	5.4	249	236	0.5	49.2	83	*162	0.6	33.8	105	357	0.6	74.4	104
SMITHSONIAN	2760	**63	3.6	2.3	105	2003	4.2	72.6	123	847	3.3	30.7	96	2043	3.5	74.0	104
SOAP OPERA DIGEST	3013	**60	3.4	2.0	91	1728	3.6	57.4	97	1047	4.0	34.7	108	2229	3.8	74.0	103
SOUTHERN LIVING	4184	*114	6.5	2.7	125	2627	5.5	62.8	106	1351	5.2	32.3	100	3169	5.5	75.7	106
SPORT	559	**4	0.2	0.7	33	330	0.7	59.0	100	*193	0.7	34.5	107	415	0.7	74.2	104
THE SPORTING NEWS	436	**0	0.0	0.0	0	*222	0.5	50.9	86	**219	0.8	50.2	156	*386	0.7	88.5	124
SPORTS AFIELD	493	**23	1.3	4.7	214	281	0.6	57.0	97	*137	0.5	27.8	86	361	0.6	73.2	102
SPORTS ILLUSTRATED	2758	**88	5.0	3.2	146	1679	3.5	60.9	103	1035	4.0	37.6	117	2088	3.6	75.7	106
STAR	7456	*180	10.2	2.4	111	4491	9.4	60.2	102	2355	9.1	31.6	98	5599	9.7	75.1	105
SUNDAY	24936	699	39.6	2.8	129	14793	31.0	59.3	101	8394	32.3	33.7	105	17650	30.5	70.8	99
SUNSET	2124	**16	0.9	0.8	35	1433	3.0	67.5	114	788	3.0	37.1	115	1560	2.7	73.4	103
TV GUIDE	21661	601	34.1	2.8	127	12654	26.5	58.4	99	7407	28.5	34.2	106	15872	27.4	73.3	102
TENNIS	550	**29	1.6	5.3	242	298	0.6	54.2	92	*144	0.6	26.2	81	359	0.6	65.3	91
TIME	8880	256	14.5	2.9	132	5573	11.7	62.8	106	2852	11.0	32.1	100	6513	11.2	73.3	103
TOWN & COUNTRY	917	**32	1.8	3.5	160	658	1.4	71.8	122	251	1.0	27.4	85	705	1.2	76.9	108
TRAVEL & LEISURE	972	**44	2.5	4.5	208	643	1.3	66.2	112	327	1.3	33.6	105	719	1.2	74.0	103
TRUE STORY	3356	**112	6.3	3.3	153	1880	3.9	56.0	95	1042	4.0	31.0	97	2419	4.2	72.1	101
U.S. NEWS & WORLD REPORT	3410	**108	6.1	3.2	145	2206	4.6	64.7	110	1172	4.5	34.4	107	2552	4.4	74.8	105
USA TODAY	1759	**67	3.8	3.8	175	1126	2.4	64.0	109	587	2.3	33.4	104	1279	2.2	72.7	102
US	1873	**85	4.8	4.5	208	1116	2.3	59.6	101	718	2.8	38.3	119	1372	2.4	73.3	102
VOGUE	3909	*122	6.9	3.1	143	2449	5.1	62.7	106	1218	4.7	31.2	97	2888	5.0	73.9	103
WALL STREET JOURNAL	1886	**68	3.9	3.6	165	1225	2.6	65.0	110	488	1.9	25.9	81	1251	2.2	66.3	93
WEIGHT WATCHERS	2120	**61	3.5	2.9	132	1309	2.7	61.7	105	834	3.2	39.3	122	1565	2.7	73.8	103
WOMAN'S DAY	14172	347	19.7	2.4	112	8599	18.0	60.7	103	5009	19.2	35.3	110	10611	18.3	74.9	105
WORKING MOTHER	1146	**26	1.5	2.3	104	695	1.5	60.6	103	427	1.6	37.3	116	925	1.6	80.7	113
WORKING WOMAN	1322	**38	2.2	2.9	132	837	1.8	63.3	107	420	1.6	31.8	99	1028	1.8	77.8	109
WORLD TENNIS	*163	**6	0.3	3.7	169	*107	0.2	65.6	111	**33	0.1	20.2	63	**100	0.2	61.3	86
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**90	5.1	3.6	163	1549	3.2	61.2	104	971	3.7	38.3	119	1954	3.4	77.2	108
BLAIR INSERTS	43657	1181	66.9	2.7	124	26114	54.7	59.8	101	14857	57.1	34.0	106	31614	54.6	72.4	101
DAILY NEWSPAPERS																	
READ ANY	51633	1252	70.9	2.4	111	30552	63.9	59.2	100	17452	67.1	33.8	105	37351	64.5	72.3	101
READ ONE	43463	1046	59.3	2.4	110	25736	53.9	59.2	100	14732	56.6	33.9	105	31316	54.1	72.1	101
READ TWO OR MORE	8170	206	11.7	2.5	116	4815	10.1	58.9	100	2721	10.5	33.3	104	6035	10.4	73.9	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1322	74.9	2.5	115	31258	65.4	59.3	101	18090	69.5	34.3	107	38168	65.9	72.5	101
READ ONE	46126	1158	65.6	2.5	115	27511	57.6	59.6	101	15800	60.7	34.3	107	33541	57.9	72.7	102
READ TWO OR MORE	6552	*165	9.3	2.5	116	3747	7.8	57.2	97	2289	8.8	34.9	109	4628	8.0	70.6	99
OUTDOOR																	
100 SHM - 30 DAY AV FREQ	27.55	29.11				27.87				28.64				27.87			
30 DAY REACH	71455	1632	92.5	2.3	105	42461	88.9	59.4	101	22945	88.2	32.1	100	51444	88.8	72.0	101
50 SHM - 30 DAY AV FREQ	14.56	15.55				14.69				15.12				14.68			
30 DAY REACH	67742	1528	86.6	2.3	103	40332	84.4	59.5	101	21785	83.7	32.2	100	48931	84.5	72.2	101
25 SHM - 30 DAY AV FREQ	7.94	8.40				7.99				8.17				7.97			
30 DAY REACH	62117	1416	80.2	2.3	105	37068	77.6	59.7	101	20112	77.3	32.4	101	45003	77.7	72.4	101
CABLE TV: HOME WIRED	32077	700	39.7	2.2	100	18471	38.7	57.6	98	11684	44.9	36.4	113	24110	41.6	75.2	105
HOME NOT WIRED	48909	1065	60.3	2.2	100	29305	61.3	59.9	102	14338	55.1	29.3	91	33795	58.4	69.1	97
HAVE PAY CABLE	15935	*414	23.5	2.6	119	9192	19.2	57.7	98	6350	24.4	39.8	124	12331	21.3	77.4	108

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D	A	B % DOWN	C % ACROSS	D	A	B % DOWN	C % ACROSS	D	A	B % DOWN	C % ACROSS	D
		'000		%	INDX	'000		%	INDX	'000		%	INDX	'000		%	INDX
TOTAL FEMALE HOMEMAKERS	80986	1765	100.0	2.2	100	47776	100.0	59.0	100	26022	100.0	32.1	100	57905	100.0	71.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1000	56.7	2.3	104	36294	54.9	59.7	101	14800	56.9	33.7	105	31803	54.9	72.4	101
10:00 AM - 3:00 PM	30659	676	38.3	2.2	101	18132	38.0	59.1	100	10538	40.5	34.4	107	22100	38.2	72.1	101
3:00 PM - 7:00 PM	31045	759	43.0	2.4	112	18289	38.3	58.9	100	10566	40.6	34.0	106	22252	38.4	71.7	100
7:00 PM - MIDNIGHT	15767	364	20.6	2.3	106	9291	19.4	58.9	100	5028	19.3	31.9	99	11131	19.2	70.6	99
MIDNIGHT - 6:00 AM	9120	288	16.3	3.2	145	5363	11.3	59.0	100	2982	11.5	32.7	102	6599	11.4	72.4	101
6:00 AM - MIDNIGHT	58527	1317	74.6	2.3	103	34551	72.3	59.0	100	19648	75.5	33.6	104	42165	72.8	72.0	101
ENTIRE DAY	59311	1334	75.6	2.2	103	34937	73.1	58.9	100	19923	76.6	33.6	105	42703	73.7	72.0	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	350	19.8	2.2	99	9455	19.8	58.5	99	5866	22.5	36.3	113	11895	20.5	73.6	103
ALL NEWS	2256	**97	5.5	4.3	197	1417	3.0	62.8	106	634	2.4	28.1	87	1567	2.7	69.5	97
AOR/PROGRESSIVE	3874	**94	5.3	2.4	111	2183	4.6	56.4	96	1275	4.9	32.9	102	2814	4.9	72.6	102
BEAUTIFUL MUSIC	5660	**113	6.4	2.0	92	3543	7.4	62.6	106	1833	7.0	32.4	101	4054	7.0	71.6	100
BLACK	2204	**46	2.6	2.1	96	1520	3.2	69.0	117	492	1.9	22.3	69	1638	2.8	74.3	104
CLASSICAL	1418	**42	2.4	3.0	136	968	2.0	68.3	116	422	1.6	29.8	93	1071	1.8	75.5	106
CHR/ROCK	9538	**165	9.3	1.7	79	5351	11.2	56.1	95	3474	13.4	36.4	113	8889	11.9	72.2	101
COUNTRY	12648	**261	14.8	2.1	95	7415	15.5	58.6	99	4267	16.4	33.7	105	8967	15.5	70.9	99
GOLDEN OLDIES	1191	**56	3.2	4.7	216	571	1.2	47.9	81	364	1.4	30.6	95	892	1.2	58.1	81
MOR/NOSTALGIA	4757	**90	5.1	1.9	87	2884	6.0	60.6	103	1625	6.2	34.2	106	3613	6.2	70.2	106
NEWS/TALK	3863	**89	5.0	2.3	106	2263	4.7	58.6	99	1337	5.1	34.6	108	2786	4.8	72.1	101
RELIGIOUS	3084	**19	1.1	0.6	28	1782	3.7	57.8	98	952	3.7	30.9	96	1977	3.4	64.1	90
SOFT ROCK	521	**35	2.0	6.7	308	280	0.6	53.7	91	*202	0.8	38.8	121	361	0.6	69.3	97
URBAN CONTEMPORARY	1585	**58	3.3	3.7	168	1021	2.1	64.4	109	359	1.4	22.6	70	1046	1.8	66.0	92
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**64	3.6	2.0	90	1944	4.1	59.6	101	1106	4.3	33.9	106	2403	4.1	73.7	103
ABC NEWS	2316	**53	3.0	2.3	105	1360	2.8	58.7	100	645	2.5	27.8	87	1622	2.8	70.0	98
ABC ENTERTAINMENT	4834	**92	5.2	1.9	87	2910	6.1	60.2	102	1564	6.0	32.4	101	3491	6.0	72.2	101
ABC FM	2202	**56	3.2	2.5	117	1270	2.6	55.4	94	690	2.7	31.3	98	1529	2.6	69.4	97
ABC INFORMATION	5425	**114	6.5	2.1	96	3336	7.0	61.5	104	1865	7.2	34.4	107	4075	7.0	75.1	105
ABC ROCK	1677	**33	1.9	2.0	90	803	1.9	53.8	91	596	2.3	35.5	111	1209	2.1	72.1	101
CBS	4430	**96	5.4	2.2	99	2679	5.6	60.5	103	1639	6.3	37.0	115	3302	5.7	74.5	104
MUTUAL	4992	**163	9.2	3.3	150	2803	5.9	56.1	95	1882	7.2	37.7	117	3569	6.2	71.5	100
NBC	4679	**76	4.3	1.6	75	2971	6.2	63.5	108	1679	6.5	35.9	112	3403	5.9	72.7	102
RADIO RADIO	1994	**46	2.6	2.3	106	1172	2.5	58.8	100	624	2.4	31.3	97	1449	2.5	72.7	102
RKO ONE	2298	**25	1.4	1.1	50	1241	2.6	54.0	92	766	2.9	33.3	104	1614	2.8	70.2	98
RKO TWO	3311	**82	4.6	2.5	114	1989	4.2	60.1	102	1041	4.0	31.4	98	2491	4.3	75.2	105
THE SOURCE	2114	**45	2.5	2.1	98	1153	2.4	54.5	92	801	3.1	37.9	118	1548	2.7	73.2	102
NON-WIRED : BLAIR	8654	**113	6.4	1.3	60	5153	10.8	59.5	101	2946	11.3	34.0	106	6493	11.2	75.0	105
INTERNET	12025	283	16.0	2.4	108	7265	15.2	60.4	102	4208	16.2	35.0	109	8611	14.9	71.6	100
KATZ RADIO GROUP	15359	336	19.0	2.2	100	9260	19.4	60.3	102	5114	19.7	33.3	104	11134	19.2	72.5	101
SUPERNET	10628	303	17.2	2.9	131	6357	13.3	59.8	101	3634	14.0	34.2	106	7735	13.4	72.8	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	196	11.1	2.3	104	5153	10.8	59.5	101	2617	10.1	30.2	94	6099	10.5	70.4	99
WKDAY 9:00 AM - 1:00 PM	12163	248	14.1	2.0	94	7220	15.1	59.4	101	3676	14.1	30.2	94	8610	14.9	70.8	99
WKDAY 1:00 PM - 4:30 PM	16150	339	19.2	2.1	96	9537	20.0	59.1	100	4923	18.9	30.5	95	11526	19.9	71.4	100
WKDAY 4:30 PM - 7:30 PM	22463	503	28.5	2.2	103	13223	27.7	58.9	100	6892	26.5	30.7	95	15887	27.4	70.7	99
WKDAY 7:30 PM - 8:00 PM	31795	775	43.9	2.4	112	18798	39.3	59.1	100	9925	38.1	31.2	97	22717	39.2	71.4	100
WKDAY 11:00 PM - 11:30 PM	23977	532	30.1	2.2	102	14139	29.6	59.0	100	7908	30.4	33.0	103	17475	30.2	72.2	102
WKDAY 11:30 PM - 1:00 AM	7703	209	11.8	2.7	124	4673	9.8	60.7	103	2566	9.9	33.3	104	5713	9.9	74.2	104
M-SAT 8-11 PM+SUN 7-11 PM	33800	786	44.5	2.3	107	20054	42.0	59.3	101	10925	42.0	32.3	101	24309	42.0	71.9	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	*106	6.0	1.6	74	3815	8.0	58.4	99	2102	8.1	32.2	100	4570	7.9	69.9	98
ANOTHER WORLD	A 4620	*119	6.7	2.6	118	2658	5.6	57.5	98	1345	5.2	29.1	91	3193	5.5	69.1	97
AS THE WORLD TURNS	C 5614	120	6.8	2.1	98	3288	6.9	58.6	99	1770	6.8	31.5	98	*083	7.1	72.7	102
CAPITOL	C 3396	*57	3.2	1.7	77	1994	4.2	58.7	100	1089	4.2	32.1	100	2462	4.3	72.5	101
CBS MORN. NEWS 1	C 1446	**23	1.3	1.6	73	811	1.7	56.6	96	410	1.6	28.4	88	964	1.7	66.7	93
CBS MORN. NEWS 2	C 1207	*24	1.4	2.0	91	717	1.5	59.4	101	311	1.2	25.8	80	823	1.4	68.2	95
DAYS OF OUR LIVES	N 5877	*119	6.7	2.0	93	3465	7.3	59.0	100	1841	7.1	31.3	97	4075	7.0	69.3	97
FACTS OF LIFE - DAYTIME	N 2290	*81	4.6	3.5	162	1362	2.9	59.5	101	603	2.3	26.3	82	1578	2.7	68.9	96
FAMILY FEUD	A 3023	*83	4.7	2.7	126	1915	4.0	63.3	107	788	3.0	26.1	81	2220	3.8	73.4	103
GENERAL HOSPITAL	A 6097	129	7.3	2.1	97	3551	7.4	58.2	99	1701	6.5	27.9	87	4317	7.5	70.8	99
GOOD MORNING, AMERICA-730	A 3515	*103	5.8	2.9	134	2011	4.2	57.2	97	1174	4.5	33.4	104	2561	4.4	72.9	102
GOOD MORNING, AMERICA-830	A 2818	*50	2.8	1.8	81	1716	3.6	60.9	103	903	3.5	32.0	100	2054	3.5	72.9	102
GUIDING LIGHT	C 5339	*84	4.8	1.6	72	3159	6.6	59.2	100	1791	6.9	33.5	104	3954	6.8	74.1	104
ONE LIFE TO LIVE	A 4478	*87	4.9	1.9	89	2657	5.6	59.3	101	1258	4.8	28.1	87	3147	5.4	70.3	98
PRESS YOUR LUCK	C 2244	*36	2.0	1.6	74	1276	2.7	56.9	96	658	2.5	29.3	91	1577	2.7	70.3	98
PRICE IS RIGHT 1	C 4348	*61	3.5	1.4	64	2650	5.5	60.9	103	1111	4.3	25.6	80	3052	5.3	70.2	98
PRICE IS RIGHT 2	C 5014	*44	4.8	1.7	77	3005	6.3	59.9	102	1374	5.3	27.4	85	3519	6.1	70.2	98
RYAN'S HOPE	A 3150	*72	4.1	2.3	105	1865	3.9	59.2	100	1016	3.9	32.3	100	2240	3.9	71.1	99
SALE OF THE CENTURY	N 2695	*80	4.5	3.0	136	1588	3.3	58.9	100	690	2.7	25.6	80	1919	3.3	71.2	100
SEARCH FOR TOMORROW	N 2319	*68	3.9	2.9	135	1385	2.9	59.7	101	615	2.4	26.5	83	1599	2.8	69.0	96
TODAY SHOW 1	N 2693	*67	3.8	2.5	114	1529	3.2	56.8	96	894	3.4	33.2	103	1753	3.0	65.1	91
TODAY SHOW 2	N 2498	*66	3.7	2.6	121	1451	3.0	58.1	98	740	2.8	29.6	92	1642	2.8	65.7	92
\$25,000 PYRAMID	C 2753	*28	1.6	1.0	47	1573	3.3	57.1	97	871	3.3	31.6	98	1998	3.5	72.6	102
WHEEL OF FORTUNE	N 4388	*115	6.5	2.6	120	2555	5.3	58.2	99	1392	5.3	31.7	99	3217	5.6	73.3	103
YOUNG AND THE RESTLESS	C 5695	107	6.1	1.9	86	3104	6.5	54.5	92	1689	6.5	29.7	92	3918	6.8	68.8	96
WEEK																	

RICE - TYPES & KINDS
(FEMALE HOME MAKERS)

		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX																		
TOTAL FEMALE HOME MAKERS																			80986	1765	100.0	2.2	100	47776	100.0	59.0	100	26022	100.0	32.1	100	57905	100.0	71.5	100	
WKDAY LOCAL EVENING TV NEWS																			26063	527	29.9	2.0	93	15422	32.3	59.2	100	8080	31.1	31.0	96	18576	32.1	71.3	100	
NETWORK AFFILIATES - EARLY																			20261	403	22.8	2.0	91	11963	25.0	59.0	100	6591	25.3	32.5	101	14730	25.4	72.7	102	
NETWORK AFFILIATES - LATE																			2076	*69	3.9	3.3	153	1273	2.7	61.3	104	639	2.5	30.8	96	1469	2.5	70.8	99	
TV EVENING NTWK 6 PM - 2 AM																																				
A TEAM																			N	10453	271	15.4	2.6	119	6208	13.0	59.4	101	3294	12.7	31.5	98	7544	13.0	72.2	101
ABC MONDAY NIGHT MOVIE																			A	6412	*122	6.9	1.9	87	3923	8.2	61.2	104	2130	8.2	33.2	103	4834	8.3	75.4	105
ABC SUNDAY NIGHT MOVIE																			A	12407	249	14.1	2.0	92	7379	15.4	59.5	101	4005	15.4	32.3	100	8887	15.3	71.6	100
ABC WORLD NEWS TONIGHT																			A	6176	126	7.1	2.0	94	3474	7.3	56.3	95	1970	7.6	31.9	99	4338	7.5	70.2	98
AFTERMASH																			C	5863	*220	12.5	3.8	172	3339	7.0	57.0	97	2065	7.9	35.2	110	4257	7.4	72.6	102
ALICE																			C	9594	256	14.5	2.7	122	5661	11.8	59.0	100	2958	11.4	30.8	96	6776	11.7	70.6	99
AMERICAN PARADE																			C	6622	144	8.2	2.2	100	3729	7.8	56.3	95	2308	8.9	34.9	108	4617	8.0	69.7	98
BENSON																			A	10886	301	17.1	2.8	127	6480	13.6	59.5	101	3508	13.5	32.2	100	7526	13.0	69.1	97
BLUE THUNDER																			A	5036	*122	6.9	2.4	111	3033	6.3	60.2	102	1613	6.2	32.0	100	3621	6.3	71.9	101
CAGNEY & LACEY																			C	9965	244	13.8	2.4	112	5807	12.2	58.3	99	3366	12.9	33.8	105	7190	12.4	72.2	101
CBS EVENING NEWS-DEAN																			C	3491	*555	3.1	1.6	72	2067	4.3	59.2	100	1009	3.9	28.9	90	2291	4.0	65.6	92
CBS EVENING NEWS-RATHER																			C	7123	141	8.0	2.0	91	4257	8.9	59.8	101	2278	8.8	32.0	100	5197	9.0	73.0	102
CBS SAT. NEWS-SCHIEFFER																			C	3621	75	4.2	2.1	95	2074	4.3	57.3	97	1080	4.2	29.8	93	2423	4.2	66.9	94
CBS SATURDAY NIGHT MOVIE																			C	5436	163	9.2	3.0	138	3259	6.8	60.0	102	1880	7.2	34.6	108	4036	7.0	74.2	104
CBS WEDNESDAY NIGHT MOVIE																			C	6100	154	8.7	2.5	116	3578	7.5	58.7	99	2031	7.8	33.3	104	4542	7.8	74.5	104
CHEERS																			N	8889	228	12.9	2.6	118	5276	11.0	59.4	101	3026	11.6	34.0	106	6487	11.2	73.0	102
DALLAS																			C	22109	354	20.1	1.6	73	12951	27.1	58.6	99	6960	26.7	31.5	98	15789	27.3	71.4	100
DIFF'RENT STROKES																			N	6940	*179	10.1	2.6	118	4058	8.5	58.5	99	1962	7.5	28.3	88	4896	8.5	70.5	99
DOUBLE TROUBLE																			N	7223	*157	8.9	2.2	100	4090	8.6	56.6	96	2511	9.6	34.8	108	5177	8.9	71.7	100
DUCK FACTORY																			N	5595	*132	7.5	2.4	108	3380	7.1	60.4	102	1958	7.5	35.0	109	4091	7.1	73.1	102
DUKES OF HAZZARD																			C	5768	*86	4.9	1.5	68	3377	7.1	58.5	99	1655	6.4	28.7	89	4085	7.1	70.8	99
DYNASTY																			A	20053	503	28.5	2.5	115	12141	25.4	60.5	103	6218	23.9	31.0	97	14304	24.7	71.3	100
FACTS OF LIFE																			N	8087	*180	10.2	2.2	102	4655	9.7	57.6	98	2796	10.7	34.6	108	5891	10.2	72.8	102
FALCON CREST																			C	20046	372	21.1	1.9	85	11690	24.5	58.3	99	3079	24.6	31.9	99	14383	24.8	71.7	100
FALL GUY																			A	9084	207	11.7	2.3	105	5372	11.2	59.1	100	3073	11.8	33.8	105	6609	11.4	72.8	102
FAMILY TIES																			N	7964	*195	11.0	2.4	112	4732	9.9	59.4	101	2554	9.8	32.1	100	5685	9.8	71.4	100
FANTASY ISLAND																			A	7687	*224	12.7	2.9	134	4555	9.5	59.3	100	2355	9.1	30.6	95	5558	9.6	72.3	101
FOULUPS, BLEEPs & BLUNDERS																			A	8861	*208	11.8	2.3	108	5113	10.7	57.7	98	2954	11.4	33.3	104	6411	11.1	72.4	101
FOUR SEASONS																			C	5095	*203	11.5	4.0	183	2897	6.1	56.9	96	1799	6.9	35.3	110	3686	6.4	72.3	101
GIMME A BREAK																			N	8838	*218	12.4	2.5	113	5247	11.0	59.4	101	2578	9.9	29.2	91	6230	10.8	70.5	99
HART TO HART																			A	8978	*188	10.7	2.1	96	5271	11.0	58.7	100	2823	10.8	31.4	98	6424	11.1	71.6	100
HILL STREET BLUES																			N	8590	198	11.2	2.3	106	5150	10.8	60.0	102	2882	11.1	33.6	104	6067	10.5	70.6	99
HOTEL																			A	14085	264	15.0	1.9	86	8498	17.8	60.3	102	4417	17.0	31.4	98	10090	17.4	71.6	100
JEFFERSONS																			C	9360	272	15.4	2.9	133	5574	11.7	59.6	101	2944	11.3	31.5	98	6621	11.4	70.7	99
JENNIFER SLEPT HERE																			N	5841	*148	8.4	2.5	116	3454	7.2	59.1	100	1681	6.5	28.8	90	4122	7.1	70.6	99
KATE & ALLIE																			C	9206	*172	9.7	1.9	86	5171	10.8	56.2	95	3192	12.3	34.7	108	6455	11.1	70.1	98
KNIGHT RIDER																			N	7076	*162	9.2	2.3	105	4249	8.9	60.0	102	2156	8.3	30.5	95	5019	8.7	70.9	99
LOVE BOAT																			A	12219	234	13.3	1.9	88	7263	15.2	59.4	101	3582	13.8	29.3	91	8571	14.8	70.1	98
MAGNUM PI																			C	11199	318	18.0	2.8	130	6836	14.3	61.0	103	3698	14.2	33.0	103	8048	13.9	71.9	101
MAMA'S FAMILY																			N	6057	*157	8.9	2.6	119	3361	7.0	55.5	94	2047	7.9	33.8	105	4337	7.5	71.6	100
MASTER, THE																			N	3598	*69	3.9	1.9	88	2218	4.6	61.6	104	1085	4.2	30.2	94	2682	4.6	74.5	104
MATT HOUSTON																			A	6344	*135	7.6	2.1	98	3775	7.9	59.5	101	2032	7.8	32.0	100	4614	8.0	72.7	102
NBC MONDAY NIGHT MOVIE																			N	11994	341	19.3	2.8	130	7069	14.8	58.9	100	4017	15.4	33.5	104	8627	14.9	71.9	101
NBC NIGHTLY NEWS																			N	5132	107	6.1	2.1	96	3030	6.3	59.0	100	1503	5.8	29.3	91	3405	5.9	66.3	93
NBC NIGHTLY NEWS-SAT																			N	3375	*80	4.5	2.4	109	1980	4.1	58.7	99	860	3.3	25.5	79	2299	4.0	68.1	95
NBC NIGHTLY NEWS-SUN																			N	3130	*66	3.6	2.0	94	1795	3.8	57.3	97	992	3.8	31.7	99	2149	3.7	68.7	96
NBC SUNDAY NIGHT MOVIE																			N	8284	*197	11.2	2.4	109	5055	10.6	61.0	103	2760	10.6	33.3	104	6198	10.7	74.8	105
NEWMATH																			C	9240	*224	12.7	2.4	111	5109	10.7	55.3	94	3265	12.5	35.3	110	6580	11.4	71.2	100
ONE DAY AT A TIME																			C	7288	*135	7.6	1.9	85	4320	9.0	59.3	100	2317	8.9	31.8	99	5183	9.0	71.1	99
PEOPLE ARE FUNNY																			N	4855	*153	8.7	3.2	145	2838	5.9	58.5	99	1602	6.2	33.0	103	3566	6.2	73.5	103
REAL PEOPLE																			N	8869	*187	10.6	2.1	97	5203	10.9	58.7	99	2899	11.1	32.7	102	6409	11.1	72.3	101
REMINGTON STEELE																			N	7743	*221	12.5	2.9	131	4628	9.7	59.8	101	2512	9.7	32.4	101	5399	9.3	69.7	98
RIPLEY'S BELIEVE IT - NOT																			A	5345	*116	6.6	2.2	100	3298	6.9	61.7	105	1871	7.2	35.0	109	4041	7.0	75.6	106
RIPTIDE																			N	6988	*210	11.9	3.0	138	4240	8.9	60.7	103	2256	8.7	32.3	100	5108	8.8	73.1	102
SCARECROW & MRS. KING																			C	10002	230	13.0	2.3	106	5697	11.9	57.0	97	3291	12.6	32.9	102	7048	12.2	70.5	99
SIMON & SIMON																			C	10638	336	13.4	2.2	102	6624	13.9	62.3	106	3255	12.5	30.6	95	7731	13.4	72.7	102
60 MINUTES																			C	13293	330	18.7	2.5	114	7913	16.6	59.5	101	4118	15.8	31.0	96	9284	16.0	69.8	98
ST. ELSEWHERE																			N	7017	*152	8.6	2.2	99	4056	8.5	57.8	98	2378	9.1	33.9	105	5116	8.8	72.9	102
THREE'S COMPANY																			A	10917	*161	9.1	1.5	68	6361	13.3	58.3	99	3662	14.1	33.5	104	7892	13.6	72.3	101
T.J. HOOKER																			A	9204	*202	11.9	2.3	105	5386	11.3	58.5	99	3047	11.7	33.1	103	6338	10.9	68.9	96
TONIGHT SHOW																			N	2372	*51	2.9	2.2	99	1444	3.0	60.9	103	799	3.1	33.7	105	1734	3.0	73.1	102
TRAPPER JOHN, M.D.																			C	9846	291	16.5	3.0	136	5909	12.4	60.0	102	2878	11.1	29.2	91	7063	12.2	71.7	100
TV BLOOPERS & PRAC. JOKES																			N	9105	*155	8.8	1.7	78	5212	10.9	57.2	97	3138	12.1	34.5	107	6538	11.3	71.8	100
20/20																			A	9387	*179	10.1	1.9	87	5454	11.4	58.1	98	3239	12.4	34.5	107	6854	11.8	73.0	102
WEBSTER																			A	11067	299	16.9	2.7	124	6573	13.8	59.4	101	3639	14.0	32.9	102	7795	13.5	70.4	99
WORLD NEWS - SUN																			A	3062	*59	3.3	1.9	88	1758	3.7	57.4	97	1031	4.0	33.7	105	2176	3.8	71.1	99
YELLOW ROSE																			N	4978	*124	7.0	2.5	114	3046	6.4	61.2	104	1590	6.1	31.9	99	3502	6.0	70.3	98
TV VIEWING SPORTS EVENTS																																				
BASEBALL																				8878	*156	8.8	1.8	81	5291	11.1	59.6	101	3320	12.8	37.4	116	6800	11.7	76.6	

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	80986	10638	100.0	13.1	100	12403	100.0	15.3	100	17580	100.0	21.7	100				
18 - 24	4282	848	8.0	9.1	70	1351	10.9	14.6	95	1704	9.7	18.4	85				
25 - 34	19072	3061	28.8	16.1	122	4153	33.5	21.8	142	4765	27.1	25.0	115				
35 - 44	14591	1959	18.4	13.4	102	2616	21.1	17.9	117	3345	19.0	22.9	106				
45 - 54	11345	1548	14.6	13.6	104	1580	12.7	13.9	91	2545	14.5	22.4	103				
55 - 64	11635	1530	14.4	13.1	100	1333	10.7	11.5	75	2616	14.9	22.5	104				
65 OR OLDER	15061	1555	15.9	11.2	85	1370	11.0	9.1	59	2605	14.8	17.3	80				
18 - 34	28354	3911	36.8	13.8	105	5504	44.4	19.4	127	6461	36.8	22.8	105				
18 - 49	48339	6653	62.5	13.8	105	9023	72.7	18.7	122	11173	63.6	23.1	106				
25 - 54	45008	6571	61.8	14.6	111	8349	67.3	18.6	121	10555	60.6	23.7	109				
35 - 49	19985	2742	25.8	13.7	104	3519	28.4	17.6	115	4704	26.8	23.5	108				
50 OR OLDER	32647	3954	37.5	12.2	93	3381	27.3	10.4	68	6407	36.4	19.6	90				
GRADUATED COLLEGE	11155	2771	26.0	24.8	189	2367	19.1	21.2	139	3504	21.7	34.1	157				
ATTENDED COLLEGE	13682	2223	20.9	16.2	124	2583	20.8	18.9	123	3860	22.0	28.2	130				
GRADUATED HIGH SCHOOL	33880	3755	35.3	11.1	84	5446	43.9	16.1	105	6665	37.9	19.7	91				
DID NOT GRADUATE HIGH SCHOOL	22270	1889	17.8	8.5	65	2008	16.2	9.0	59	3247	18.5	14.6	67				
EMPLOYED	40306	6083	57.2	15.1	115	7311	58.9	18.1	118	9776	55.6	24.3	112				
EMPLOYED FULL-TIME	32850	5091	47.9	15.5	118	5958	48.0	18.1	118	7886	44.9	24.0	111				
EMPLOYED PART-TIME	7456	991	9.3	13.3	101	1353	10.9	18.1	118	1889	10.7	25.3	117				
NOT EMPLOYED	40680	4555	42.8	11.2	85	5093	41.1	12.5	82	7804	44.4	19.2	88				
PROFESSIONAL/MANAGER	10392	2431	22.9	23.4	178	2161	17.4	20.8	136	3268	18.6	31.4	145				
TECH/CLERICAL/SALES	17574	2396	22.5	13.6	104	3584	28.9	20.4	133	4246	24.2	24.2	111				
PRECISION/CRAFT	985	**138	1.3	14.0	107	**186	1.5	18.9	123	**170	1.0	17.3	80				
OTHER EMPLOYED	11354	1118	10.5	9.8	75	1380	11.1	12.2	79	2092	11.9	18.4	85				
SINGLE	9863	1334	12.5	13.5	103	1686	13.6	17.1	112	2134	12.1	21.6	100				
MARRIED	51375	7069	66.5	13.8	105	8312	67.0	16.2	106	11791	67.1	23.0	106				
DIVORCED/SEPARATED/WIDOWED	19748	2235	21.0	11.3	86	2406	19.4	12.2	80	3655	20.8	18.5	85				
PARENTS	32590	4249	39.9	13.0	99	5920	47.7	18.2	119	6949	39.5	21.3	98				
WHITE	70416	9443	88.8	13.4	102	11134	89.8	15.8	103	15526	88.3	22.0	102				
BLACK	8778	849	8.0	9.7	74	973	7.8	11.1	72	1662	9.5	18.9	87				
OTHER	1791	**346	3.3	19.3	147	**296	2.4	16.5	108	**393	2.2	21.9	101				
NORTHEAST-CENSUS	17786	2589	24.3	14.6	111	3097	25.0	17.4	114	3282	18.7	18.5	85				
NORTH CENTRAL	20741	2077	19.5	10.0	76	2777	22.4	13.4	87	4532	25.8	21.9	101				
SOUTH	27775	2678	25.2	9.6	73	3786	30.5	13.6	89	5778	32.9	20.8	96				
WEST	14683	3293	31.0	22.4	171	2744	22.1	18.7	122	3933	22.7	27.2	125				
NORTHEAST-MKTG.	17961	2691	25.3	15.0	114	3450	27.8	19.2	125	3482	19.8	19.4	89				
EAST CENTRAL	11885	1206	11.3	10.1	77	1603	12.9	13.5	88	2227	12.7	18.7	86				
WEST CENTRAL	14090	1537	14.4	10.9	83	1976	15.9	14.0	92	3443	19.6	24.4	113				
SOUTH	24081	2278	21.4	9.5	72	2939	23.7	12.2	80	4987	28.4	20.7	95				
PACIFIC	12969	2925	27.5	22.6	172	2436	19.6	18.8	123	3441	19.6	26.5	122				
COUNTY SIZE A	32439	4941	46.4	15.2	116	5633	45.4	17.4	113	7521	42.8	23.2	107				
COUNTY SIZE B	24915	3082	29.0	12.4	94	3606	29.1	14.5	95	5129	29.2	20.6	95				
COUNTY SIZE C	12930	1787	16.8	13.8	105	2234	18.0	17.3	113	2874	16.3	22.2	102				
COUNTY SIZE D	10703	829	7.8	7.7	59	931	7.5	8.7	57	2057	11.7	19.2	89				
METRO CENTRAL CITY	24518	3673	34.5	15.0	114	3519	28.4	14.4	94	5186	29.5	21.2	97				
METRO SUBURBAN	35919	4936	46.4	13.7	105	6276	50.6	17.5	114	8417	47.9	23.4	108				
NON METRO	20549	2029	19.1	9.9	75	2609	21.0	12.7	83	3977	22.6	19.4	89				
TOP 5 ADI'S	18341	2946	27.7	16.1	122	3109	25.1	17.0	111	4183	23.8	22.8	105				
TOP 10 ADI'S	25378	4000	37.6	15.8	120	4515	36.4	17.8	116	5688	32.4	22.4	103				
TOP 20 ADI'S	36488	5578	52.4	15.3	116	6282	50.6	17.2	112	8457	48.1	23.2	107				
HSGLD INC. \$50,000 OR MORE	6612	1498	14.1	22.7	172	1433	11.6	21.7	142	2392	13.6	36.2	167				
\$40,000 OR MORE	12659	2364	22.2	18.7	142	2579	20.8	20.4	133	4015	22.8	31.7	146				
\$30,000 OR MORE	24698	4374	41.1	17.7	135	4754	38.3	19.2	126	6917	39.3	28.0	129				
\$25,000 OR MORE	32077	5399	50.8	16.8	128	6274	50.6	19.6	128	8790	50.0	27.4	126				
\$20,000 - \$24,999	9144	1141	10.7	12.5	95	1589	12.8	17.4	113	1961	11.2	21.4	99				
\$15,000 - \$19,999	8728	972	9.1	11.1	85	1023	8.2	11.7	77	1479	8.4	16.9	78				
\$10,000 - \$14,999	12562	1465	13.8	11.7	89	1797	14.5	14.3	93	2509	14.3	20.0	92				
UNDER \$10,000	18475	1660	15.6	9.0	68	1720	13.9	9.3	61	2841	16.2	15.4	71				
HOUSEHOLD OF 1 PERSON	11987	1423	13.4	11.9	90	1260	10.2	10.5	69	2027	11.5	16.9	78				
2 PEOPLE	26577	3917	36.8	14.7	112	3931	31.7	14.8	97	6313	35.9	23.8	109				
3 OR 4 PEOPLE	30617	3983	37.4	13.0	99	5266	42.5	17.2	112	6664	37.9	21.8	100				
5 OR MORE PEOPLE	11804	1315	12.4	11.1	85	1946	15.7	16.5	108	2576	14.7	21.8	101				
NO CHILD IN HSHLD	46165	6213	58.4	13.5	102	6230	50.2	13.5	88	10219	58.1	22.1	102				
CHILD(REN) UNDER 2 YRS	5325	855	6.2	12.3	94	1015	8.2	19.1	124	1011	5.2	17.1	79				
2 - 5 YEARS	14221	1995	18.8	14.0	107	2754	22.2	19.4	126	2904	16.5	20.4	94				
6 - 11 YEARS	15117	1815	17.1	12.0	91	2558	20.6	16.9	110	3067	17.4	20.3	93				
12 - 17 YEARS	16611	1828	17.2	11.0	84	2810	22.7	16.9	110	3637	20.7	21.9	101				
RESIDENCE OWNED	55584	7738	72.7	13.8	105	8827	71.2	15.8	103	13025	74.1	23.3	107				
VALUE: \$50,000 OR MORE	31744	5621	52.8	17.7	135	5787	46.7	18.2	119	8749	49.8	27.6	127				
VALUE: UNDER \$50,000	24140	2117	19.9	8.8	67	3041	24.5	12.6	82	4276	24.3	17.7	82				

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	FLAVORED OR A '000	B % DOWN	C % ACROSS	D % INDX	LONG GRAIN OR A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	10638	100.0	13.1	100	12403	100.0	15.3	100	17580	100.0	21.7	100				
MAGAZINES	QUINTILE 1	15799	2725	25.6	17.2	131	3223	26.0	20.4	133	4698	26.7	29.7	137				
	QUINTILE 2	17259	2811	26.4	16.3	124	3176	25.6	18.4	120	4066	23.1	23.6	109				
	QUINTILE 3	13545	1734	16.3	12.8	97	1903	15.3	14.0	92	3164	18.0	23.4	108				
	QUINTILE 4	15133	1637	15.4	10.8	82	2052	16.5	13.6	89	2895	16.5	19.1	88				
	QUINTILE 5	19250	1731	16.3	9.0	68	2050	16.5	10.6	70	2756	15.7	14.3	66				
NEWSPAPERS	QUINTILE 1	12413	1693	15.9	13.6	104	1834	14.8	14.8	96	2798	15.9	22.5	104				
	QUINTILE 2	24116	3676	34.6	15.2	116	4089	33.0	17.0	111	5740	32.7	23.8	110				
	QUINTILE 3	11261	1617	15.2	14.4	109	2010	16.2	17.8	117	2867	16.3	25.5	117				
	QUINTILE 4	20255	2655	25.0	13.1	100	2999	24.2	14.8	97	4164	23.7	20.6	95				
	QUINTILE 5	12940	998	9.4	7.7	59	1471	11.9	11.4	74	2011	11.4	15.5	72				
OUTDOOR	QUINTILE 1	14852	2198	20.7	14.8	113	2873	23.2	19.3	126	3481	19.8	23.4	108				
	QUINTILE 2	15725	2020	19.0	12.8	98	2678	21.6	17.0	111	3359	19.1	21.4	98				
	QUINTILE 3	16330	2091	19.7	12.8	97	2733	22.0	16.7	109	3343	19.0	20.5	94				
	QUINTILE 4	16744	2058	19.3	12.3	94	2125	17.1	12.7	83	3719	21.2	22.2	102				
	QUINTILE 5	17334	2271	21.3	13.1	100	1995	16.1	11.5	75	3677	20.9	21.2	98				
RADIO-DRIVE TIME	QUINTILE 1	15911	2385	22.4	15.0	114	2702	21.8	17.0	111	3739	21.3	23.5	108				
	QUINTILE 2	14837	1942	18.3	13.1	100	2367	19.1	16.0	104	3064	17.4	20.7	95				
	QUINTILE 3	15339	2015	18.9	13.1	100	2357	19.0	15.4	100	3405	19.4	22.2	102				
	QUINTILE 4	16723	2096	19.7	12.5	95	2670	21.5	16.0	104	3663	20.8	21.9	101				
	QUINTILE 5	18176	2200	20.7	12.1	92	2308	18.6	12.7	83	3708	21.1	20.4	94				
RADIO-MID- DAY	TERCILE 1	21020	2924	27.5	13.9	106	3339	26.9	15.9	104	4645	26.4	22.1	102				
	TERCILE 2	21610	2722	25.6	12.6	96	3425	27.6	15.8	103	4740	27.0	21.9	101				
	TERCILE 3	38355	4991	46.9	13.0	99	5640	45.5	14.7	96	8194	46.6	21.4	98				
RADIO-TOTAL	QUINTILE 1	15988	2224	20.9	13.9	106	2465	19.9	15.4	101	3504	19.9	21.9	101				
	QUINTILE 2	15626	2142	20.1	13.7	104	2616	21.1	16.7	109	3394	19.3	21.7	100				
	QUINTILE 3	16723	2381	22.4	14.2	108	2794	22.5	16.7	109	3902	22.2	23.3	107				
	QUINTILE 4	16342	1987	18.7	12.2	93	2435	19.6	14.9	97	3546	20.2	21.7	100				
	QUINTILE 5	16306	1903	17.9	11.7	89	2094	16.9	12.8	84	3234	18.4	19.8	91				
TV-PRIME TIME	QUINTILE 1	15953	1917	18.0	12.0	91	2297	18.5	14.4	94	3279	18.7	20.6	95				
	QUINTILE 2	16137	2102	19.8	13.0	99	2580	20.8	16.0	104	3718	21.1	23.0	106				
	QUINTILE 3	16420	2071	19.5	12.6	96	2712	21.9	16.5	108	3776	21.5	23.0	106				
	QUINTILE 4	16687	2186	20.5	13.1	100	2791	22.5	16.7	109	3642	20.7	21.8	101				
	QUINTILE 5	15789	2362	22.2	15.0	114	2023	16.3	12.8	84	3165	18.0	20.0	92				
TV-DAYTIME	TERCILE 1	27736	2921	27.5	10.5	80	4016	32.4	14.5	95	5502	31.3	19.8	91				
	TERCILE 2	26489	3376	31.7	12.7	97	4001	32.3	15.1	99	6061	34.5	22.9	105				
	TERCILE 3	26761	4341	40.8	16.2	123	4386	35.4	16.4	107	6017	34.2	22.5	104				
TV-TOTAL	QUINTILE 1	16345	1781	16.7	10.9	83	2124	17.1	13.0	85	3169	18.0	19.4	89				
	QUINTILE 2	16447	1883	17.7	11.4	87	2583	20.8	15.7	103	3794	21.6	23.1	106				
	QUINTILE 3	15980	2187	20.6	13.7	104	2348	18.9	14.7	96	3413	19.4	21.4	98				
	QUINTILE 4	15887	2220	20.9	14.0	106	2764	22.3	17.4	114	3641	20.7	22.9	106				
	QUINTILE 5	16326	2568	24.1	15.7	120	2585	20.8	15.8	103	3563	20.3	21.8	101				
MAGAZINES-NEWSPAPERS: DUAL		20721	3334	31.3	16.1	122	3860	31.1	18.6	122	5596	31.8	27.0	124				
MAGAZINE IMPERATIVE		19186	3052	28.7	15.9	121	3445	27.8	18.0	117	4906	27.9	25.6	118				
NEWSPAPER IMPERATIVE		21899	2666	25.1	12.2	93	2958	23.8	13.5	88	4336	24.7	19.8	91				
MAGAZINES-OUTDOOR: DUAL		15451	2711	25.5	17.5	134	3413	27.5	22.1	144	4169	23.7	27.0	124				
MAGAZINE IMPERATIVE		25953	3968	37.3	15.3	116	3965	32.0	15.3	100	6525	37.1	25.1	116				
OUTDOOR IMPERATIVE		24400	2463	23.2	10.1	77	3414	27.5	14.0	91	4266	24.3	17.5	81				
MAGAZINES-RADIO: DUAL		18049	2946	27.7	16.3	124	3438	27.7	19.0	124	4578	26.0	25.4	117				
MAGAZINE IMPERATIVE		23571	3708	34.9	15.7	120	4167	33.6	17.7	115	6275	35.7	26.6	123				
RADIO IMPERATIVE		23278	2476	23.3	10.6	81	3155	25.4	13.6	88	4262	24.2	18.3	84				
MAGAZINES-TELEVISION: DUAL		15459	2255	21.2	14.6	111	2694	21.7	17.4	114	4135	23.5	26.7	123				
MAGAZINE IMPERATIVE		25829	4430	41.6	17.2	131	4831	39.0	18.7	122	6569	37.4	25.4	117				
TELEVISION IMPERATIVE		26039	2457	23.1	9.4	72	3036	24.5	11.7	76	4419	25.1	17.0	78				
NEWSPAPERS-OUTDOOR: DUAL		16605	2563	24.1	15.4	118	3234	26.1	19.5	127	4250	24.2	25.6	118				
NEWSPAPER IMPERATIVE		26834	3736	35.1	13.9	106	3836	30.9	14.3	93	6027	34.3	22.5	103				
OUTDOOR IMPERATIVE		23346	2720	25.6	11.7	89	3793	30.6	16.2	106	4435	25.2	19.0	88				
NEWSPAPERS-RADIO: DUAL		17133	2379	22.4	13.9	106	2819	22.7	16.5	107	4204	23.9	24.5	113				
NEWSPAPER IMPERATIVE		25892	3910	36.8	15.1	115	4239	34.2	16.4	107	6133	34.9	23.7	109				
RADIO IMPERATIVE		23167	2981	28.0	12.9	98	3752	30.3	16.2	106	4622	26.3	20.0	92				
NEWSPAPERS-TELEVISION: DUAL		17159	2278	21.4	13.3	101	2604	21.0	15.2	99	3948	22.5	23.0	106				
NEWSPAPER IMPERATIVE		26214	4168	39.2	15.9	121	4444	35.8	17.0	111	6275	35.7	23.9	110				
TELEVISION IMPERATIVE		23412	2279	21.4	9.7	74	3231	26.1	13.8	90	4516	25.7	19.3	89				
OUTDOOR-RADIO: DUAL		15303	2185	20.5	14.3	109	2435	19.6	15.9	104	3272	18.6	21.4	98				
OUTDOOR IMPERATIVE		24901	3152	29.6	12.7	96	4536	36.6	18.2	119	5480	31.2	22.0	101				
RADIO IMPERATIVE		26492	3554	33.4	13.4	102	4079	32.9	15.4	101	5882	33.5	22.2	102				
OUTDOOR-TELEVISION: DUAL		14794	1706	16.0	11.5	88	2532	20.4	17.1	112	3255	18.5	22.0	101				
OUTDOOR IMPERATIVE		25437	3815	35.9	15.0	114	4709	38.0	18.5	121	5715	32.5	22.5	104				
TELEVISION IMPERATIVE		27877	3306	31.1	11.9	90	3444	27.8	12.4	81	5645	32.1	20.2	93				
RADIO-TELEVISION: DUAL		15996	2147	20.2	13.4	102	2461	19.8	15.4	100	3517	20.0	22.0	101				
RADIO IMPERATIVE		25478	3855	36.2	15.1	115	4368	35.2	17.1	112	5717	32.5	22.4	103				
TELEVISION IMPERATIVE		26573	3026	28.4	11.4	87	3698	29.8	13.9	91	5573	31.7	21.0	97				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS INDX	D INDX	A '000	B % DOWN	C % ACROSS INDX	D INDX	A '000	B % DOWN	C % ACROSS INDX	D INDX	A '000	B % DOWN	C % ACROSS INDX	D INDX
TOTAL FEMALE HOMEMAKERS	100000	10638	100.0	13.1	100	12403	100.0	15.3	100	17580	100.0	21.7	100				
ATLANTIC MONTHLY	415	**96	0.9	23.1	176	**48	0.4	11.6	76	*110	0.6	26.5	122				
BARRON'S	453	**122	1.1	26.9	205	**139	1.1	30.7	200	**129	0.7	28.5	131				
BETTER HOMES & GARDENS	16256	2496	23.5	15.4	117	3019	24.3	18.6	121	4315	24.5	26.5	122				
BON APPETIT	2535	618	5.8	24.4	186	526	4.2	20.7	135	898	5.1	35.4	163				
BUSINESS WEEK	1278	*186	1.7	14.6	111	*239	1.9	18.7	122	381	2.2	29.8	137				
CAR AND DRIVER	378	**58	0.5	15.3	117	**85	0.7	22.5	147	**77	0.4	20.4	94				
CBS MAGAZINE NETWORK (GROSS)	1498	292	2.7	19.5	148	441	3.6	29.4	192	477	2.7	31.8	147				
CHANGING TIMES	1505	316	3.0	21.0	160	283	2.3	18.6	121	516	2.9	34.3	158				
COLONIAL HOMES	1231	*215	2.0	17.5	133	311	2.6	25.8	169	448	2.5	34.4	168				
CONDE NAST MAG. PKG. (GROSS)	14146	2387	22.4	16.9	128	2581	20.8	18.2	119	4043	23.0	28.6	132				
CONSUMERS DIGEST	1323	254	2.4	19.2	146	*230	1.9	17.4	114	382	2.2	28.9	133				
COSMOPOLITAN	7102	1088	10.2	15.3	117	1313	10.6	18.5	121	1774	10.1	25.0	115				
COUNTRY LIVING	2481	499	4.7	20.1	153	594	4.8	23.9	156	835	4.7	33.7	155				
CUISINE	1472	351	3.3	23.8	182	309	2.5	21.0	137	512	2.9	34.8	160				
CYCLE WORLD	425	**95	0.9	22.4	170	**99	0.8	23.3	152	**133	0.8	31.3	144				
DCI:CREATIVE IDEAS FOR LIV	2510	359	3.4	14.3	109	485	3.9	19.3	126	722	4.1	28.8	133				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	990	9.3	14.8	113	1307	10.5	19.5	127	2079	11.8	31.1	143				
DISCOVER	894	*138	1.3	15.4	118	*240	1.9	26.8	175	263	1.5	29.4	136				
EQ	3507	377	3.5	10.7	82	498	4.0	14.2	93	845	4.8	24.1	111				
ESQUIRE	1083	*152	1.4	14.0	107	*192	1.5	17.7	116	314	1.8	29.0	134				
ESSENCE	1830	255	2.4	13.9	106	310	2.5	16.9	111	419	2.4	22.9	105				
FAMILY CIRCLE	15930	2371	22.3	14.9	113	2449	23.9	18.6	122	4013	22.8	25.2	116				
THE FAMILY HANDYMAN	1126	*205	1.9	18.2	139	*235	1.9	20.9	136	272	1.5	24.2	111				
FAMILY WEEKLY	11468	1495	14.1	13.0	99	1748	14.1	15.2	100	2368	13.5	20.6	95				
FIELD & STREAM	2234	*271	2.5	12.1	92	558	4.5	25.0	163	471	2.7	21.1	97				
FOOD & WINE	579	*162	1.5	28.0	213	*190	1.5	32.8	214	*175	1.0	30.2	139				
FORBES	728	*224	2.1	30.8	234	*192	1.5	26.4	172	275	1.6	37.8	174				
FORTUNE	906	*210	2.0	23.2	176	*243	2.0	26.8	175	291	1.7	32.1	148				
GENTLEMEN'S QUARTERLY	791	*125	1.2	15.8	120	*164	1.3	20.7	135	277	1.6	35.0	161				
GLAMOUR	5265	876	8.2	16.6	127	997	8.0	18.9	124	1362	7.7	25.9	119				
GOLF DIGEST	636	**67	0.6	10.5	80	**181	1.5	28.5	186	*221	1.3	34.7	160				
GOLF DIGEST/TENNIS (GROSS)	1186	*188	1.8	15.9	121	320	2.6	27.0	176	402	2.3	33.9	156				
GOLF MAGAZINE	441	**59	0.6	13.4	102	**99	0.8	22.4	147	*163	0.9	37.0	170				
GOLF MAGAZINE/SKI (GROSS)	922	*131	1.2	14.2	108	*156	1.3	16.9	110	294	1.7	31.9	147				
GOOD HOUSEKEEPING	16487	2320	21.8	14.1	107	3216	25.9	19.5	127	4212	24.0	25.5	118				
HARPER'S BAZAAR	2423	525	4.9	21.7	165	513	4.1	21.2	138	729	4.1	30.1	139				
HEALTH	1994	428	4.0	21.5	163	475	3.8	23.8	156	559	3.2	28.0	129				
HEALTH MAG CORP. BUY (GROSS)	44101	6834	64.2	15.5	118	8569	69.1	19.4	127	11728	66.7	26.6	123				
HEARST MAN POWER (GROSS)	1993	355	3.3	17.8	136	366	3.0	18.4	120	529	3.0	26.5	122				
HEARST WOMAN POWER (GROSS)	31274	4481	42.1	14.3	109	5905	47.6	18.9	123	7875	44.8	25.2	116				
HOUSE BEAUTIFUL	3623	552	5.2	15.2	116	705	5.7	19.5	127	977	5.6	27.0	124				
INC.	283	**95	0.9	33.6	256	**123	1.0	43.5	284	**97	0.6	34.3	158				
JET	2928	312	2.9	10.7	81	425	3.5	14.6	95	668	3.8	22.8	105				
LADIES' HOME JOURNAL	11918	1779	16.7	14.9	114	2232	18.0	18.7	122	2922	16.6	24.5	113				
LHJ FAMILY GRP COMBO(GROSS)	16764	2706	25.4	16.1	123	3315	26.7	19.8	129	4226	24.0	25.2	116				
LIFE	4254	813	7.6	19.1	145	792	6.4	18.6	122	1206	6.9	28.3	131				
L.A. TIMES HOME MAGAZINE	1145	376	3.5	32.8	250	*272	2.2	23.8	155	388	2.2	33.9	156				
MADemoiselle	2884	580	5.5	20.1	153	496	4.0	17.2	112	927	5.3	32.1	148				
MC CALL'S	13460	1800	16.9	13.4	102	2535	20.4	18.8	123	3608	20.5	26.8	123				
MC CALL'S/WRK MOTHER (GROSS)	14606	2006	18.9	13.7	105	2722	21.9	18.6	122	3929	22.3	26.9	124				
MECHANIX ILLUSTRATED	772	*144	1.4	18.7	142	*189	1.5	24.5	160	*222	1.3	28.8	132				
METROPOLITAN HOME	967	252	2.4	26.1	198	*216	1.7	22.3	146	310	1.8	32.1	148				
MODERN	1588	486	4.6	30.6	233	412	3.3	25.9	169	563	3.2	35.5	163				
MOTHER EARTH NEWS	1002	266	2.5	26.5	202	*255	2.1	25.4	166	323	1.8	32.2	148				
MS.	825	*187	1.8	22.7	173	*191	1.5	23.2	151	213	1.2	25.8	119				
NATIONAL ENQUIRER	10336	1144	10.8	11.1	84	1378	11.1	13.3	87	2068	11.8	20.0	92				
NATIONAL GEOGRAPHIC	9597	1966	18.5	20.5	156	1903	15.3	19.8	129	2853	16.2	29.7	137				
NATIONAL SUNDAY MAGAZINE PKG	49558	7212	67.8	14.6	111	8057	65.0	16.3	106	11414	64.9	23.0	106				
NATURAL HISTORY	573	*156	1.5	27.2	207	*61	0.5	10.6	70	*205	1.2	35.8	165				
NEW WOMAN	1699	318	3.0	18.7	142	320	2.6	18.8	123	466	2.7	27.4	126				
NEW YORK INCLUDING CUE	443	**57	0.5	12.9	98	*135	1.1	30.5	199	*125	0.7	28.2	130				
THE NEW YORKER	1270	342	3.2	26.9	205	216	1.7	17.0	111	397	2.3	31.3	144				
NEWSWEEK	6277	1333	12.5	21.2	162	1280	10.3	20.4	133	1880	10.7	30.0	138				
THE N.Y. TIMES DAILY EDITION	1205	262	2.5	21.7	166	238	1.9	19.8	129	289	1.6	24.0	110				
THE N.Y. TIMES MAGAZINE	2081	565	5.3	27.2	207	384	3.1	18.5	120	602	3.4	28.9	133				
OWN	788	*163	1.5	20.7	157	*223	1.8	28.3	185	239	1.4	30.3	140				
ON CABLE	1158	**112	1.1	9.7	74	*169	1.4	14.6	95	*269	1.5	23.2	107				
1001 HOME IDEAS	2852	499	4.7	17.5	133	508	4.9	21.3	139	746	4.2	26.2	120				
ORGANIC GARDENING	1658	525	4.9	31.7	241	*298	2.4	18.0	117	408	2.3	24.6	113				
OUTDOOR LIFE	896	**105	1.0	11.7	89	*142	1.1	15.8	103	*172	1.0	19.2	88				
PARADE MAGAZINE	24275	3669	34.5	15.1	115	4027	32.5	16.6	108	5739	26.6	23.6	109				

	TOTAL U.S. '000	BROWNH				FLAVORED OR SEASONED				LONG GRAIN OR MILD				A B C D			
		A '000	B DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS	80956	10638	100.0	13.1	100	12403	100.0	15.3	100	17580	100.0	21.7	100				
PARENTS	3845	613	5.8	15.9	121	938	7.6	24.4	159	953	5.4	24.8	114				
PENTHOUSE	831	*125	1.2	15.0	115	*185	1.5	22.3	145	*223	1.3	26.8	124				
PEOPLE	11645	1804	17.0	15.5	118	2298	18.5	19.7	129	3025	17.2	26.0	120				
PLAYBOY	2006	400	3.8	19.9	152	357	2.9	17.8	116	540	3.1	26.9	124				
POPULAR HOT RODDING	297	**40	0.4	13.5	103	**71	0.6	23.9	156	**51	0.3	17.2	79				
POPULAR MECHANICS	1018	*209	2.0	20.5	156	*193	1.6	19.0	124	*307	1.7	30.2	139				
POPULAR SCIENCE	878	*132	1.2	15.0	114	*192	1.5	21.9	143	*257	1.5	29.3	135				
PREVENTION	3913	1037	9.7	26.5	202	638	5.1	16.3	106	962	5.5	24.6	113				
PSYCHOLOGY TODAY	1710	305	2.9	17.8	136	347	2.8	20.3	133	572	3.3	33.5	154				
READER'S DIGEST	22204	3342	31.4	15.1	115	3788	30.5	17.1	111	5561	31.6	25.0	115				
REDBOOK	7684	1072	10.1	14.0	106	1376	11.1	17.9	117	1889	10.7	24.6	113				
ROAD & TRACK	410	**71	0.7	17.3	132	**157	1.3	38.3	250	**162	0.9	39.5	182				
ROLLING STONE	969	*191	1.8	19.7	150	252	2.0	26.0	170	264	1.5	27.2	126				
RUNNER'S WORLD	298	**114	1.1	38.3	291	**100	0.8	33.6	219	**95	0.5	31.9	147				
SATURDAY EVENING POST	1169	*145	1.4	12.4	94	*223	1.8	19.1	125	299	1.7	25.6	118				
SCIENCE 84	587	*158	1.5	26.9	205	*207	1.7	35.3	230	*173	1.0	29.5	136				
SCIENCE DIGEST	482	*97	0.9	20.1	153	*90	0.7	18.7	122	*120	0.7	24.9	115				
SCIENTIFIC AMERICAN	594	*153	1.4	25.8	196	*154	1.2	25.9	169	*199	1.1	33.5	154				
SELF	2089	297	2.8	14.2	108	428	3.5	20.5	134	645	3.7	30.9	142				
SEVENTEEN	2411	352	3.3	14.6	111	342	2.8	14.2	93	665	3.8	27.6	127				
SKI	480	**72	0.7	15.0	114	**57	0.5	11.9	78	*131	0.7	27.3	126				
SMITHSONIAN	2760	686	6.4	24.9	189	645	5.2	23.4	153	940	5.3	34.1	157				
SOAP OPERA DIGEST	3013	292	2.7	9.7	74	469	3.8	15.6	102	570	3.2	18.9	87				
SOUTHERN LIVING	4184	631	5.9	15.1	115	823	6.6	19.7	128	1357	7.7	32.4	149				
SPORT	559	**89	0.8	15.9	121	**129	1.0	23.1	151	**162	0.9	29.0	134				
THE SPORTING NEWS	436	**38	0.4	8.7	66	**125	1.0	28.7	187	**66	0.4	15.1	70				
SPORTS AFIELD	493	**49	0.5	9.9	76	**83	0.7	16.8	110	*102	0.6	20.7	95				
SPORTS ILLUSTRATED	2758	454	4.3	16.5	125	660	5.3	23.9	156	787	4.5	28.5	131				
STAR	7456	803	7.5	10.8	82	1087	8.8	14.6	95	1621	9.2	21.7	100				
SUNDAY	24936	3709	34.9	14.9	113	4178	33.7	16.8	109	5929	33.7	23.8	110				
SUNSET	2124	696	6.5	32.8	249	350	2.8	16.5	108	697	4.0	32.8	151				
TV GUIDE	21661	2677	25.2	12.4	94	3768	30.4	17.4	114	4862	27.7	22.4	103				
TENNIS	550	**121	1.1	22.0	167	*139	1.1	25.3	165	*181	1.0	32.9	152				
TIME	8880	1555	14.6	17.5	133	1794	14.5	20.2	132	2551	14.5	28.7	132				
TOHM & COUNTRY	917	*194	1.8	21.2	161	*156	1.3	17.0	111	322	1.8	35.1	162				
TRAVEL & LEISURE	972	217	2.0	22.3	170	272	2.2	28.0	183	302	1.7	31.1	143				
TRUE STORY	3356	*228	2.1	6.8	52	416	3.4	12.4	81	591	3.4	17.6	81				
U.S. NEWS & WORLD REPORT	3410	681	6.4	20.0	152	620	5.0	18.2	119	1038	5.9	30.4	140				
USA TODAY	1759	315	3.0	17.9	136	369	3.0	21.0	137	527	3.0	30.0	138				
US	1873	259	2.4	13.8	105	416	3.4	22.2	145	475	2.7	25.4	117				
VOGUE	3909	634	6.0	16.2	123	660	5.3	16.9	110	1109	6.3	28.4	131				
WALL STREET JOURNAL	1886	419	3.9	22.2	169	380	3.1	20.1	132	608	3.5	32.2	149				
WEIGHT WATCHERS	2120	414	3.9	19.5	149	332	2.7	15.7	102	641	3.6	30.2	139				
WOMAN'S DAY	14172	1891	17.8	13.3	102	2474	19.9	17.5	114	3234	18.4	22.8	105				
WORKING MOTHER	1146	*205	1.9	17.9	136	*187	1.5	16.3	107	321	1.8	28.0	129				
WORKING WOMAN	1322	*236	2.2	17.9	136	315	2.5	23.8	156	430	2.4	32.5	150				
WORLD TENNIS	*163	**38	0.4	23.3	177	**66	0.5	40.5	264	**45	0.3	27.6	127				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	483	4.5	19.1	145	595	4.8	23.5	153	717	4.1	28.3	130				
BLAIR INSERTS	43657	6637	62.4	15.2	116	7253	58.5	16.6	108	10354	58.9	23.7	109				
DAILY NEWSPAPERS																	
READ ANY	51633	7379	69.4	14.3	109	8325	67.1	16.1	105	11932	67.9	23.1	106				
READ ONE	43463	6320	59.4	14.5	111	7167	57.8	16.5	108	10114	57.5	23.3	107				
READ TWO OR MORE	8170	1059	10.0	13.0	99	1158	9.3	14.2	93	1818	10.3	22.3	103				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7660	72.0	14.5	111	8647	69.7	16.4	107	12223	69.5	23.2	107				
READ ONE	46126	6731	63.3	14.6	111	7613	61.4	16.5	108	10636	60.5	23.1	106				
READ TWO OR MORE	6552	929	8.7	14.2	108	1034	8.3	15.8	103	1588	9.0	24.2	112				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.19				31.40				28.15							
30 DAY REACH	71455	9387	88.2	13.1	100	11232	90.6	15.7	103	15575	88.6	21.8	100				
50 SHWG - 30 DAY AV FREQ	14.56	15.57				16.36				14.79							
30 DAY REACH	67742	8810	82.8	13.0	99	10788	87.0	15.9	104	14823	84.3	21.9	101				
25 SHWG - 30 DAY AV FREQ	7.94	8.43				8.61				8.09							
30 DAY REACH	62117	8160	76.7	13.1	100	10254	82.7	16.5	108	13556	77.1	21.8	101				
CABLE TV: HOME WIRED	32077	3752	35.3	11.7	89	5149	41.5	16.1	105	7406	42.1	23.1	106				
HOME NOT WIRED	48909	6886	64.7	14.1	107	7254	58.5	14.8	97	10174	57.9	20.8	96				
HAVE PAY CABLE	15935	2040	19.2	12.8	97	2960	23.9	18.6	121	4060	23.1	25.5	117				

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAkers	80986	10638	100.0	13.1	100	12403	100.0	15.3	100	17580	100.0	21.7	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6119	57.5	13.9	106	7240	58.4	16.5	108	10101	57.5	23.0	106				
10:00 AM - 3:00 PM	30459	4166	39.2	13.6	103	4875	39.3	15.9	104	6800	38.7	22.2	102				
3:00 PM - 7:00 PM	31045	4345	40.8	14.0	107	5236	42.2	16.9	110	7015	39.9	22.6	104				
7:00 PM - MIDNIGHT	15767	2705	20.7	14.0	106	2558	20.6	16.2	106	3717	21.1	23.6	109				
MIDNIGHT - 6:00 AM	9120	1269	11.9	13.9	106	1449	11.7	15.9	104	2004	11.4	22.0	101				
6:00 AM - MIDNIGHT	58527	7960	74.8	13.6	104	9452	76.2	16.1	105	13101	74.5	22.4	103				
ENTIRE DAY	59311	8042	75.6	13.6	103	9582	77.3	16.2	105	13275	75.5	22.4	103				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2402	22.6	14.9	113	2999	24.2	18.5	121	3779	21.5	23.4	108				
ALL NEWS	2256	474	4.5	21.0	160	413	3.3	18.3	120	539	3.1	23.9	110				
AOR/PROGRESSIVE	3874	558	5.2	14.4	110	692	5.6	17.9	117	1078	6.1	27.8	128				
BEAUTIFUL MUSIC	5060	798	7.5	14.1	107	794	6.4	14.0	92	1426	8.1	25.2	116				
BLACK	2704	218	2.0	9.9	75	310	2.5	14.1	92	384	2.2	17.4	80				
CLASSICAL	1418	307	2.9	21.7	165	216	1.7	15.2	99	440	2.5	31.0	143				
CHR/ROCK	9538	1184	11.1	12.4	95	1851	14.9	19.4	127	1975	11.2	20.7	95				
COUNTRY	12648	1475	13.9	11.7	89	1725	13.9	13.6	89	2958	16.8	23.4	108				
GOLDEN OLDIES	1191	141	1.3	11.8	90	263	2.1	22.1	144	198	1.1	16.6	77				
MOR/NOSTALGIA	4757	578	5.4	12.2	93	805	6.5	16.9	110	1094	6.2	23.0	106				
NEWS/TALK	3863	673	6.3	17.4	133	683	5.5	17.7	115	895	5.1	23.2	107				
RELIGIOUS	3084	508	4.8	16.5	125	409	3.3	13.3	87	533	3.0	17.3	80				
SOFT ROCK	521	**55	0.5	10.6	80	**129	1.0	24.8	162	**95	0.5	18.2	84				
URBAN CONTEMPORARY	1585	*146	1.4	9.2	70	*206	1.7	13.0	85	322	1.8	20.3	94				
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	268	2.5	8.2	63	502	4.0	15.4	101	567	3.2	17.4	80				
ABC DIRECTION	2316	321	3.0	13.9	106	429	3.5	18.5	121	455	2.6	19.6	91				
ABC ENTERTAINMENT	4834	706	6.6	14.6	111	794	6.4	16.4	107	1213	6.9	25.1	116				
ABC FM	2202	*209	2.0	9.5	72	385	3.1	17.5	114	537	3.1	24.4	112				
ABC INFORMATION	5425	767	7.2	14.1	108	930	7.5	17.1	112	1311	7.5	24.2	111				
ABC ROCK	1677	*221	2.1	13.2	100	304	2.5	18.1	118	577	3.3	34.4	159				
CBS	4430	711	6.7	16.0	122	687	5.5	15.5	101	1025	5.8	23.1	107				
MUTUAL	4992	745	7.0	14.9	114	974	7.9	19.5	127	1232	7.0	24.7	114				
NBC	4679	762	7.2	16.3	124	785	6.3	16.8	110	1178	6.7	25.2	116				
RADIOGRADIO	1994	*218	2.0	10.9	83	374	3.0	18.8	122	402	2.3	20.2	93				
RKO ONE	2298	311	2.9	13.5	103	453	3.7	19.7	129	350	2.0	15.2	70				
RKO TWO	3311	390	3.7	11.8	90	557	4.5	16.8	110	730	4.2	22.0	102				
THE SOURCE	2114	228	2.1	10.8	82	330	2.7	15.6	102	581	3.3	27.5	127				
NON-HIRED : BLAIR	8654	1035	9.7	12.0	91	1268	10.2	14.7	96	1933	11.0	22.3	103				
INTERNET	12025	1765	16.6	14.7	112	2348	18.9	19.5	127	2854	16.2	23.7	109				
KATZ RADIO GROUP	15359	2289	21.5	14.9	113	2754	22.2	17.9	117	3778	21.5	24.6	113				
SUPERNET	10628	1316	12.4	12.4	94	1728	13.9	16.3	106	2491	14.2	23.4	108				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5659	1057	9.9	12.2	93	1193	9.6	13.8	90	1967	11.2	22.7	105				
MKDAY 9:00 AM - 1:00 PM	12163	1376	12.9	11.3	86	1690	13.6	13.9	91	2518	14.3	20.7	95				
MKDAY 1:00 PM - 4:30 PM	16150	1691	15.9	10.5	80	2299	18.5	14.2	93	3188	18.1	19.7	91				
MKDAY 4:30 PM - 7:30 PM	22463	2724	25.6	12.1	92	3097	25.0	13.8	90	4642	26.4	20.7	95				
MKDAY 7:30 PM - 8:00 PM	31795	3737	35.1	11.8	89	4595	37.0	14.5	94	6640	37.8	20.9	96				
MKDAY 11:00 PM - 11:30 PM	23977	2901	27.3	12.1	92	3313	26.7	13.8	90	5290	30.1	22.1	102				
MKDAY 11:30 PM - 1:00 AM	7703	995	9.4	12.9	98	1144	9.2	14.9	97	1786	10.2	23.2	107				
M-SAT 8-11 PM-SUN 7-11 PM	33800	4260	40.0	12.6	96	5215	42.0	15.4	101	7378	42.0	21.8	101				
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6535	813	7.6	12.4	95	1086	8.8	16.6	108	1339	7.6	20.5	94				
ANOTHER WORLD	N 4620	517	4.9	11.2	85	707	5.7	15.3	100	886	5.0	19.2	88				
AS THE WORLD TURNS	C 5614	484	4.5	8.6	66	688	5.5	12.3	80	978	5.6	17.4	80				
CAPITOL	C 3396	297	2.8	8.7	67	384	3.1	11.3	74	585	3.3	17.2	79				
CBS MORN. NEWS 1	C 1446	156	1.5	10.8	82	171	1.4	11.8	77	277	1.6	19.2	88				
CBS MORN. NEWS 2	C 1207	121	1.1	10.0	76	99	0.8	8.2	54	197	1.1	16.3	75				
DAYS OF OUR LIVES	N 5877	632	5.9	10.8	82	935	7.5	15.9	104	1284	7.3	21.8	101				
FACTS OF LIFE - DAYTIME	N 2290	219	2.1	9.6	73	315	2.5	13.8	90	549	3.1	24.0	110				
FAMILY FEUD	A 3023	266	2.5	8.8	67	405	3.3	13.4	87	662	3.8	21.9	101				
GENERAL HOSPITAL	A 6097	695	6.5	11.4	87	893	7.2	14.6	96	1215	6.9	19.9	92				
GOOD MORNING, AMERICA-730 A	A 3515	481	4.5	13.7	104	495	4.0	14.1	92	807	4.6	23.0	106				
GOOD MORNING, AMERICA-830 A	A 2818	389	3.7	13.8	105	414	3.3	14.7	96	625	3.6	22.2	102				
GUIDING LIGHT	C 5333	450	4.2	8.4	64	749	6.0	14.0	92	993	5.6	18.6	86				
ONE LIFE TO LIVE	A 4478	439	4.1	9.8	75	664	5.4	14.8	97	935	5.3	20.9	96				
PRESS YOUR LUCK	C 2244	194	1.8	8.6	66	305	2.5	13.6	89	398	2.3	17.7	82				
PRICE IS RIGHT 1	C 4348	337	3.2	7.8	59	463	3.7	10.6	70	815	4.6	18.7	86				
PRICE IS RIGHT 2	C 5014	408	3.8	8.1	62	501	4.0	10.0	65	931	5.3	18.6	86				
RYAN'S HOPE	A 3150	392	3.7	12.4	95	547	4.4	17.4	113	642	3.7	20.4	94				
SALE OF THE CENTURY	N 2695	295	2.8	10.9	83	347	2.8	12.9	84	564	3.2	20.9	96				
SEARCH FOR TOMORROW	N 2319	242	2.3	10.4	79	379	3.1	16.3	107	461	2.6	19.9	92				
TODAY SHOW 1	N 2693	307	2.9	11.4	87	391	3.2	14.5	95	621	3.5	23.1	106				
TODAY SHOW 2	N 2498	255	2.4	10.2	78	348	2.8	13.9	91	572	3.3	22.9	105				
\$25,000 PYRAMID	C 2753	222	2.1	8.1	61	296	2.4	10.8	70	498	2.8	18.1	83				
WHEEL OF FORTUNE	N 4388	448	4.2	10.2	78	563	4.5	12.8	84	929	5.3	21.2	98				
YOUNG AND THE RESTLESS	C 5695	482	4.5	8.5	64	672	5.4	11.8	77	955	5.4	16.8	77				
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A 1760	186	1.7	10.6	80	259	2.1	14.7	96	351	2.0	19.9	92				
NBA PLAYOFF GAME -1	C 1136	108	1.0	9.5	72	133	1.1	11.7	76	270	1.5	23.8	109				
NBC MAJOR LEAGUE PRE-GAME N	N 953	**65	0.6	6.8	52	**99	0.8	10.4	68	*163	0.9	17.1	79				
SPORTSWORLD - SUN	N 1233	*124	1.2	10.1	77	179	1.4	14.5	95	258	1.5	20.9	96				
SUNDAY MORNING	C 1611	212	2.0	13.2	100	254	2.0	15.8	103	379	1.9	20.4	94				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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RICE - TYPES & KINDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	BROWN				FLAVORED OR SEASONED				LONG GRAIN OR MILD							
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	10638	100.0	13.1	100	12403	100.0	15.3	100	17580	100.0	21.7	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3051	28.7	11.7	89	3401	27.4	13.0	85	5280	30.0	20.3	93				
NETWORK AFFILIATES - LATE	20261	2466	23.2	12.2	93	2728	22.0	13.5	88	4373	24.9	21.6	99				
INDEPENDENTS - LATE	2076	290	2.7	14.0	106	344	2.8	16.6	108	467	2.7	22.5	104				
TV EVENING NTM 6 PM - 2 AM																	
A TEAM	N 10453	1019	9.6	9.7	74	1717	13.8	16.4	107	1987	11.3	19.0	88				
ABC MONDAY NIGHT MOVIE	A 6412	811	7.6	12.6	96	1022	8.2	15.9	104	1481	8.4	23.1	106				
ABC SUNDAY NIGHT MOVIE	A 12407	1661	15.6	13.4	102	1910	15.4	15.4	101	2793	15.9	22.5	104				
ABC WORLD NEWS TONIGHT	A 6176	658	6.2	10.7	81	723	5.8	11.7	76	1171	6.7	19.0	87				
AFTERMASH	C 5863	613	5.8	10.5	80	851	6.9	14.5	95	1082	6.2	18.5	85				
ALICE	C 9594	1073	10.1	11.2	85	1464	11.8	15.3	100	2166	12.3	22.6	104				
AMERICAN PARADE	C 6622	988	9.3	14.9	114	882	7.1	13.3	87	1525	8.7	23.0	106				
BENSON	A 10886	1485	14.0	13.6	104	1607	13.0	14.8	96	2439	13.9	22.4	103				
BLUE THUNDER	A 5036	584	5.5	11.6	88	815	6.6	16.2	106	1139	6.5	22.6	104				
CAGNEY & LACEY	C 9965	1268	11.9	12.7	97	1577	12.7	15.8	103	2069	11.8	20.8	96				
CBS EVENING NEWS-DEAN	C 3491	431	4.1	12.3	94	423	3.4	12.1	79	782	4.4	22.4	103				
CBS EVENING NEWS-RATHER	C 7123	868	8.2	12.2	93	894	7.2	12.6	82	1593	9.1	22.4	103				
CBS SAT. NEWS-SCHIEFFER	C 3621	344	3.2	9.5	72	421	3.4	11.6	76	832	4.7	23.0	106				
CBS SATURDAY NIGHT MOVIE	C 5436	703	6.6	12.9	98	935	7.5	17.2	112	1186	6.7	21.8	101				
CBS WEDNESDAY NIGHT MOVIE	C 6100	751	7.1	12.3	94	963	7.8	15.8	103	1348	7.7	22.1	102				
CHEERS	N 8889	1165	11.0	13.1	100	1596	12.9	18.0	117	1934	11.0	21.8	100				
DALLAS	C 22109	2596	24.4	11.7	89	3446	27.8	15.6	102	4722	26.9	21.4	98				
DIFF'RENT STROKES	N 6940	695	6.5	10.0	76	993	8.0	14.3	93	1534	8.7	22.1	102				
DOUBLE TROUBLE	N 7223	835	7.8	11.6	88	1110	8.9	15.4	100	1549	8.8	21.4	99				
DUCK FACTORY	N 5595	609	5.7	10.9	83	940	7.6	16.8	110	1062	6.0	19.0	87				
DUKES OF HAZZARD	C 5768	641	6.0	11.1	85	741	6.0	12.8	84	1038	5.9	18.0	83				
DYNASTY	A 20053	2278	21.4	11.4	86	3244	26.2	16.2	106	4407	25.1	22.0	101				
FACTS OF LIFE	N 8087	961	9.0	11.9	90	1274	10.3	15.8	103	1660	9.4	20.5	95				
FALCON CREST	C 20046	2173	20.4	10.8	83	3023	24.4	15.1	98	4183	23.8	20.9	96				
FALL GUY	A 9084	1018	9.6	11.2	85	1391	11.2	15.3	100	1874	10.7	20.6	95				
FAMILY TIES	N 7964	972	9.1	12.2	93	1334	10.8	16.8	109	1787	10.2	22.4	103				
FANTASY ISLAND	A 7687	945	8.9	12.3	94	1063	8.6	13.8	90	1592	9.1	20.7	95				
FOULUPS, BLEEPES & BLUNDERS	A 8861	1179	11.1	13.3	101	1341	10.8	15.1	99	1925	10.9	21.7	100				
FOUR SEASONS	C 5095	546	5.1	10.7	82	818	6.6	16.1	105	989	5.6	19.4	89				
GIMME A BREAK	N 8838	965	9.1	10.9	83	1264	10.2	14.3	93	1854	10.5	21.0	97				
HART TO HART	A 8978	1123	10.6	12.5	95	1293	10.4	14.4	94	1904	10.8	21.2	98				
HILL STREET BLUES	N 8590	1198	11.3	13.9	106	1512	12.2	17.6	115	2150	12.2	25.0	115				
HOTEL	A 14085	1792	16.8	12.7	97	2008	16.2	14.3	93	2969	16.9	21.1	97				
JEFFERSONS	C 9360	1041	9.8	11.1	85	1332	10.7	14.2	93	1843	10.5	19.7	91				
JENNIFER SLEPT HERE	N 5841	566	5.3	9.7	74	929	7.5	15.9	104	1401	8.0	24.0	110				
KATE & ALLIE	C 9206	1210	11.4	13.1	100	1545	12.5	16.8	110	1937	11.0	21.0	97				
KNIGHT RIDER	N 7076	869	8.2	12.3	93	1012	8.2	14.3	93	1661	9.4	23.5	108				
LOVE BOAT	A 12219	1390	13.1	11.4	87	1519	12.2	12.4	81	2702	14.5	22.1	102				
MAGNUM PI	C 11199	1443	13.6	12.9	98	1725	13.9	15.4	101	2451	13.9	21.9	101				
MAMA'S FAMILY	N 6057	698	6.6	11.5	88	789	6.4	13.0	85	1370	7.8	22.6	104				
MASTER, THE	N 3598	431	4.1	12.0	91	609	4.9	16.9	111	887	5.0	24.7	114				
MATT HOUSTON	A 6344	876	8.2	13.8	105	1018	8.2	16.0	105	1628	9.3	25.7	118				
NBC MONDAY NIGHT MOVIE	N 11994	1550	14.6	12.9	98	1921	15.5	16.0	105	2619	14.9	21.8	101				
NBC NIGHTLY NEWS	N 5132	664	6.2	12.9	98	751	6.1	14.6	96	1052	6.0	20.5	94				
NBC NIGHTLY NEWS-SAT	N 3375	372	3.5	11.0	84	344	2.8	10.2	67	602	3.4	17.8	82				
NBC NIGHTLY NEWS-SUN	N 3130	386	3.6	12.3	94	334	2.7	10.7	70	729	4.1	23.3	107				
NBC SUNDAY NIGHT MOVIE	N 8284	1071	10.1	12.9	98	1208	9.7	14.6	95	1841	10.5	22.2	102				
NEWMART	C 9240	1167	11.0	12.6	96	1455	11.7	15.7	103	1926	11.0	20.8	96				
ONE DAY AT A TIME	C 7288	967	9.1	13.3	101	1117	9.0	15.3	100	1612	9.2	22.1	102				
PEOPLE ARE FUNNY	N 4855	569	5.3	11.7	89	737	5.9	15.2	99	1168	6.6	24.1	111				
REAL PEOPLE	N 8869	909	8.5	10.2	78	1230	9.9	13.9	91	1831	10.4	20.6	95				
REMINGTON STEELE	N 7743	1031	9.7	13.3	101	1271	10.2	16.4	107	1604	9.1	20.7	95				
RIPLEY'S BELIEVE IT - NOT	A 5345	693	6.5	13.0	99	862	6.9	16.1	105	1365	7.8	25.5	118				
RIP TIDE	N 6988	877	8.2	12.6	96	1127	9.1	16.1	105	1438	8.2	20.6	95				
SCARECROW & MRS. KING	C 10002	1191	11.2	11.9	91	1432	11.5	14.3	93	2036	11.6	20.4	94				
SIMON & SIMON	C 10638	1304	12.3	12.3	93	1644	13.3	15.5	101	2110	12.0	19.8	91				
60 MINUTES	C 13293	1812	17.0	13.6	104	1976	15.9	14.9	97	3035	17.3	22.8	105				
ST. ELSEWHERE	N 7017	884	8.3	12.6	96	1198	9.7	17.1	111	1619	9.2	23.1	106				
THREE'S COMPANY	A 10917	1272	12.0	11.7	89	1616	13.0	14.8	97	2247	12.8	20.6	95				
T.J. HOOKER	A 9204	1095	10.3	11.9	91	1422	11.5	15.4	101	2032	11.6	22.1	102				
TONIGHT SHOW	N 2372	368	3.5	15.5	118	432	3.5	18.2	119	671	3.8	28.3	130				
TRAPPER JOHN, M.D.	C 9846	1113	10.5	11.3	86	1294	10.4	13.1	86	1962	11.2	19.9	92				
TV BLOOPERS & PRAC. JOKES	N 9105	1035	9.7	11.4	87	1510	12.2	16.6	108	1975	11.2	21.7	100				
20/20	A 9387	1284	12.1	13.7	104	1400	11.3	14.9	97	2287	13.0	24.4	112				
WEBSTER	A 11067	1490	14.0	13.5	102	1668	13.4	15.1	98	2532	14.4	22.9	105				
WORLD NEWS - SUN	A 3062	430	4.0	14.0	107	400	3.2	13.1	85	675	3.8	22.0	102				
YELLOW ROSE	N 4978	603	5.7	12.1	92	748	6.0	15.0	98	1019	5.8	20.5	94				
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	1003	9.4	11.3	86	1721	13.9	19.4	127	2252	12.8	25.4	117				
BASKETBALL - COLLEGE GAMES	4080	726	6.8	17.8	135	695	5.6	17.0	111	1140	6.5	27.9	129				
BASKETBALL - PRO GAMES	3607	578	5.4	16.0	122	531	4.3	14.7	96	1077	6.1	29.9	138				
BOWLING	3983	*427	4.0	11.0	84	672	5.4	17.3	113	1026	5.8	26.4	122				
BOXING	3828	*402	3.8	10.2	78	*542	4.4	13.8	90	725	4.1	18.5	85				
FOOTBALL - COLLEGE GAMES	6366	997	9.4	15.7	119	933	7.5	14.7	96	1709	9.7	26.8	124				
FOOTBALL - PRO GAMES	11300	1511	14.2	13.4	102	2059	16.6	18.2	119	2806	16.0	24.8	114				
GOLF	3378	541	5.1	16.0	122	702	5.7	20.8	136	1048	6.0	31.0	143				
POST-SEASON COLL. FOOTBALL	4906	782	7.4	15.9	121	803	6.5	16.4	107	1291	7.3	26.3	121				
POST-SEASON PRO FOOTBALL	6120	976	9.2	15.9	121	1240	10.0	20.3	132	1676	9.5	27.4	126				

	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	10986	4306	100.0	5.3	100	4171	100.0	5.2	100	6096	100.0	7.5	100	26072	100.0	32.2	100
18 - 24	9252	3552	12.8	5.9	112	497	11.9	5.4	104	553	9.1	6.0	79	3034	11.6	32.7	102
25 - 34	19072	883	20.5	4.6	87	1024	24.6	5.4	104	1466	24.0	7.7	102	6599	25.3	34.6	107
35 - 44	14591	841	19.5	5.8	108	756	18.1	5.2	101	1003	16.5	6.9	91	4661	17.9	31.9	99
45 - 54	11345	675	15.7	5.9	112	586	14.0	5.2	100	1014	16.6	8.9	119	3743	14.4	33.0	102
55 - 64	11635	713	16.6	6.1	115	756	18.1	6.5	126	858	14.1	7.4	98	3662	14.0	31.5	98
65 OR OLDER	15061	642	14.9	4.3	80	550	13.2	3.7	71	1201	19.7	8.0	106	4373	16.8	29.0	90
18 - 34	23354	1435	33.3	5.1	95	1523	36.5	5.4	104	2020	33.1	7.1	95	9633	36.9	34.0	106
18 - 49	48339	2584	60.0	5.3	101	2830	63.1	5.4	106	3439	56.4	7.1	95	16053	61.6	33.2	103
25 - 54	45008	2299	55.7	5.3	100	2367	56.7	5.3	102	3483	57.1	7.7	103	15003	57.5	33.3	104
35 - 49	19905	1150	26.7	5.8	108	1107	26.5	5.5	108	1419	23.3	7.1	94	6420	24.6	32.1	100
50 OR OLDER	32647	1721	40.0	5.3	99	1540	36.9	4.7	92	2657	43.6	8.1	108	10019	38.4	30.7	95
GRADUATED COLLEGE	11155	731	17.0	6.6	123	548	13.1	4.9	95	882	14.5	7.9	105	3730	14.3	33.4	104
ATTENDED COLLEGE	13682	612	14.2	4.5	84	874	21.0	6.4	124	944	15.5	6.9	92	4701	18.0	34.4	107
GRADUATED HIGH SCHOOL	33880	1691	39.3	5.0	94	1392	33.4	4.1	80	2439	40.0	7.2	96	12101	46.4	35.7	111
DID NOT GRADUATE HIGH SCHOOL	22270	1271	29.5	5.7	107	1358	32.6	6.1	118	1831	30.0	8.2	109	5540	21.2	24.9	77
EMPLOYED	40106	2342	54.4	5.8	109	2135	51.2	5.3	103	2974	48.8	7.4	98	13153	50.4	32.6	101
EMPLOYED FULL-TIME	32250	1926	44.7	5.9	110	1693	40.6	5.2	100	2475	40.6	7.5	100	10405	39.9	31.7	98
EMPLOYED PART-TIME	7456	416	9.7	5.6	105	442	10.6	5.9	115	500	8.2	6.7	89	2748	10.5	36.9	114
NOT EMPLOYED	40600	1964	45.6	4.8	91	2096	48.8	5.0	97	3121	51.2	7.7	102	12919	49.6	31.8	99
PROFESSIONAL/MANAGER	10392	563	13.2	5.5	103	448	10.7	4.3	84	655	10.7	6.3	84	3427	13.1	33.0	102
TECH/CLERICAL/SALES	17574	1110	25.8	6.3	119	805	19.3	4.6	89	1428	23.4	8.1	108	6411	24.6	36.5	113
PRECISION/CRAFT	985	32	0.7	3.2	61	113	0.3	1.3	26	1193	3.2	19.6	260	307	1.2	31.2	97
OTHER EMPLOYED	11354	633	14.7	5.6	105	870	20.9	7.7	149	698	11.5	6.1	82	3007	11.5	26.5	82
SINGLE	9863	741	17.2	7.5	141	539	12.9	5.5	106	833	13.7	8.4	112	2913	11.2	29.5	92
MARRIED	51375	2657	61.7	5.2	97	2622	62.9	5.1	99	3647	59.8	7.1	94	17111	65.6	33.3	103
DIVORCED/SEPARATED/WIDOWED	19748	907	21.1	4.6	86	1010	24.2	5.1	99	1616	26.5	8.2	109	6049	23.2	30.6	95
PARENTS	32590	1616	37.5	5.0	93	1767	42.4	5.4	105	2390	39.2	7.3	97	10741	41.2	33.0	102
WHITE	70416	3734	86.7	5.3	100	3076	73.7	4.4	85	4810	78.9	6.8	91	24281	93.1	34.5	107
BLACK	8778	428	9.9	4.9	92	974	23.4	11.1	215	1218	20.0	13.9	184	1638	6.3	18.7	58
OTHER	1791	144	3.3	8.0	151	120	2.9	6.7	130	68	1.1	3.8	50	153	0.6	8.5	27
NORTHEAST-CENSUS	17786	3148	73.1	17.7	333	261	6.3	1.5	28	123	2.0	0.7	9	5702	21.9	32.1	100
NORTH CENTRAL	20741	337	7.8	1.6	31	351	8.4	1.7	33	345	5.7	1.7	22	843	32.4	40.7	126
SOUTH	27775	819	18.8	2.9	55	136	80.0	12.0	233	4805	78.8	17.3	230	7336	28.1	26.4	82
WEST	14683	112	0.3	0.1	2	223	5.3	1.5	29	823	13.5	5.6	74	4600	17.6	31.3	97
NORTHEAST-MKTG.	17961	3129	72.7	17.4	328	328	7.9	1.8	35	290	4.8	1.6	21	5577	21.4	31.1	96
EAST CENTRAL	11885	452	10.5	3.8	72	245	5.9	2.1	40	193	3.2	1.6	22	4200	16.1	35.3	110
WEST CENTRAL	14090	89	2.1	0.6	12	258	6.2	1.8	36	199	3.3	1.4	19	6100	23.4	43.3	134
SOUTH	24081	631	14.7	2.6	49	3224	77.3	13.4	260	4596	75.4	19.1	254	6243	23.9	25.9	81
PACIFIC	12969	55	0.1	0.0	1	116	2.8	0.9	17	819	13.4	6.3	84	3952	15.2	30.5	95
COUNTY SIZE A	32439	2503	58.1	7.7	145	1296	31.1	4.0	78	1567	25.7	4.8	64	9508	36.5	29.3	91
COUNTY SIZE B	24915	1157	26.9	4.6	87	1405	33.7	5.6	109	2225	36.5	8.9	119	8611	33.0	34.6	107
COUNTY SIZE C	12930	485	11.3	3.8	71	870	20.9	6.7	131	1087	17.8	8.4	112	4428	17.0	34.2	106
COUNTY SIZE D	10703	161	3.7	1.5	28	599	14.4	5.6	109	1217	20.0	11.4	151	3525	13.5	32.9	102
METRO CENTRAL CITY	24518	1348	31.3	5.5	103	1506	36.1	6.1	119	1842	30.2	7.5	100	7282	27.9	29.7	92
METRO SUBURBAN	35919	2366	54.9	6.6	124	1667	40.0	4.6	90	2094	34.4	5.8	77	12099	46.4	33.7	105
NON METRO	20549	591	13.7	2.9	54	998	23.9	4.9	94	2160	35.4	10.5	140	6692	25.7	32.6	101
TOP 5 ADI'S	18341	2180	50.6	11.9	224	242	5.8	1.3	26	585	9.6	3.2	42	5287	20.3	28.8	90
TOP 10 ADI'S	25378	2516	58.4	9.9	186	907	21.7	3.6	69	944	15.5	3.7	49	7102	27.2	28.0	87
TOP 20 ADI'S	36485	2853	66.3	7.8	147	1401	33.6	3.8	75	2010	33.0	5.5	73	10865	41.7	29.8	92
HSGLD INC. \$50,000 OR MORE	6612	600	13.9	9.1	171	363	8.7	5.5	107	370	6.1	5.6	74	2159	8.3	32.7	101
\$40,000 OR MORE	12659	1068	24.8	8.4	159	505	12.1	4.0	77	850	13.9	6.7	89	4234	16.2	33.4	104
\$30,000 OR MORE	24898	1709	39.7	6.9	130	945	22.7	3.8	74	1527	25.0	6.2	82	8364	32.1	33.9	105
\$25,000 OR MORE	32077	2096	48.7	6.5	123	1372	32.9	4.3	83	2136	35.0	6.7	88	10963	42.0	34.2	106
\$20,000 - \$24,999	9144	487	11.3	5.3	100	593	14.2	6.5	126	715	11.7	7.8	104	3272	12.5	35.8	111
\$15,000 - \$19,999	8728	394	9.2	4.5	85	599	14.4	6.9	133	664	10.9	7.6	101	3098	11.9	35.5	110
\$10,000 - \$14,999	12562	590	13.7	4.7	88	702	16.8	5.6	109	850	13.9	6.8	90	4080	15.6	32.5	101
UNDER \$10,000	18475	738	17.1	4.0	75	905	21.7	4.9	95	1731	28.4	9.4	124	4659	17.9	25.2	78
HOUSEHOLD OF 1 PERSON	11987	451	10.5	3.8	71	456	10.9	3.8	74	860	14.1	7.2	95	3866	14.8	32.3	100
2 PEOPLE	26577	1494	34.7	5.6	106	1364	32.7	5.1	100	1758	28.8	6.6	88	8475	32.5	31.9	99
3 OR 4 PEOPLE	30617	1621	37.6	5.3	100	1663	39.9	5.4	105	2664	43.7	8.7	116	9842	37.7	32.1	100
5 OR MORE PEOPLE	11804	741	17.2	6.3	118	859	16.5	5.8	113	814	13.4	6.9	92	3889	14.9	32.9	102
NO CHILD IN HSHLD	46165	2595	60.3	5.6	106	2261	54.2	4.9	95	3400	55.8	7.4	98	14750	56.6	32.0	99
CHILD(REN) UNDER 2 YRS	5325	106	2.5	2.0	37	241	5.8	4.5	88	355	5.8	6.7	89	1788	6.9	33.6	104
2 - 5 YEARS	14221	583	13.5	4.1	77	923	22.1	6.5	126	1256	20.6	8.8	117	4467	17.1	31.4	98
6 - 11 YEARS	15117	772	17.9	5.1	96	791	19.0	5.2	102	1131	18.6	7.5	99	4451	17.1	29.4	91
12 - 17 YEARS	16611	1055	24.5	6.4	119	1006	24.1	6.1	118	1290	21.2	7.8	103	5550	21.3	33.4	104
RESIDENCE OWNED	55854	2829	65.7	5.1	95	3031	72.7	5.4	105	4392	72.0	7.9	104	18690	71.7	33.4	104
VALUE: \$50,000 OR MORE	31744	2146	49.8	6.8	127	1450	34.8	4.6	89	1947	31.9	6.1	81	11013	42.2	34.7	108
VALUE: UNDER \$50,000	24140	683	15.9	2.8	53	1581	37.9	6.5	127	2445	40.1	10.1	135	7677	29.4	31.8	99

RICE: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	4306	100.0	5.3	100	4171	100.0	5.2	100	6096	100.0	7.5	100	26072	100.0	32.2	100
MAGAZINES	QUINTILE 1	15799	943	21.9	6.0	112	884	21.2	5.6	109	992	16.3	6.3	83	5629	21.6	35.6	111
	QUINTILE 2	17259	990	23.0	5.7	108	888	21.3	5.1	100	1117	18.3	6.5	86	5666	22.9	34.6	107
	QUINTILE 3	13545	749	17.4	5.5	104	814	19.5	6.0	117	1048	17.2	7.7	103	4344	16.7	32.1	100
	QUINTILE 4	15133	673	15.6	4.4	84	636	15.2	4.2	82	1375	22.6	9.1	121	4886	18.7	32.3	100
	QUINTILE 5	19250	951	22.1	4.9	93	949	22.8	4.9	96	1564	25.7	8.1	108	5247	20.1	27.3	85
NEWSPAPERS	QUINTILE 1	12413	1194	27.7	9.6	181	*438	10.5	3.5	69	639	10.5	5.1	68	4212	16.2	33.9	105
	QUINTILE 2	24116	1475	34.3	6.1	115	1396	33.5	5.8	112	1580	25.9	6.6	87	8090	31.0	33.5	104
	QUINTILE 3	11261	*461	10.7	4.1	77	625	15.0	5.6	108	812	13.3	7.2	96	3952	15.2	35.1	109
	QUINTILE 4	20255	898	20.9	4.4	83	884	21.2	4.4	85	1696	27.8	8.4	111	6493	24.9	32.1	100
	QUINTILE 5	12940	*277	6.4	2.1	40	829	19.9	6.4	124	1369	22.5	10.6	141	3324	12.7	25.7	80
OUTDOOR	QUINTILE 1	14852	814	18.9	5.5	103	685	16.4	4.6	90	1047	17.2	7.0	94	4741	18.2	31.9	99
	QUINTILE 2	15725	1085	25.2	6.9	130	735	17.6	4.7	91	1152	18.9	7.3	97	5283	20.3	33.6	104
	QUINTILE 3	16330	738	17.1	4.5	85	878	21.1	5.4	104	1111	18.2	6.8	90	5302	20.3	32.5	101
	QUINTILE 4	16744	897	20.8	5.4	101	902	21.6	5.4	105	1324	21.7	7.9	105	5352	20.5	32.0	99
	QUINTILE 5	17334	772	17.9	4.5	84	971	23.3	5.6	109	1461	24.0	8.4	112	5393	20.7	31.1	97
RADIO-DRIVE TIME	QUINTILE 1	15911	1042	24.2	6.5	123	931	22.3	5.9	114	1252	20.5	7.9	105	5483	21.0	34.5	107
	QUINTILE 2	14837	863	20.0	5.8	109	868	20.8	5.9	114	929	15.2	6.3	83	4731	18.1	31.9	99
	QUINTILE 3	15339	796	18.5	5.2	98	702	16.8	4.6	89	1142	18.7	7.4	99	4734	18.2	30.9	96
	QUINTILE 4	16723	825	19.2	4.9	93	734	17.6	4.4	85	1161	19.0	6.9	92	5429	20.8	32.5	101
	QUINTILE 5	18176	779	18.1	4.3	81	935	22.4	5.1	100	1612	26.4	8.9	118	5695	21.8	31.3	97
RADIO-MID- DAY	TERCILE 1	21020	1376	32.0	6.5	123	1162	27.9	5.5	107	1392	22.8	6.6	88	6891	26.4	32.8	102
	TERCILE 2	21610	1013	23.5	4.7	88	1196	28.7	5.5	107	1638	26.9	7.6	101	7505	28.8	34.7	108
	TERCILE 3	38355	1917	44.5	5.0	94	1812	43.4	4.7	92	3066	50.3	8.0	106	11676	44.8	30.4	95
RADIO-TOTAL	QUINTILE 1	15988	950	22.1	5.9	112	895	21.5	5.6	109	1265	20.8	7.9	105	5299	20.3	33.1	103
	QUINTILE 2	15626	942	21.9	6.0	113	950	22.8	6.1	118	1018	16.7	6.5	87	5229	20.1	33.5	104
	QUINTILE 3	16723	925	21.5	5.5	104	746	17.9	4.5	87	1116	18.3	6.7	89	5335	20.5	31.9	99
	QUINTILE 4	16342	812	18.9	5.0	93	808	19.4	4.9	96	1145	18.8	7.0	93	5366	20.6	32.8	102
	QUINTILE 5	16306	677	15.7	4.2	78	773	18.5	4.7	92	1551	25.4	9.5	126	4843	18.6	29.7	92
TV-PRIME TIME	QUINTILE 1	15953	1115	25.9	7.0	131	931	22.3	5.8	113	1292	21.2	8.1	108	4907	18.8	30.8	96
	QUINTILE 2	16137	913	21.2	5.7	106	731	17.5	4.5	88	1056	17.3	6.5	87	5666	21.7	35.1	109
	QUINTILE 3	16420	904	21.0	5.5	104	935	22.4	5.7	111	1064	17.5	6.5	86	5395	20.7	32.9	102
	QUINTILE 4	16687	802	18.6	4.8	90	982	23.5	5.9	114	1248	20.5	7.5	99	5291	20.3	31.7	98
	QUINTILE 5	15789	571	13.3	3.6	68	591	14.2	3.7	73	1437	23.6	9.1	121	4813	18.5	30.5	95
TV-DAYTIME	TERCILE 1	27736	1449	33.7	5.2	98	1508	36.2	5.4	106	2340	38.4	8.4	112	8535	32.7	30.8	96
	TERCILE 2	26489	1295	30.1	4.9	92	1358	32.6	5.1	100	1836	30.1	6.9	92	9384	36.0	35.4	110
	TERCILE 3	26761	1562	36.3	5.8	110	1305	31.3	4.9	95	1920	31.5	7.2	95	8153	31.3	30.5	95
TV-TOTAL	QUINTILE 1	16345	1059	24.6	6.5	122	954	22.9	5.8	113	1259	20.7	7.7	102	4921	18.9	30.1	94
	QUINTILE 2	16447	755	17.5	4.6	86	858	20.6	5.2	101	1361	22.3	8.3	110	5378	20.6	32.7	102
	QUINTILE 3	15980	865	20.1	5.4	102	764	18.3	4.8	93	1091	17.9	6.8	91	5550	21.3	34.7	108
	QUINTILE 4	15887	824	19.1	5.2	98	835	20.0	5.3	102	961	15.8	6.0	80	5495	21.1	34.6	107
	QUINTILE 5	16326	803	18.6	4.9	93	760	18.2	4.7	90	1425	23.4	8.7	116	4728	18.1	29.0	90
MAGAZINES-NEWSPAPERS: DUAL		20721	1472	34.2	7.1	134	1057	25.3	5.1	99	1181	19.4	5.7	76	7271	27.9	35.1	109
MAGAZINE IMPERATIVE		19186	702	16.3	3.7	69	1104	26.5	5.8	112	1555	25.5	8.1	108	6400	24.5	33.4	104
NEWSPAPER IMPERATIVE		21899	1495	34.7	6.8	128	1022	24.5	4.7	91	1460	24.0	6.7	89	7038	27.0	32.1	100
MAGAZINES-OUTDOOR: DUAL		15451	951	22.1	6.2	116	690	16.5	4.5	87	871	14.3	5.6	75	5427	20.8	35.1	109
MAGAZINE IMPERATIVE		25953	1371	31.8	5.3	99	1635	39.2	6.3	122	1809	29.7	7.0	93	8854	34.0	34.1	106
OUTDOOR IMPERATIVE		24400	1300	30.2	5.3	100	1158	27.8	4.7	92	1984	32.5	8.1	108	7496	28.8	30.7	95
MAGAZINES-RADIO: DUAL		18049	1043	24.2	5.8	109	1006	24.1	5.6	108	1169	19.2	6.5	86	6487	24.9	35.9	112
MAGAZINE IMPERATIVE		23571	1345	31.2	5.7	107	1249	29.9	5.3	103	1548	25.4	6.6	87	7974	30.6	33.8	105
RADIO IMPERATIVE		23278	1277	29.7	5.5	103	1288	30.9	5.5	107	1851	30.4	8.0	106	7173	27.5	30.8	96
MAGAZINES-TELEVISION: DUAL		15459	941	21.9	6.1	114	974	23.4	6.3	122	1091	17.9	7.1	94	4990	19.1	32.3	100
MAGAZINE IMPERATIVE		25829	1427	33.1	5.5	104	1364	32.7	5.3	103	1576	25.9	6.1	81	9142	35.1	35.4	110
TELEVISION IMPERATIVE		26039	1289	29.9	5.0	93	1308	31.4	5.0	98	2180	35.8	8.4	111	7990	30.6	30.7	95
NEWSPAPERS-OUTDOOR: DUAL		16605	1277	29.7	7.7	145	705	16.9	4.2	82	966	15.8	5.8	77	5614	21.5	33.8	105
NEWSPAPER IMPERATIVE		26834	1676	38.9	6.2	117	1554	37.3	5.8	112	1759	28.9	6.6	87	9070	34.8	33.8	105
OUTDOOR IMPERATIVE		23346	926	21.5	4.0	75	1209	29.0	5.2	101	2010	33.0	8.6	114	7371	28.3	31.6	98
NEWSPAPERS-RADIO: DUAL		17133	1256	29.2	7.3	138	906	21.7	5.3	103	1078	17.7	6.3	84	5953	22.8	34.7	108
NEWSPAPER IMPERATIVE		25892	1641	38.1	6.3	119	1300	31.2	5.0	97	1584	26.0	6.1	81	8551	32.8	33.0	103
RADIO IMPERATIVE		23167	915	21.2	3.9	74	1309	31.4	5.7	110	1823	29.9	7.9	105	7452	28.6	32.2	100
NEWSPAPERS-TELEVISION: DUAL		17159	1168	27.1	6.8	128	870	20.9	5.1	98	987	16.2	5.8	76	5718	21.9	33.3	104
NEWSPAPER IMPERATIVE		26214	1758	40.8	6.7	126	1342	32.2	5.1	99	1624	26.6	6.2	82	8958	34.4	34.2	106
TELEVISION IMPERATIVE		23412	904	21.0	3.9	73	1229	29.5	5.2	102	2243	36.8	9.6	127	7170	27.5	30.6	95
OUTDOOR-RADIO: DUAL		15303	923	21.4	6.0	113	716	17.2	4.7	91	1082	17.7	7.1	94	5155	19.8	33.7	105
OUTDOOR IMPERATIVE		24901	1328	30.8	5.3	100	1100	26.4	4.4	86	1768	29.0	7.1	94	7985	30.6	32.1	100
RADIO IMPERATIVE		26492	1421	33.0	5.4	101	1578	37.8	6.0	116	1961	32.2	7.4	98	8564	32.8	32.3	100
OUTDOOR-TELEVISION: DUAL		14794																

	TOTAL U.S. '000	CAROLINA				COMET				MAHATMA				MINUTE RICE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	4306	100.0	5.3	100	4171	100.0	5.2	100	6096	100.0	7.5	100	26072	100.0	32.2	100
ATLANTIC MONTHLY	415	**23	0.5	5.5	104	**30	0.7	7.2	140	**4	0.1	1.0	13	*145	0.6	34.9	109
BARRON'S	453	**26	0.6	5.7	108	**4	0.1	0.9	17	**11	0.2	2.4	32	**122	0.5	26.9	84
BETTER HOMES & GARDENS	16256	960	22.3	5.9	111	882	21.1	5.4	105	1090	17.9	6.7	89	6043	23.2	37.2	115
BON APPETIT	2535	*256	5.9	10.1	190	**81	1.9	3.2	62	*220	3.6	8.7	115	819	3.1	32.3	100
BUSINESS WEEK	1278	**92	2.1	7.2	135	**39	0.9	3.1	59	**57	0.9	4.5	59	337	1.3	26.4	82
CAR AND DRIVER	378	**34	0.8	9.0	169	**8	0.2	2.1	41	**46	0.8	12.2	162	*171	0.7	45.2	141
CBS MAGAZINE NETWORK (GROSS)	1498	**79	1.8	5.3	99	**20	0.5	1.3	26	**90	1.5	6.0	80	516	2.0	34.4	107
CHANGING TIMES	1505	**164	3.8	10.9	205	**66	1.6	4.4	85	**140	2.3	9.3	124	458	1.8	30.4	95
COLONIAL HOMES	1231	**104	2.4	8.4	159	**70	1.7	5.7	110	**196	3.2	15.9	212	437	1.7	35.5	110
CONDE NAST MAG. PKG. (GROSS)	14146	1052	24.4	7.4	140	786	18.8	5.6	108	885	14.5	6.3	83	4337	16.6	30.7	95
CONSUMERS DIGEST	1323	**120	2.8	9.1	171	**19	0.5	1.4	28	**104	1.7	7.9	104	415	1.6	31.4	97
COSMOPOLITAN	7102	463	10.8	6.5	123	369	8.8	5.2	101	448	7.3	6.3	84	2366	9.1	33.3	103
COUNTRY LIVING	2481	**104	2.4	4.2	79	**174	4.2	7.0	136	**135	2.2	5.4	72	988	3.8	39.8	124
CUISINE	1472	**110	2.6	7.5	141	**24	0.6	1.6	32	**110	1.8	7.5	99	464	1.8	31.5	98
CYCLE WORLD	425	**32	0.7	7.5	142	**0	0.0	0.0	0	**29	0.5	6.8	91	*190	0.7	44.7	139
DCI:CREATIVE IDEAS FOR LIV	2510	**117	2.7	4.7	88	**190	4.6	7.6	147	*198	3.2	7.9	105	1001	3.8	39.9	124
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*287	6.7	4.3	81	778	18.7	11.6	226	931	15.3	13.9	185	2268	8.7	33.9	105
DISCOVER	894	**96	2.2	10.7	202	**24	0.6	2.7	52	**57	0.9	6.4	85	302	1.2	33.8	105
EBONY	3507	*202	4.7	5.8	108	370	8.9	10.6	205	365	6.0	10.4	138	732	2.8	20.9	65
ESQUIRE	1083	**107	2.5	9.9	186	**24	0.6	2.2	43	**107	1.8	9.9	131	340	1.3	31.4	98
ESSENCE	1830	**84	2.0	4.6	86	*166	4.0	9.1	176	242	4.0	13.2	176	400	1.5	21.9	68
FAMILY CIRCLE	15930	964	22.4	6.1	114	808	19.4	5.1	98	935	15.3	5.9	78	5716	21.9	35.9	111
THE FAMILY HANDYMAN	1126	**121	2.8	10.7	202	**32	0.8	2.8	55	**34	0.6	3.0	40	407	1.6	36.1	112
FAMILY WEEKLY	11468	461	10.7	4.0	76	405	9.7	3.5	69	984	16.1	8.6	114	4107	15.8	35.8	111
FIELD & STREAM	2234	**84	2.0	3.8	71	**167	4.0	7.5	145	**134	2.2	6.0	80	870	3.3	38.9	121
FOOD & WINE	579	**34	0.8	5.9	110	**9	0.2	1.6	30	**46	0.8	7.9	106	*222	0.9	38.3	119
FOOD & WINE	728	**30	0.7	4.1	78	**10	0.2	1.4	27	**43	0.7	5.9	78	*151	0.6	20.7	64
FORTUNE	906	**81	1.9	8.9	168	**3	0.1	0.3	6	*12	0.2	1.3	18	*208	0.8	23.0	71
GENTLEMAN'S QUARTERLY	791	**36	0.8	4.6	86	**17	0.4	2.1	42	**58	1.0	7.3	97	268	1.0	33.9	105
GLAMOUR	5265	444	10.3	8.4	159	*333	8.0	6.3	123	315	5.2	6.0	79	1618	6.2	30.7	95
GOLF DIGEST	636	**33	0.8	5.2	98	**48	1.2	7.5	147	**52	0.9	8.2	109	*267	1.0	42.0	130
GOLF DIGEST/TENNIS (GROSS)	1186	**67	1.6	5.6	106	**84	2.0	7.1	138	**105	1.7	8.9	118	372	1.4	31.4	97
GOLF MAGAZINE	441	**66	1.5	15.0	281	**23	0.6	5.2	101	*27	0.4	6.1	81	*1219	0.5	29.3	91
GOLF MAGAZINE/SKI (GROSS)	922	**81	1.9	8.8	165	**34	0.8	3.7	72	**50	0.8	5.4	72	320	1.2	33.6	101
GOOD HOUSEKEEPING	16487	916	21.3	5.6	104	889	21.3	5.4	105	948	15.6	5.7	76	6021	23.1	36.5	113
HARPER'S BAZAAR	2423	*120	2.8	5.0	93	**100	2.4	4.1	80	*217	3.6	9.0	119	762	2.9	31.4	98
HEALTH	1994	**82	1.9	4.1	77	*134	3.2	6.7	130	**102	1.7	5.1	68	719	2.8	36.1	112
HEARST MAG CORP. BUY (GROSS)	44101	2418	56.2	5.5	103	2402	57.6	5.4	106	2727	44.7	6.2	82	15890	60.9	36.0	112
HEARST MAN POWER (GROSS)	1993	*776	1.8	3.8	72	*661	1.5	3.1	59	*771	1.2	3.6	47	757	2.9	38.0	118
HEARST WOMAN POWER (GROSS)	31274	1735	40.3	5.5	104	1702	40.8	5.4	106	1748	28.7	5.6	74	11216	43.0	35.9	111
HOUSE BEAUTIFUL	3623	*206	4.8	5.7	107	*222	5.3	6.1	119	241	4.0	6.7	88	1409	5.4	38.9	121
INC.	283	**4	0.1	1.4	27	*14	0.3	4.9	96	*7	0.1	2.5	33	*94	0.4	33.2	103
JET	2928	*153	3.6	5.2	98	295	7.1	10.1	196	428	7.0	14.6	194	665	2.6	22.7	71
LADIES' HOME JOURNAL	11918	587	13.6	4.9	93	644	15.4	5.4	105	719	11.8	6.0	80	4354	16.7	36.5	113
LHJ FAMILY GRP COMBO(GROSS)	16764	756	17.6	4.5	85	971	23.3	5.8	112	978	16.0	5.8	78	6211	23.8	37.0	115
LIFE	4254	280	6.5	6.6	124	*192	4.6	4.5	88	239	3.9	5.6	75	1295	5.0	30.4	95
L.A. TIMES HOME MAGAZINE	1145	**0	0.0	0.0	0	*16	0.4	1.4	27	*31	0.5	2.7	36	331	1.3	28.9	90
MADEMOISELLE	2884	*182	4.2	6.3	119	*172	4.1	6.0	116	*258	4.2	8.9	119	858	3.3	29.8	92
MC CALL'S	13460	712	16.5	5.3	99	852	20.4	6.3	123	752	12.3	5.6	74	4979	19.1	37.0	115
MC CALL'S/HRK MOTHER (GROSS)	14606	734	17.0	5.0	95	868	20.8	5.9	115	805	13.2	5.5	73	5404	20.7	37.0	115
MECHANIX ILLUSTRATED	772	**62	1.4	8.0	151	*23	0.6	3.0	58	*22	0.4	2.8	38	343	1.3	44.4	138
METROPOLITAN HOME	967	**43	1.0	4.4	84	*66	1.6	6.8	133	*64	1.0	6.6	88	354	1.4	36.6	114
MONEY	1588	**81	1.9	5.1	96	*94	2.3	5.9	115	*115	1.9	7.2	96	456	1.7	28.7	89
MOTHER EARTH NEWS	1002	**44	1.0	4.4	83	*38	0.9	3.8	74	*46	0.8	4.6	61	328	1.3	32.7	102
MS.	825	**30	0.7	3.6	68	*57	1.4	6.9	134	*16	0.3	1.9	26	231	0.9	28.0	87
NATIONAL ENQUIRER	10336	467	10.8	4.5	85	524	12.6	5.1	98	776	12.7	7.5	100	3521	13.5	34.1	106
NATIONAL GEOGRAPHIC	9597	426	9.9	4.4	83	473	11.3	4.9	96	654	10.7	6.8	91	3157	12.1	32.9	102
NATIONAL SUNDAY MAGAZINE PKG	49558	2958	68.7	6.0	112	2302	55.2	4.6	90	3249	53.3	6.6	87	16786	64.4	33.9	105
NATURAL HISTORY	573	*34	0.8	5.9	112	*39	0.9	6.8	132	*28	0.5	4.9	65	*152	0.6	26.5	82
NEW WOMAN	1699	*54	1.3	3.2	60	*60	1.4	3.5	69	*93	1.5	5.5	73	522	2.0	30.7	95
NEW YORK INCLUDING CUE	443	*118	2.7	26.6	501	*11	0.3	2.5	48	*10	0.2	2.3	30	*85	0.3	19.2	60
THE NEW YORKER	1270	*163	3.8	12.8	241	*57	1.4	4.5	87	*48	0.8	3.8	50	288	1.1	22.7	70
NEWSWEEK	6277	493	11.4	7.9	148	307	7.4	4.9	95	408	6.7	6.5	86	2017	7.7	32.1	100
THE N.Y. TIMES DAILY EDITION	1205	263	6.1	21.8	410	*33	0.8	2.7	53	*34	0.6	2.8	37	295	1.1	24.5	76
THE N.Y. TIMES MAGAZINE	2081	480	11.1	23.1	434	*42	1.0	2.0	39	*41	0.7	2.0	26	507	1.9	24.4	76
OMNI	788	*11	0.3	1.4	26	*14	0.3	1.8	34	*42	0.7	5.3	71	*248	1.0	31.5	98
ON CABLE	1158	*44	1.0	3.8	71	*73	1.8	6.3	122	*57	0.9	4.9	65	438	1.7	37.8	117
1001 HOME IDEAS	2852	*87	2.0	3.1	57	*194	4.7	6.8	132	*157	2.6	5.5	73	1139	4.4	39.9	124
ORGANIC GARDENING	1658	*125	2.9	7.5	142	*84	2.0	5.1	98	*101	1.7	6.1	81	502	1.9	30.3	94
OUTDOOR LIFE	896	*26	0.6	2.9	55	*37	0.9	4.1	80	*51	0.8	5.7	76	325	1.2	36.3	113
PARADE MAGAZINE	24275	1947	45.2	8.0	151	1143	27.4	4.7	91	1549	25.4	6.4	85	8223	31.5	33.9	105

	TOTAL U.S. '000	CAROLINA				COMET				MAHATMA				MINUTE RICE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	4306	100.0	5.3	100	4171	100.0	5.2	100	6096	100.0	7.5	100	26072	100.0	32.2	100
PARENTS	3845	**128	3.0	3.3	63	*253	6.1	6.6	128	*205	3.4	5.3	71	1449	5.6	37.7	117
PENTHOUSE	831	**12	0.3	1.4	27	**0	0.0	0.0	0	**28	0.5	3.4	45	*196	0.8	23.6	73
PEOPLE	11645	579	13.4	5.0	94	500	12.0	4.3	83	793	13.0	6.8	90	3983	15.3	34.2	106
PLAYBOY	2006	**111	2.6	5.5	104	*72	1.7	3.6	70	**102	1.7	5.1	68	533	2.0	26.6	83
POPULAR HOT RODDING	297	**4	0.1	1.3	25	**0	0.0	0.0	0	**20	0.3	6.7	89	**86	0.3	29.0	90
POPULAR MECHANICS	1018	**34	0.8	3.3	63	*24	0.6	2.4	46	**38	0.6	3.7	50	386	1.5	37.9	118
POPULAR SCIENCE	878	**44	1.0	5.0	94	*62	1.5	7.1	137	**47	0.8	5.4	71	*267	1.0	30.4	94
PREVENTION	3913	*215	5.0	5.5	103	*140	3.4	3.6	69	*290	4.8	7.4	98	1216	4.7	31.1	97
PSYCHOLOGY TODAY	1710	**132	3.1	7.7	145	**51	1.2	3.0	58	**55	0.9	3.2	43	564	2.2	33.0	102
READER'S DIGEST	22204	958	22.2	4.3	81	1241	29.8	5.6	109	1500	24.6	6.8	90	7798	29.9	35.1	109
REDBOOK	7684	355	8.2	4.6	87	444	10.6	5.8	112	351	5.8	4.6	61	2828	10.8	36.8	114
ROAD & TRACK	410	**13	0.3	3.2	60	*7	0.2	1.7	33	**26	0.4	6.3	84	**157	0.6	38.3	119
ROLLING STONE	969	**69	1.6	7.1	134	*58	1.4	6.0	116	*51	0.8	5.3	70	284	1.1	29.3	91
RUNNER'S WORLD	298	**42	1.0	14.1	265	**0	0.0	0.0	0	*34	0.6	11.4	152	**114	0.4	38.3	119
SATURDAY EVENING POST	1169	**59	1.4	5.0	95	*40	1.0	3.4	66	*62	1.0	5.3	70	341	1.3	29.2	91
SCIENCE 84	587	**11	0.3	1.9	35	**0	0.0	0.0	0	**56	0.9	9.5	127	*222	0.9	37.8	117
SCIENCE DIGEST	482	**30	0.7	6.2	117	*14	0.3	2.9	56	**16	0.3	3.3	44	*157	0.6	32.6	101
SCIENTIFIC AMERICAN	594	*225	0.6	4.2	79	*53	1.3	8.9	173	*47	0.8	7.9	105	*134	0.5	22.6	70
SELF	2089	*150	3.5	7.2	135	**108	2.6	5.2	100	*94	1.5	4.5	60	705	2.7	33.7	105
SEVENTEEN	2411	*215	5.0	8.9	168	**119	2.9	4.9	96	*157	2.6	6.5	87	722	2.8	29.9	93
SKI	480	**15	0.3	3.1	59	**11	0.3	2.3	44	*24	0.4	5.0	66	*182	0.7	37.9	118
SMITHSONIAN	2760	*205	4.8	7.4	140	*185	4.4	6.7	130	*222	3.6	8.0	107	875	3.4	31.7	98
SOAP OPERA DIGEST	3013	**109	2.5	3.6	68	*164	3.9	5.4	106	*228	3.7	7.6	101	995	3.8	33.0	103
SOUTHERN LIVING	4184	*171	4.0	4.1	77	588	14.1	14.1	273	733	12.0	17.5	233	1267	4.9	30.3	94
SOUTH	559	**28	0.7	5.0	94	*5	0.1	0.9	17	*30	0.5	5.4	71	*192	0.7	34.3	107
THE SPORTING NEWS	436	**28	0.7	6.4	121	**0	0.0	0.0	0	**0	0.0	0.0	0	*230	0.9	52.8	164
SPORTS AFIELD	493	**12	0.3	2.4	46	*24	0.6	4.9	95	*17	0.3	3.4	46	*215	0.8	43.6	135
SPORTS ILLUSTRATED	2758	*171	4.0	6.2	117	**154	3.7	5.6	108	**133	2.2	4.8	64	1020	3.9	37.0	115
STAR	7456	484	11.2	6.5	122	432	10.4	5.8	112	592	9.7	7.9	105	2492	9.6	33.4	104
SUNDAY	24936	1663	38.6	6.7	125	1100	26.4	4.4	86	1231	20.2	4.9	66	8047	30.9	32.3	100
SUNSET	2124	**19	0.4	0.9	17	*32	0.8	1.5	29	*177	2.9	8.3	111	676	2.6	31.8	99
TV GUIDE	21661	1170	27.2	5.4	102	1266	30.4	5.8	113	1609	26.4	7.4	99	7497	28.8	34.6	108
TENNIS	550	**35	0.8	6.4	120	*36	0.9	6.5	127	*53	0.9	9.6	128	**105	0.4	19.1	59
TIME	8880	629	14.6	7.1	133	462	11.1	5.2	101	436	7.2	4.9	65	2839	10.9	32.0	99
TOWN & COUNTRY	917	**71	1.6	7.7	146	*70	1.7	7.6	148	**105	1.7	11.5	152	266	1.0	29.0	90
TRAVEL & LEISURE	972	**57	1.3	5.9	110	*28	0.7	2.9	56	**89	1.5	9.2	122	406	1.6	41.8	130
TRUE STORY	3356	**87	2.0	2.6	49	*213	5.1	6.3	123	*273	4.5	8.1	108	1078	4.1	32.1	100
U.S. NEWS & WORLD REPORT	3410	*204	4.7	6.0	113	*147	3.5	4.3	84	*253	4.2	7.4	99	1083	4.2	31.8	99
USA TODAY	1759	**128	3.0	7.3	137	*93	2.2	5.3	103	**89	1.5	5.1	67	562	2.2	31.9	99
US	1873	**94	2.2	5.0	94	*94	2.3	5.0	97	*90	1.5	4.8	64	645	2.5	34.4	107
VOGUE	3909	276	6.4	7.1	133	*173	4.1	4.4	86	*219	3.6	5.6	74	1156	4.4	29.6	92
WALL STREET JOURNAL	1886	*115	2.7	6.1	115	*89	2.1	4.7	92	*141	2.3	7.5	99	497	1.9	26.4	82
WEIGHT WATCHERS	2120	**90	2.1	4.2	80	*150	3.6	7.1	137	*151	2.5	7.1	95	864	3.3	40.8	127
WOMAN'S DAY	14172	866	20.1	6.1	115	794	19.0	5.6	109	759	12.5	5.4	71	5083	19.5	35.9	111
WORKING MOTHER	1146	**22	0.5	1.9	36	*16	0.4	1.4	27	*53	0.9	4.6	61	425	1.6	37.1	115
WORKING WOMAN	1322	**92	2.1	7.0	131	*82	2.0	6.2	120	*64	1.0	4.8	64	415	1.6	31.4	98
WORLD TENNIS	*163	**0	0.0	0.0	0	*4	0.1	2.5	48	*26	0.4	16.0	212	*33	0.1	20.2	63
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*190	4.4	7.5	141	**143	3.4	5.6	110	*180	3.0	7.1	94	998	3.8	39.4	122
BLAIR INSERTS	43657	2964	68.8	6.8	128	2163	51.9	5.0	96	2778	45.6	6.4	85	14406	55.3	33.0	103
DAILY NEWSPAPERS																	
READ ANY	51633	3285	76.3	6.4	120	2614	62.7	5.1	98	3579	58.7	6.9	92	17368	66.6	33.6	104
READ ONE	43463	2478	57.5	5.7	107	2264	54.3	5.2	101	3007	49.3	6.9	92	14683	56.3	33.8	105
READ TWO OR MORE	8170	808	18.8	9.9	186	350	8.4	4.3	83	573	9.4	7.0	93	2685	10.3	32.9	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3309	76.8	6.3	118	2598	62.3	4.9	96	3359	55.1	6.4	85	17782	68.2	33.8	105
READ ONE	46126	2722	63.2	5.9	111	2374	56.9	5.1	100	3067	50.3	6.6	88	15608	59.9	33.8	105
READ TWO OR MORE	6552	588	13.7	9.0	169	*224	5.4	3.4	66	*292	4.8	4.5	59	2174	8.3	33.2	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.24				25.98				26.10				27.51			
30 DAY REACH	71455	3816	88.6	5.3	100	3606	86.5	5.0	98	5257	86.2	7.4	98	23059	88.4	32.3	100
50 SHWG - 30 DAY AV FREQ	14.56	15.13				13.40				13.71				14.55			
30 DAY REACH	67742	3681	85.5	5.4	102	3496	83.8	5.2	100	5015	82.3	7.4	98	21826	83.7	32.2	100
25 SHWG - 30 DAY AV FREQ	7.94	8.03				7.41				7.62				7.84			
30 DAY REACH	62117	3463	80.4	5.6	105	3133	75.1	5.0	98	4520	74.1	7.3	97	20210	77.5	32.5	101
CABLE TV: HOME WIRED	32077	1693	39.3	5.3	99	1564	37.5	4.9	95	2222	36.5	6.9	92	11421	43.8	35.6	111
HOME NOT WIRED	48909	2613	60.7	5.3	100	2606	62.5	5.3	103	3874	63.5	7.9	105	14651	56.2	30.0	93
HAVE PAY CABLE	15935	1068	24.8	6.7	126	848	20.3	5.3	103	1040	17.1	6.5	87	5843	22.4	36.7	114

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	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	% INDX	'000	%	ACROSS	% INDX	'000	%	ACROSS	% INDX	'000	%	ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	4306	100.0	5.3	100	4171	100.0	5.2	100	6096	100.0	7.5	100	26072	100.0	32.2	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1414	32.8	5.4	102	1392	33.4	5.3	104	2161	35.4	8.3	110	8372	32.1	32.1	100
NETWORK AFFILIATES - LATE	20261	1056	24.5	5.2	98	1066	25.6	5.3	102	1610	26.4	7.9	106	6825	26.2	33.7	105
INDEPENDENTS - LATE	2076	269	6.2	13.0	244	*103	2.5	5.0	96	*79	1.3	3.8	51	632	2.4	30.4	95
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	487	11.3	4.7	88	648	15.5	6.2	120	678	11.1	6.5	86	3384	13.0	32.4	101
ABC MONDAY NIGHT MOVIE	A 6412	339	7.9	5.3	99	315	7.6	4.9	95	544	8.9	8.5	113	2265	8.7	35.3	110
ABC SUNDAY NIGHT MOVIE	A 12407	711	16.5	5.7	108	722	17.3	5.8	113	986	16.2	7.9	106	4116	15.8	33.2	103
ABC WORLD NEWS TONIGHT	A 6176	359	8.3	5.8	109	276	6.6	4.5	87	421	6.9	6.8	91	2041	7.8	33.0	103
AFTERMASH	C 5863	*206	4.8	3.5	66	*214	5.1	3.7	71	406	6.7	6.9	92	1892	7.3	32.3	100
ALICE	C 9594	479	11.1	5.0	94	449	10.8	4.7	91	669	11.0	7.0	93	2931	11.2	30.6	95
AMERICAN PARADE	C 6622	472	11.0	7.1	134	375	9.0	5.7	110	488	8.0	7.4	98	2242	8.6	33.9	105
BENSON	A 10886	700	16.3	6.4	121	468	11.2	4.3	83	724	11.9	6.7	88	3532	13.5	32.4	101
BLUE THUNDER	A 5036	*239	5.6	4.7	89	*282	6.8	5.6	109	343	5.6	6.8	90	1624	6.2	32.2	100
CAGNEY & LACEY	C 9965	470	10.9	4.7	89	394	9.4	4.0	77	661	10.8	6.6	88	3559	13.7	35.7	111
CBS EVENING NEWS-DEAN	C 3491	*253	5.9	7.2	136	*161	3.9	4.6	90	**124	2.0	3.6	47	1016	3.9	29.1	90
CBS EVENING NEWS-RATHER	C 7123	397	9.2	5.6	105	324	7.8	4.5	88	572	9.4	8.0	107	2321	8.9	32.6	101
CBS SAT. NEWS-SCHIEFFER	C 3621	177	4.1	4.9	92	205	4.9	5.7	110	247	4.1	6.8	91	1072	4.1	29.6	92
CBS SATURDAY NIGHT MOVIE	C 5436	263	6.1	4.8	91	273	6.5	5.0	98	311	5.1	5.7	76	1838	7.0	33.8	105
CBS WEDNESDAY NIGHT MOVIE	C 6100	289	6.7	4.7	89	329	7.9	5.4	105	492	8.1	8.1	107	2046	7.8	33.5	104
CHEERS	N 8889	591	13.7	6.6	125	384	9.2	4.3	84	490	8.0	5.5	73	3161	12.1	35.6	110
DALLAS	C 22109	1217	28.3	5.5	104	1319	31.6	6.0	116	1955	32.1	8.8	117	7122	27.3	32.2	100
DIFF'RENT STROKES	N 6940	394	9.2	5.7	107	410	9.8	5.9	115	602	9.9	8.7	115	2146	8.2	30.9	96
DOUBLE TROUBLE	N 7223	329	7.6	4.6	86	340	8.2	4.7	91	529	8.7	7.3	97	2446	9.4	33.9	105
DUCK FACTORY	N 5595	307	7.1	5.5	103	*286	6.9	5.1	99	370	6.1	6.6	88	1998	7.7	35.7	111
DUKES OF HAZZARD	C 5768	294	6.8	5.1	96	493	11.8	8.5	166	478	7.8	8.3	110	1770	6.8	30.7	95
DYNASTY	A 20053	1155	26.8	5.8	108	1275	30.6	6.4	123	1757	28.8	8.8	116	6157	23.6	30.7	95
FACTS OF LIFE	N 8087	426	9.9	5.3	99	421	10.1	5.2	101	529	8.7	6.5	87	2848	10.9	35.2	109
FALCON CREST	C 20046	1099	25.5	5.5	103	1217	29.2	6.1	118	1882	30.9	9.4	125	6510	25.0	32.5	101
FALL GUY	A 9084	440	10.2	4.8	91	533	12.8	5.9	114	632	10.4	7.0	92	3060	11.7	33.7	105
FAMILY TIES	N 7964	432	10.0	5.4	102	410	9.8	5.1	100	575	9.4	7.2	96	2688	10.3	33.8	105
FANTASY ISLAND	A 7687	472	11.0	6.1	115	441	10.6	5.7	111	671	11.0	8.7	116	2362	9.1	30.7	95
FOULUPS, BLEEP & BLUNDERS	A 8861	438	10.2	4.9	93	*276	6.6	3.1	60	591	9.7	6.7	89	2919	11.2	32.9	102
FOUR SEASONS	C 5095	*274	6.4	5.4	101	*172	4.1	3.4	66	*290	4.8	5.7	76	1613	6.2	31.7	98
GIMME A BREAK	N 8838	481	11.2	5.4	102	482	11.6	5.5	106	620	10.2	7.0	93	2554	9.8	28.9	90
HART TO HART	A 8978	390	9.1	4.3	82	334	8.0	3.7	72	770	12.6	8.6	114	2894	11.1	32.2	100
HILL STREET BLUES	N 8590	499	11.6	5.8	109	352	8.4	4.1	80	508	8.3	5.9	79	3034	11.6	35.3	110
HOTEL	A 14085	754	17.5	5.4	101	757	18.1	5.4	104	1147	18.8	8.1	108	4701	18.0	33.4	104
JEFFERSONS	C 9360	502	11.7	5.4	101	473	11.3	5.1	98	692	11.4	7.4	98	2900	11.1	31.0	96
JENNIFER SLEPT HERE	N 5841	317	7.4	5.4	102	349	8.4	6.0	116	502	8.2	8.6	114	1818	7.0	31.1	97
KATE & ALLIE	C 9206	459	10.7	5.0	94	504	12.1	5.5	106	421	6.9	4.6	61	3191	12.2	34.7	108
KNIGHT RIDER	N 7076	352	8.2	5.0	94	440	10.5	6.2	121	697	11.4	9.9	131	2068	7.9	29.2	91
LOVE BOAT	A 12219	639	14.8	5.2	98	747	17.9	6.1	119	1075	17.6	8.8	117	3720	14.3	30.4	95
MAGNUM PI	C 11199	474	11.0	4.2	80	731	17.5	6.5	127	1019	16.7	9.1	121	3802	14.6	33.9	105
MAMA'S FAMILY	N 6057	338	7.8	5.6	105	*260	6.2	4.3	83	470	7.7	7.8	103	1990	7.6	32.9	102
MASTER, THE	N 3598	*162	3.8	4.5	85	*267	6.4	7.4	144	309	5.1	8.6	114	1058	4.1	29.4	91
MATT HOUSTON	A 6344	346	8.0	5.5	103	338	8.1	5.3	103	359	5.9	5.7	75	1972	7.6	31.1	97
NBC MONDAY NIGHT MOVIE	N 11994	699	16.2	5.8	110	555	13.3	4.6	90	947	15.5	7.9	105	3860	14.8	32.2	100
NBC NIGHTLY NEWS	N 5132	276	6.4	5.4	101	268	6.4	5.2	101	452	7.4	8.8	117	1470	5.6	28.6	89
NBC NIGHTLY NEWS-SAT	N 3375	*156	3.6	4.6	87	*179	4.3	5.3	103	*198	3.2	5.9	78	968	3.7	28.7	89
NBC NIGHTLY NEWS-SUN	N 3130	*216	5.0	6.9	130	*145	3.5	4.6	90	*157	2.6	5.0	67	1052	4.0	33.6	104
NBC SUNDAY NIGHT MOVIE	N 8284	625	14.5	7.5	142	*450	10.8	5.4	105	581	9.5	7.0	93	2572	9.9	31.0	96
NEWMART	C 9240	468	10.9	5.1	95	351	8.4	3.8	74	475	7.8	5.1	68	3419	13.1	37.0	115
ONE DAY AT A TIME	C 7288	405	9.4	5.6	105	400	9.6	5.5	107	602	9.9	8.3	110	2273	8.7	31.2	97
PEOPLE ARE FUNNY	N 4855	286	6.6	5.9	111	*204	4.9	4.2	82	399	6.5	8.2	109	1615	6.2	33.3	103
REAL PEOPLE	N 8869	415	9.6	4.7	88	509	12.2	5.7	111	763	12.5	8.6	114	2915	11.2	32.9	102
REMINGTON STEELE	N 7743	490	11.4	6.3	119	337	8.1	4.4	85	479	7.9	6.2	82	2413	9.3	31.2	97
RIPLEY'S BELIEVE IT - NOT	A 5345	*171	4.0	3.2	60	352	8.4	6.6	128	324	5.3	6.1	81	1896	7.3	35.5	110
RIPTIDE	N 6988	300	7.0	4.3	81	339	8.1	4.9	94	411	6.7	5.9	78	2066	7.9	29.6	92
SCARECROW & MRS. KING	C 10002	425	9.9	4.2	80	518	12.4	5.2	101	872	14.3	8.7	116	3282	12.6	32.8	102
SIMON & SIMON	C 10638	463	10.8	4.4	82	598	14.3	5.6	109	903	14.8	8.5	113	3441	13.2	32.3	100
60 MINUTES	C 13293	775	18.0	5.8	110	574	13.8	4.3	84	948	15.6	7.1	95	4158	15.9	31.3	97
ST. ELSEWHERE	N 7017	398	9.2	5.7	107	420	10.1	6.0	116	503	8.3	7.2	95	2485	9.5	35.4	110
THREE'S COMPANY	A 10917	437	10.1	4.0	75	547	13.1	5.0	97	896	14.7	8.2	109	3715	14.2	34.0	106
T.J. HOOKER	A 9204	457	10.6	5.0	93	498	11.9	5.4	105	673	11.0	7.3	97	2953	11.3	32.1	100
TONIGHT SHOW	N 2372	178	4.1	7.5	141	96	2.3	4.0	79	122	2.0	5.1	68	818	3.1	34.5	

	TOTAL U.S. '000	MJB				RICE-A-RONI				RICELAND				RIVER RICE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3889	100.0	4.8	100	13618	100.0	16.8	100	6671	100.0	8.2	100	3915	100.0	4.8	100
18 - 24	9282	*373	9.6	4.0	84	1724	12.7	18.6	110	522	7.8	5.6	68	**226	5.8	2.4	50
25 - 34	19072	1162	29.9	6.1	127	4269	31.3	22.4	133	1552	23.3	8.1	99	827	21.1	4.3	90
35 - 44	14591	668	17.2	4.6	95	2610	19.2	17.9	106	1419	21.3	9.7	118	548	14.0	3.8	78
45 - 54	11345	*510	13.1	4.5	94	1830	13.4	16.1	96	1093	16.4	9.6	117	638	16.3	5.6	116
55 - 64	11635	*507	13.0	4.4	91	1396	10.3	12.0	71	926	13.9	8.0	97	775	19.8	6.7	138
65 OR OLDER	15061	668	17.2	4.4	92	1789	13.1	11.9	71	1158	17.4	7.7	93	903	23.1	6.0	124
18 - 34	28354	1536	39.5	5.4	113	5993	44.0	21.1	126	2074	31.1	7.3	89	1053	26.9	3.7	77
18 - 49	48339	2474	63.6	5.1	107	9664	71.0	20.0	119	4119	61.7	8.5	103	1917	49.0	4.0	82
25 - 54	45008	2341	60.2	5.2	108	8709	64.0	19.3	115	4065	60.9	9.0	110	2012	51.4	4.5	92
35 - 49	19985	939	24.1	4.7	98	3671	27.0	18.4	109	2045	30.7	10.2	124	864	22.1	4.3	89
50 OR OLDER	32647	1415	36.4	4.3	90	3954	29.0	12.1	72	2552	38.3	7.8	95	1998	51.0	6.1	127
GRADUATED COLLEGE	11155	806	20.7	7.2	150	2361	17.3	21.2	126	873	13.1	7.8	95	496	12.7	4.4	92
ATTENDED COLLEGE	13682	1043	26.8	7.6	159	2644	19.4	19.3	115	1003	15.0	7.3	89	*451	11.5	3.3	68
GRADUATED HIGH SCHOOL	31280	1323	34.0	3.9	81	6078	44.6	17.9	107	2869	43.0	8.5	103	1766	45.1	5.2	108
DID NOT GRADUATE HIGH SCHOOL	22270	718	18.5	3.2	67	2536	18.6	11.4	68	1925	28.9	8.6	105	1203	30.7	5.4	112
EMPLOYED	40306	1897	48.8	4.7	98	7374	54.1	18.3	109	3162	47.4	7.8	95	1856	47.4	4.6	95
EMPLOYED FULL-TIME	32850	1494	38.4	4.5	95	5862	43.0	17.8	106	2674	40.1	8.1	99	1443	36.9	4.4	91
EMPLOYED PART-TIME	7456	*403	10.4	5.4	113	1512	11.1	20.3	121	*488	7.3	6.5	79	*413	10.5	5.5	115
NOT EMPLOYED	40680	1992	51.2	4.9	102	6245	45.9	15.4	91	3509	52.6	8.6	105	2060	52.6	5.1	105
PROFESSIONAL/MANAGER	10392	792	20.4	7.6	159	1992	14.6	19.2	114	780	11.7	7.5	91	*546	13.9	5.3	109
TECH/CLERICAL/SALES	17574	738	19.0	4.2	87	3713	27.3	21.1	126	1402	21.0	8.0	97	750	19.2	4.3	88
PRECISION/CRAFT	585	**28	0.7	2.8	59	*152	1.1	15.4	92	*44	0.7	4.5	54	*662	1.6	6.3	130
OTHER EMPLOYED	11354	*340	8.7	3.0	62	1516	11.1	13.4	79	936	14.0	8.2	100	*498	12.7	4.4	91
SINGLE	9563	476	12.2	4.8	101	1753	12.9	17.8	106	671	10.1	6.8	83	*271	6.9	2.7	57
MARRIED	51375	2462	63.3	4.8	100	8997	66.1	17.5	104	4422	66.3	8.6	104	2777	70.9	5.4	112
DIVORCED/SEPARATED/WIDOWED	19748	951	24.5	4.8	100	2868	21.1	14.5	86	1578	23.7	8.0	97	857	22.1	4.4	91
PARENTS	32590	1658	42.6	5.1	106	6760	49.6	20.7	123	3037	45.5	9.3	113	1311	33.5	4.0	83
WHITE	70416	3598	92.5	5.1	106	12052	88.5	17.1	102	5281	79.2	7.5	91	3469	88.6	4.9	102
BLACK	8778	**160	4.1	1.8	38	1197	8.8	13.6	81	1307	19.6	14.9	181	444	11.3	5.1	105
OTHER	1791	**131	3.4	7.3	152	**370	2.7	20.7	123	**84	1.3	4.7	57	**3	0.1	0.2	3
NORTHEAST-CENSUS	17786	**86	2.2	0.5	10	3318	24.4	18.7	111	820	12.3	4.6	56	2614	66.8	14.7	304
NORTH CENTRAL	20741	**211	5.4	1.0	21	3383	24.8	16.3	97	3889	58.3	18.8	228	859	16.8	3.2	66
SOUTH	27775	*183	4.7	0.7	14	3676	27.0	13.2	79	1880	28.2	6.8	82	566	14.5	2.0	42
WEST	14683	3410	87.7	23.2	484	3241	23.8	22.1	131	**81	1.2	0.6	7	**76	1.9	0.5	11
NORTHEAST-MKTG.	17961	*191	4.9	1.1	22	3399	25.0	18.9	113	963	14.4	5.4	65	2212	56.5	12.3	255
EAST CENTRAL	11885	**80	2.1	0.7	14	1836	13.5	15.4	92	1280	19.2	10.8	131	964	24.6	8.1	168
WEST CENTRAL	14090	514	13.2	3.6	76	2441	17.9	17.3	103	2740	41.1	19.4	236	*308	7.9	2.2	45
SOUTH	24081	*165	4.2	0.7	14	2994	22.0	12.4	74	1625	24.4	6.7	82	*366	9.3	1.5	31
PACIFIC	12969	2940	75.6	22.7	472	2948	21.6	22.7	135	*663	0.9	0.5	6	*666	1.7	0.5	11
COUNTY SIZE A	32439	1820	46.8	5.6	117	6019	44.2	18.6	110	2883	43.2	8.9	108	1506	40.5	4.9	101
COUNTY SIZE B	24915	1128	29.0	4.5	94	4156	30.5	16.7	99	1691	25.3	6.8	82	1439	36.8	5.8	119
COUNTY SIZE C	12930	819	21.1	6.3	132	2360	17.3	18.3	109	842	12.6	6.5	79	*664	17.0	5.1	106
COUNTY SIZE D	10703	**123	3.2	1.1	24	1084	8.0	10.1	60	1255	18.8	11.7	142	**226	5.8	2.1	44
METRO CENTRAL CITY	24518	1190	30.6	4.9	101	4202	30.9	17.1	102	2207	33.1	9.0	109	1040	26.6	4.2	88
METRO SUBURBAN	35919	2188	56.3	6.1	127	6572	48.3	18.3	109	2521	37.8	7.0	85	1969	50.3	5.5	113
NON METRO	20549	511	13.1	2.5	52	2844	20.9	13.8	82	1943	29.1	9.5	115	906	23.1	4.4	91
TOP 5 ADI'S	18341	1305	33.6	7.1	148	3639	26.7	19.8	118	1672	25.1	9.1	111	721	18.4	3.9	81
TOP 10 ADI'S	25378	1418	36.5	5.6	116	4764	35.0	18.8	112	2345	35.2	9.2	112	1283	32.8	5.1	105
TOP 20 ADI'S	36468	1942	49.9	5.3	111	6706	49.2	18.4	109	2970	44.5	8.1	99	2172	55.5	6.0	123
HSGLD INC. \$50,000 OR MORE	6612	*388	10.0	5.9	122	1362	10.0	20.6	123	*627	9.4	9.5	115	*338	8.6	5.1	106
\$40,000 OR MORE	12659	762	19.6	6.0	125	2614	19.2	20.6	123	1103	16.5	8.7	106	637	16.3	5.0	104
\$30,000 OR MORE	24698	1717	44.2	7.0	145	5081	37.3	20.6	122	2176	32.6	8.8	107	1174	30.0	4.8	98
\$25,000 OR MORE	32077	2008	51.6	6.3	130	6443	47.3	20.1	119	2782	41.7	8.7	105	1680	42.9	5.2	108
\$20,000 - \$24,999	9144	*456	11.7	5.0	104	1739	12.8	19.0	113	728	10.9	8.0	97	*333	8.5	3.6	75
\$15,000 - \$19,999	8728	*268	6.9	3.1	64	1189	8.7	13.6	81	637	9.5	7.3	89	*429	11.0	4.9	102
\$10,000 - \$14,999	12562	475	12.2	3.8	79	1853	13.8	15.0	89	982	14.7	7.8	95	614	15.7	4.9	101
UNDER \$10,000	18475	682	17.5	3.7	77	2364	17.4	12.8	76	1543	23.1	8.4	101	860	22.0	4.7	96
HOUSEHOLD OF 1 PERSON	11987	586	15.1	4.9	102	1407	10.3	11.7	70	767	11.5	6.4	78	500	12.8	4.2	86
2 PEOPLE	26577	1252	32.2	4.7	98	4096	30.1	15.4	92	2048	30.7	7.7	94	1538	39.3	5.8	120
3 OR 4 PEOPLE	30617	1398	35.9	4.6	95	5863	43.1	19.1	114	2609	39.1	8.5	103	1367	34.9	4.5	92
5 OR MORE PEOPLE	11804	*653	16.8	5.5	115	2252	16.5	19.1	113	1247	18.7	10.6	128	*511	13.1	4.3	90
NO CHILD IN HSHLD	46165	2090	53.7	4.5	94	6553	48.1	14.2	84	3472	52.0	7.5	91	2496	63.8	5.4	112
CHILD(REN) UNDER 2 YRS	5325	**275	7.1	5.2	108	1230	9.0	23.1	137	*502	7.5	9.4	114	**166	4.2	3.1	64
2 - 5 YEARS	14221	924	23.8	6.5	135	2769	20.3	19.5	116	1225	18.4	8.6	105	500	12.8	3.5	73
6 - 11 YEARS	15117	745	19.2	4.9	103	2963	21.8	19.6	117	1533	23.0	10.1	123	597	15.2	3.9	82
12 - 17 YEARS	16611	785	20.2	4.7	98	3250	23.9	19.6	116	1565	23.5	9.4	114	781	19.9	4.7	97
RESIDENCE OWNED	55834	2803	72.1	5.0	104	9530	70.0	17.1	101	4976	74.6	8.9	108	2862	73.1	5.1	106
VALUE: \$50,000 OR MORE	31744	2331	59.9	7.3	153	6236	45.8	19.6	117	2592	38.9	8.2	99	1671	42.7	5.3	109
VALUE: UNDER \$50,000	24140	*471	12.1	2.0	41	3294	24.2	13.6	81	2384	35.7	9.9	120	1190	30.4	4.9	102

		TOTAL	MJB				RICE-A-RONI				RICELAND				RIVER RICE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	3889	100.0	4.8	100	13618	100.0	16.8	100	6671	100.0	8.2	100	3915	100.0	4.8	100
MAGAZINES	QUINTILE 1	15799	997	25.6	6.3	131	3567	26.2	22.6	134	1599	24.0	10.1	123	820	20.9	5.2	107
	QUINTILE 2	17259	1049	27.0	6.1	127	3263	24.0	18.9	112	1486	22.3	8.6	105	908	23.2	5.3	109
	QUINTILE 3	13545	*486	12.5	3.6	75	2263	16.6	16.7	99	1053	15.8	7.8	94	853	21.8	6.3	130
	QUINTILE 4	15133	604	15.5	4.0	83	2416	17.7	16.0	95	1133	17.0	7.5	91	638	16.3	4.2	87
	QUINTILE 5	19250	754	19.4	3.9	82	2109	15.5	11.0	65	1402	21.0	7.3	88	698	17.8	3.6	75
NEWSPAPERS	QUINTILE 1	12413	*371	9.5	3.0	62	1919	14.1	15.5	92	1110	16.6	8.9	109	786	20.1	6.3	131
	QUINTILE 2	24116	1253	32.2	5.2	108	4301	31.6	17.8	106	2193	32.9	9.1	110	1335	34.1	5.5	115
	QUINTILE 3	11261	629	16.2	5.6	116	2109	15.5	18.7	111	1035	15.5	9.2	112	635	16.2	5.6	111
	QUINTILE 4	20255	1089	28.0	5.4	112	3589	26.4	17.7	105	1412	21.2	7.0	85	771	19.7	3.8	79
	QUINTILE 5	12940	548	14.1	4.2	88	1700	12.5	13.1	78	921	13.8	7.1	86	*388	9.9	3.0	62
OUTDOOR	QUINTILE 1	14852	759	19.5	5.1	106	3143	23.1	21.2	126	1237	18.5	8.3	101	818	20.9	5.5	114
	QUINTILE 2	15725	751	19.3	4.8	99	2873	21.1	18.3	109	1314	19.7	8.4	101	828	21.1	5.3	109
	QUINTILE 3	16330	708	18.2	4.3	90	2868	21.1	17.6	104	1465	22.0	9.0	109	844	21.6	5.2	107
	QUINTILE 4	16744	905	23.3	5.4	113	2367	17.4	14.1	84	1262	18.9	7.5	91	820	20.9	4.9	101
	QUINTILE 5	17334	765	19.7	4.4	92	2366	17.4	13.6	81	1393	20.9	8.0	98	605	15.5	3.5	72
RADIO-DRIVE TIME	QUINTILE 1	15911	703	18.1	4.4	92	2936	21.6	18.5	110	1478	22.2	9.3	113	877	22.4	5.5	114
	QUINTILE 2	14837	637	16.4	4.3	89	2512	18.4	16.9	101	1206	18.1	8.1	99	714	18.2	4.8	100
	QUINTILE 3	15339	794	20.4	5.2	108	2530	18.6	16.5	98	1196	17.9	7.8	95	697	17.8	4.5	94
	QUINTILE 4	16723	748	19.2	4.5	93	2873	21.1	17.2	102	1242	18.6	7.4	90	878	22.4	5.3	109
	QUINTILE 5	18176	1007	25.9	5.5	115	2767	20.3	15.2	91	1548	23.2	8.5	103	750	19.2	4.1	85
RADIO-MID- DAY	TERCILE 1	21020	849	21.8	4.0	84	3564	26.2	17.0	101	1695	25.4	8.2	98	1283	32.8	6.1	126
	TERCILE 2	21610	1138	29.3	5.3	110	3890	28.6	18.0	107	1950	29.2	9.0	110	994	25.4	4.6	95
	TERCILE 3	38355	1902	48.9	5.0	103	6164	45.3	16.1	96	3025	45.3	7.9	96	1639	41.9	4.3	88
RADIO-TOTAL	QUINTILE 1	15988	794	20.4	5.0	103	2651	19.5	16.6	99	1506	22.6	9.4	114	806	20.6	5.0	104
	QUINTILE 2	15626	512	13.2	3.3	68	2810	20.6	18.0	107	1185	17.8	7.6	92	938	24.0	6.0	124
	QUINTILE 3	16723	859	22.1	5.1	107	3086	22.7	18.5	110	1132	17.0	6.8	82	794	20.3	4.7	98
	QUINTILE 4	16342	946	24.3	5.8	121	2655	19.5	16.2	97	1476	22.1	9.0	110	708	18.1	4.3	90
	QUINTILE 5	16306	779	20.0	4.8	99	2416	17.7	14.8	88	1372	20.6	8.4	102	669	17.1	4.1	85
TV-PRIME TIME	QUINTILE 1	15953	586	15.1	3.7	76	2787	20.5	17.5	104	1595	23.9	10.0	121	930	23.8	5.8	121
	QUINTILE 2	16137	742	19.1	4.6	96	2787	20.5	17.3	103	1210	18.1	7.5	91	794	20.3	4.9	102
	QUINTILE 3	16420	788	20.3	4.8	100	2784	20.4	17.0	101	1107	16.6	6.7	82	929	23.7	5.7	117
	QUINTILE 4	16687	767	19.7	4.6	96	2936	21.6	17.6	105	1637	24.5	9.8	119	743	19.0	4.5	92
	QUINTILE 5	15789	1007	25.9	6.4	133	2325	17.1	14.7	88	1122	16.8	7.1	86	519	13.3	3.3	68
TV-DAYTIME	TERCILE 1	27736	1051	27.0	3.8	79	4304	31.6	15.5	92	2651	39.7	9.6	116	1407	35.9	5.1	105
	TERCILE 2	26489	1206	31.0	4.6	95	4457	32.7	16.8	100	2027	30.4	7.7	93	1400	35.8	5.3	109
	TERCILE 3	26761	1632	42.0	6.1	127	4857	35.7	18.1	108	1993	29.9	7.4	90	1108	28.3	4.1	86
TV-TOTAL	QUINTILE 1	16345	649	16.7	4.0	83	2594	19.0	15.9	94	1601	24.0	9.8	119	962	24.6	5.9	122
	QUINTILE 2	16447	578	14.9	3.5	73	2738	20.1	16.6	99	1318	19.8	8.0	97	762	19.5	4.6	96
	QUINTILE 3	15980	801	20.6	5.0	104	2700	19.8	16.9	100	1538	23.1	9.6	117	793	20.3	5.0	103
	QUINTILE 4	15887	819	21.1	5.2	107	2848	20.9	17.9	107	1063	15.9	6.7	81	847	21.6	5.3	110
	QUINTILE 5	16326	1042	26.8	6.4	133	2738	20.1	16.8	100	1152	17.3	7.1	86	551	14.1	3.4	70
MAGAZINES-NEWSPAPERS: DUAL		20721	1037	26.7	5.0	104	3924	28.8	18.9	113	2027	30.4	9.8	119	1265	32.3	6.1	126
MAGAZINE IMPERATIVE		19186	1245	32.0	6.5	135	4020	29.5	21.0	125	1537	23.0	8.0	97	850	21.7	4.4	92
NEWSPAPER IMPERATIVE		21899	800	20.6	3.7	76	3224	23.7	14.7	88	1844	27.6	8.4	102	1183	30.2	5.4	112
MAGAZINES-OUTDOOR: DUAL		15451	944	24.3	6.1	127	3603	26.5	23.3	139	1471	22.1	9.5	116	813	20.8	5.3	109
MAGAZINE IMPERATIVE		25953	1404	36.1	5.4	113	4476	32.9	17.2	103	2281	34.2	8.8	107	1385	35.4	5.3	110
OUTDOOR IMPERATIVE		24400	919	23.6	3.8	78	3847	28.2	15.8	94	1854	27.8	7.6	92	1252	32.0	5.1	106
MAGAZINES-RADIO: DUAL		18049	919	23.6	5.1	106	3886	28.5	21.5	128	1616	24.2	9.0	109	1095	28.0	6.1	125
MAGAZINE IMPERATIVE		23571	1480	38.1	6.3	131	4581	33.6	19.4	116	2152	32.3	9.1	111	1141	29.1	4.8	100
RADIO IMPERATIVE		23278	739	19.0	3.2	66	3206	23.5	13.8	82	1751	26.2	7.5	91	1039	26.5	4.5	92
MAGAZINES-TELEVISION: DUAL		15459	755	19.4	4.9	102	2950	21.7	19.1	113	1583	23.7	10.2	124	1084	27.7	7.0	145
MAGAZINE IMPERATIVE		25829	1633	42.0	6.3	132	5279	38.8	20.4	122	2224	33.3	8.6	105	1201	30.7	4.6	96
TELEVISION IMPERATIVE		26039	870	22.4	3.3	70	3592	26.4	13.8	82	2039	30.6	7.8	95	1112	28.4	4.3	88
NEWSPAPERS-OUTDOOR: DUAL		16605	701	18.0	4.2	88	3322	24.4	20.0	119	1522	22.8	9.2	111	1001	25.6	6.0	125
NEWSPAPER IMPERATIVE		26834	1276	32.8	4.8	99	4104	30.1	15.3	91	2478	37.1	9.2	112	1506	38.5	5.6	116
OUTDOOR IMPERATIVE		23346	1208	31.1	5.2	108	4319	31.7	18.5	110	1826	27.4	7.8	95	1027	26.2	4.4	91
NEWSPAPERS-RADIO: DUAL		17133	712	18.3	4.2	87	2919	21.4	17.0	101	1633	24.5	9.5	116	1124	28.7	6.6	136
NEWSPAPER IMPERATIVE		25892	1340	34.5	5.2	108	4572	33.6	17.7	105	2256	33.8	8.7	106	1365	34.9	5.3	109
RADIO IMPERATIVE		23167	1123	28.9	4.8	101	4093	30.1	17.7	105	1542	23.1	6.7	81	932	23.8	4.0	83
NEWSPAPERS-TELEVISION: DUAL		17159	751	19.3	4.4	91	2859	21.0	16.7	99	1713	25.7	10.0	121	1074	27.4	6.3	129
NEWSPAPER IMPERATIVE		26214	1341	34.5	5.1	107	4558	33.5	17.4	103	2172	32.6	8.3	101	1427	36.4	5.4	113
TELEVISION IMPERATIVE		23412	864	22.2	3.7	77	3910	28.7	16.7	99	1969	29.5	8.4	102	964	24.6	4.1	85
OUTDOOR-RADIO: DUAL		15303	664	17.1	4.3	90	2742	20.1	17.9	107	1172	17.6	7.7	93	899	23.0	5.9	122
OUTDOOR IMPERATIVE		24901	1328	34.1	5.3	111	4760	35.0	19.1	114	2176	32.6	8.7	106	1184	30.2	4.8	98
RADIO IMPERATIVE		26492	1132	29.1	4.3	89	4348	31.9	16.4	98	2218	33.2	8.4	102	1322	33.8	5.0	103
OUTDOOR-TELEVISION: DUAL		14794	656	16.9	4.4	92												

	TOTAL U.S. '000	MJB				RICE-A-RONI				RICELAND				RIVER RICE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3889	100.0	4.8	100	13618	100.0	16.8	100	6671	100.0	8.2	100	3915	100.0	4.8	100
ATLANTIC MONTHLY	415	**22	0.6	5.3	110	**38	0.3	9.2	54	**38	0.6	9.2	111	**12	0.3	2.9	60
BARRON'S	453	**66	1.7	14.6	303	**135	1.0	29.8	177	**49	0.7	10.8	131	**21	0.5	4.6	96
BETTER HOMES & GARDENS	16256	800	20.6	4.9	102	3479	25.5	21.4	127	1611	24.1	9.9	120	896	22.9	5.5	114
BON APPETIT	2535	*164	4.2	6.5	135	571	4.2	22.5	134	*236	3.5	9.3	113	**85	2.2	3.4	69
BUSINESS WEEK	1278	**72	1.9	5.6	117	234	1.7	18.3	109	**134	2.0	10.5	127	**40	1.0	3.1	65
CAR AND DRIVER	378	**19	0.5	5.0	105	**81	0.6	21.4	127	**59	0.9	15.6	189	**15	0.4	4.0	82
CBS MAGAZINE NETWORK (GROSS)	1498	**51	1.3	3.4	71	412	3.0	27.5	164	*257	3.9	17.2	208	**54	1.4	3.6	75
CHANGING TIMES	1505	**83	2.1	5.5	115	324	2.4	21.5	128	*238	3.6	15.8	192	**102	2.6	6.8	140
COLONIAL HOMES	1231	**26	0.7	2.1	44	291	2.1	23.6	141	1433	2.0	10.8	131	**58	1.5	4.7	97
CONDE NAST MAG. PKG. (GROSS)	14146	584	15.0	4.1	86	2958	21.7	20.9	124	1433	21.5	10.1	123	588	15.0	4.2	86
CONSUMERS DIGEST	1323	**17	0.4	1.3	27	*237	1.7	17.9	107	*169	2.5	12.8	155	**66	1.7	5.0	103
COSMOPOLITAN	7102	*236	6.1	3.3	69	1470	10.8	20.7	123	623	9.3	8.8	106	287	7.3	4.0	84
COUNTRY LIVING	2481	**90	2.3	3.6	76	636	4.7	25.6	152	297	4.5	12.0	145	**89	2.3	3.6	74
CUISINE	1472	**72	1.9	4.9	102	343	2.5	23.3	139	*182	2.7	12.4	150	**82	2.1	5.6	115
CYCLE WORLD	425	**5	0.1	1.2	24	**78	0.6	18.4	109	**62	0.9	14.6	177	**15	0.4	3.5	73
DCI:CREATIVE IDEAS FOR LIV	2510	**115	3.0	4.6	95	580	4.3	23.1	137	*241	3.6	9.6	117	**70	1.8	2.8	58
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*132	3.4	2.0	41	1328	9.8	19.8	118	616	9.2	9.2	112	**144	3.7	2.2	44
DISCOVER	894	**77	2.0	8.6	179	*222	1.6	24.8	148	*136	2.0	15.2	185	**15	0.4	1.7	35
EDMUND	3507	**77	2.0	2.2	46	696	5.1	19.8	118	603	9.0	17.2	209	184	4.7	5.2	109
ESQUIRE	1083	**51	1.3	4.7	98	206	1.5	19.0	113	*178	2.7	16.4	200	**45	1.1	4.2	86
ESSENCE	1830	**22	0.6	1.2	25	376	2.8	20.5	122	401	6.0	21.9	266	*87	2.2	4.8	98
FAMILY CIRCLE	15930	794	20.4	5.0	104	3182	23.4	20.0	119	1635	24.5	10.3	125	1020	16.1	6.4	132
THE FAMILY HANDYMAN	1126	**24	0.6	2.1	44	*263	1.9	23.4	139	*130	1.9	11.5	140	**108	2.8	9.6	198
FAMILY WEEKLY	11468	989	25.4	8.6	180	2063	15.1	18.0	107	754	11.3	6.6	80	667	17.0	5.8	120
FIELD & STREAM	2234	**52	1.3	2.3	48	514	3.8	23.0	137	*227	3.4	10.2	123	**155	4.0	6.9	144
FOOD & WINE	579	**19	0.5	3.3	68	*171	1.3	29.5	176	**62	0.9	10.7	130	**26	0.7	4.5	93
FORBES	728	**81	2.1	11.1	232	*118	0.9	16.2	96	**58	0.9	8.0	97	**25	0.6	3.4	71
FORTUNE	906	**53	1.4	5.8	122	*195	1.4	21.5	128	**131	2.0	14.5	176	**33	0.8	3.6	75
GENTLEMEN'S QUARTERLY	791	**53	1.4	6.7	140	*210	1.5	26.5	158	*134	2.0	16.9	206	**33	0.8	4.2	86
GLAMOUR	5265	*259	6.7	4.9	102	1118	8.2	21.2	126	500	7.5	9.5	115	252	6.4	4.8	99
GOLF DIGEST	636	**10	0.3	1.6	33	*149	1.1	23.4	139	**81	1.2	12.7	155	**38	1.0	6.0	124
GOLF DIGEST/TENNIS (GROSS)	1186	**19	0.5	1.6	33	288	2.1	24.3	144	*184	2.8	15.5	188	**98	2.5	8.3	171
GOLF MAGAZINE	441	**22	0.6	5.0	104	**80	0.6	18.1	108	**48	0.7	10.9	132	**25	0.6	5.7	117
GOLF MAGAZINE/SKI (GROSS)	922	**75	1.9	8.1	169	*161	1.2	17.5	104	*74	1.1	8.0	97	**46	1.2	5.0	103
GOOD HOUSEKEEPING	16487	847	21.8	5.1	107	3441	25.3	20.9	124	1469	22.0	8.9	108	1007	25.7	6.1	126
HARPER'S BAZAAR	2423	**139	3.6	5.7	119	580	4.3	23.9	142	239	3.6	9.9	120	**104	2.7	4.3	89
HEALTH	1994	**104	2.7	5.2	109	571	4.2	28.6	170	*266	4.0	13.3	162	*176	4.5	8.8	183
HEARST MAG CORP. BUY (GROSS)	44101	2005	51.6	4.5	95	9163	67.3	20.8	124	4369	65.5	9.9	120	2243	57.3	5.1	105
HEARST MAN POWER (GROSS)	1993	**141	3.6	7.1	147	408	3.0	20.5	122	*261	3.9	13.1	159	**117	3.0	5.9	121
HEARST WOMAN POWER (GROSS)	31274	1444	37.1	4.6	96	6443	47.3	20.6	123	2920	43.8	9.3	113	1691	43.2	5.4	112
HOUSE BEAUTIFUL	3623	*149	3.8	4.1	86	690	5.1	19.0	113	353	5.3	9.7	118	*141	3.6	3.9	81
INC.	283	**43	1.1	15.2	316	**94	0.7	33.2	198	**50	0.7	17.7	214	**2	0.1	0.7	15
JET	2928	**70	1.8	2.4	50	488	3.6	16.7	99	548	8.2	18.7	227	*104	2.7	3.6	73
LADIES' HOME JOURNAL	11918	709	18.2	5.9	124	2588	19.0	21.7	129	1214	18.2	10.2	124	503	12.8	4.2	87
LHJ FAMILY GRP COMBO(GROSS)	16764	936	24.1	5.6	116	3907	28.7	23.3	139	1683	25.2	10.0	122	830	21.2	5.0	102
LIFE	4254	*262	6.7	6.2	128	951	7.0	22.4	133	522	7.8	12.3	149	*232	5.9	5.5	113
L.A. TIMES HOME MAGAZINE	1145	*200	5.1	17.5	364	345	2.5	30.1	179	*00	0.0	0.0	0	**10	0.3	0.9	18
MADMOISELLE	2884	*136	3.5	4.7	98	628	4.6	21.8	129	*244	3.7	8.5	103	**87	2.2	3.0	62
MC CALL'S	13460	602	15.5	4.5	93	2889	21.2	21.5	128	1315	19.7	9.8	119	752	19.2	5.6	116
MC CALL'S/WRK MOTHER (GROSS)	14606	644	16.6	4.4	92	3126	23.0	21.4	127	1513	22.7	10.4	126	816	20.8	5.6	116
MECHANIX ILLUSTRATED	772	**8	0.2	1.0	22	*187	1.4	24.2	144	*115	1.7	14.9	181	*93	2.4	12.0	249
METROPOLITAN HOME	967	**36	0.9	3.7	78	225	1.7	23.3	138	*113	1.7	11.7	142	**86	2.2	8.9	184
MONEY	1588	**128	3.3	8.1	168	408	3.0	25.7	153	*202	3.0	12.7	154	**153	3.9	9.6	199
MOTHER EARTH NEWS	1002	**85	2.2	8.5	177	*225	1.7	22.5	134	*123	1.8	12.3	149	**57	1.5	5.7	118
MS.	825	**54	1.4	6.5	136	*208	1.5	25.2	150	*119	1.8	14.4	175	**33	0.8	4.0	83
NATIONAL ENQUIRER	10336	359	9.2	3.5	72	1744	12.8	16.9	100	975	14.6	9.4	115	540	13.8	5.2	108
NATIONAL GEOGRAPHIC	9597	853	21.9	8.9	185	1785	13.1	18.6	111	844	12.7	8.8	107	368	9.4	3.8	79
NATIONAL SUNDAY MAGAZINE PKG	49558	2534	65.2	5.1	106	8647	63.5	17.4	104	4292	64.3	8.7	105	2776	70.9	5.6	116
NATURAL HISTORY	573	**49	1.3	8.6	178	**76	0.6	13.3	79	*76	1.1	13.3	161	*22	0.6	3.8	79
NEW WOMAN	1699	**112	2.9	6.6	137	288	2.1	17.0	101	*271	4.1	16.0	194	**56	1.4	3.3	68
NEW YORK INCLUDING CUE	443	**0	0.0	0.0	0	*141	1.0	31.8	189	*31	0.5	7.0	85	**16	0.4	3.6	75
THE NEW YORKER	1270	**45	1.2	3.5	74	*184	1.4	14.5	86	*133	2.0	10.5	127	**122	3.1	9.6	199
NEWSWEEK	6277	465	12.0	7.4	154	1338	9.8	21.3	127	561	8.4	8.9	108	330	8.4	5.3	109
THE N.Y. TIMES DAILY EDITION	1205	**15	0.4	1.2	26	*210	1.5	17.4	104	*445	0.7	3.7	45	*85	2.2	7.1	146
THE N.Y. TIMES MAGAZINE	2081	**23	0.6	1.1	23	359	2.6	17.3	103	*72	1.1	3.5	42	*243	6.2	11.7	242
OMNI	788	**56	1.4	7.1	148	*212	1.6	26.9	160	*104	1.6	13.2	160	**68	1.7	8.6	179
ON CABLE	1158	**110	2.8	9.5	198	*153	1.1	13.2	79	*98	1.5	8.5	103	**23	0.6	2.0	41
1001 HOME IDEAS	2852	*123	3.2	4.3	90	748	5.5	26.2	156	*204	3.1	7.2	87	*151	3.9	5.3	110
ORGANIC GARDENING	1658	**135	3.5	8.1	170	314	2.3	18.9	113	*167	2.5	10.1	122	*135	3.4	8.1	168
OUTDOOR LIFE	896	*14	0.4	1.6	33	*192	1.4	21.4	127	*111	1.7	12.4	150	*41	1.0	4.6	95
PARADE MAGAZINE	24275	1091	28.1	4.5	94	4235	31.1	17.4	104	2033	30.5	8.4	102	1538	39.3	6.3	131

	TOTAL U.S. '000	A	MJB B % DOWN	C ACROSS %	D INDX	A	RICE-A-RONI B % DOWN	C ACROSS %	D INDX	A	RICELAND B % DOWN	C ACROSS %	D INDX	A	RIVER RICE B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3889	100.0	4.8	100	13618	100.0	16.8	100	6671	100.0	8.2	100	3915	100.0	4.8	100
PARENTS	3845	**287	7.4	7.5	155	979	7.2	25.5	151	381	5.7	9.9	120	**177	4.5	4.6	95
PENTHOUSE	831	**52	1.3	6.3	130	**246	1.8	29.6	176	**186	2.8	22.4	272	**200	0.5	2.4	50
PEOPLE	11645	790	20.3	6.8	141	2504	18.4	21.5	128	943	14.1	8.1	98	482	12.3	4.1	86
PLAYBOY	2006	**56	1.4	2.8	58	407	3.0	20.3	121	**09	4.6	15.4	187	**126	3.2	6.3	130
POPULAR HOT RODDING	297	**14	0.4	4.7	98	**59	0.4	19.9	118	**39	0.6	13.1	159	**6	0.2	2.0	42
POPULAR MECHANICS	1018	**94	2.4	9.2	192	**247	1.8	24.3	144	**164	2.5	16.1	196	**89	2.3	8.7	181
POPULAR SCIENCE	878	**27	0.7	3.1	64	**178	1.3	20.3	121	**138	2.1	15.7	191	**13	0.3	1.5	31
PREVENTION	3913	**192	4.9	4.9	102	632	4.6	16.2	96	391	5.9	10.0	121	289	7.4	7.4	153
PSYCHOLOGY TODAY	1710	**145	3.7	8.5	177	333	2.4	19.5	116	**211	3.2	12.3	150	**121	3.1	7.1	146
READER'S DIGEST	22204	1327	34.1	6.0	124	3962	29.1	17.8	106	1964	29.4	8.8	107	1045	26.7	4.7	97
REOBOOK	7684	361	9.3	4.7	98	1532	11.2	19.9	119	828	12.4	10.8	131	398	10.2	5.2	107
ROAD & TRACK	410	**24	0.6	5.9	122	**167	1.2	40.7	242	**71	1.1	17.3	210	**2	0.1	0.5	10
ROLLING STONE	969	**32	0.8	3.3	69	340	2.5	35.1	209	**121	1.8	12.5	152	**32	0.8	3.3	68
RUNNER'S WORLD	298	**32	0.8	10.7	224	**58	0.4	19.5	116	**54	0.8	18.1	220	**39	1.0	13.1	271
SATURDAY EVENING POST	1169	**83	2.1	7.1	148	257	1.9	22.0	131	**150	2.2	12.8	156	**52	1.3	4.4	92
SCIENCE 84	587	**113	2.9	19.3	401	**162	1.2	27.6	164	**25	0.4	4.3	52	**14	0.4	2.4	49
SCIENCE DIGEST	482	**41	1.1	8.5	177	**77	0.6	16.0	95	**69	1.0	14.3	174	**10	0.3	2.1	43
SCIENTIFIC AMERICAN	594	**35	0.9	5.9	123	**118	0.9	19.9	118	**87	1.3	14.6	178	**47	1.2	7.9	164
SELF	2089	**51	1.3	2.4	51	465	3.4	22.3	132	289	4.3	13.8	168	**77	2.0	3.7	76
SEVENTEEN	2411	**70	1.8	2.9	60	424	3.1	17.6	105	326	4.9	13.5	164	**79	2.0	3.3	68
SKI	480	**52	1.3	10.8	226	**81	0.6	16.9	100	**26	0.4	5.4	66	**21	0.5	4.4	91
SMITHSONIAN	2760	**28	5.9	8.3	172	493	3.6	17.9	106	158	2.4	5.7	69	**155	4.0	5.6	116
SOAP OPERA DIGEST	3013	**58	1.5	1.9	40	558	4.1	18.5	110	393	5.9	13.0	158	**147	3.8	4.9	101
SOUTHERN LIVING	4184	**17	0.4	0.4	8	748	5.5	17.9	106	375	5.6	9.0	109	**74	1.9	1.8	37
SPORT	559	**57	1.5	10.2	212	**131	1.0	23.4	139	**89	1.3	15.9	193	**39	1.0	7.0	144
THE SPORTING NEWS	436	**47	1.2	10.8	224	**173	1.3	39.7	236	**55	0.8	12.6	153	**22	0.6	5.0	104
SPORTS AFIELD	493	**6	0.2	1.2	25	**84	0.6	17.0	101	**27	0.4	5.5	66	**19	0.5	3.9	80
SPORTS ILLUSTRATED	2758	**172	4.4	6.2	130	779	5.7	28.2	168	321	4.8	11.6	141	**120	3.1	4.4	90
STAR	7456	**231	5.9	3.1	65	1458	10.7	19.6	116	828	12.4	11.1	135	469	12.0	6.3	130
SUNDAY	24936	930	23.9	3.7	78	4432	32.5	17.8	106	2474	37.1	9.9	120	1602	40.9	6.4	133
SUNSET	2124	602	15.5	28.3	590	458	3.4	21.6	128	**50	0.7	2.4	29	**27	0.7	1.3	26
TV GUIDE	21661	1287	33.1	5.9	124	4345	31.9	20.1	119	1793	26.9	8.3	100	1150	29.4	5.3	110
TENNIS	550	**9	0.2	1.6	34	**139	1.0	25.3	150	**103	1.5	18.7	227	**60	1.5	10.9	226
TIME	8880	572	14.7	6.4	134	1773	13.0	20.0	119	813	12.2	9.2	111	444	11.3	5.0	103
TOWN & COUNTRY	917	**11	0.3	1.2	25	*98	0.7	10.7	64	**137	2.1	14.9	181	**35	0.9	3.8	79
TRAVEL & LEISURE	972	**37	1.0	3.8	79	*196	1.4	20.2	120	**64	1.0	6.6	80	**36	0.9	3.7	77
TRUE STORY	3356	**46	1.2	1.4	29	626	4.6	18.7	111	504	7.6	15.0	182	**161	4.1	4.8	99
U.S. NEWS & WORLD REPORT	3410	**211	5.4	6.2	129	586	4.3	17.2	102	346	5.2	10.1	123	**127	3.2	3.7	77
USA TODAY	1759	**97	2.5	5.5	115	364	2.7	20.7	123	*174	2.6	9.9	120	**105	2.7	6.0	123
US	1873	**72	1.9	3.8	80	432	3.2	23.1	137	*192	2.9	10.3	124	**130	3.3	6.9	144
VOGUE	3909	*138	3.5	3.5	74	746	5.5	19.1	113	400	6.0	10.2	124	*172	4.4	4.4	91
WALL STREET JOURNAL	1886	**95	2.4	5.0	105	302	2.2	16.0	95	*172	2.6	9.1	111	**95	2.4	5.0	104
WEIGHT WATCHERS	2120	*160	4.1	7.5	157	430	3.2	20.3	121	*157	2.4	7.4	90	**117	3.0	5.5	114
WOMAN'S DAY	14172	743	19.1	5.2	109	2826	20.8	19.9	119	1501	22.5	10.6	129	800	20.4	5.6	117
WORKING MOTHER	1146	**43	1.1	3.8	78	*237	1.7	20.7	123	*198	3.0	17.3	210	**64	1.6	5.6	116
WORKING WOMAN	1322	**109	2.8	8.2	172	268	2.0	20.3	121	*155	2.3	11.7	142	**44	1.1	3.3	69
WORLD TENNIS	*163	**9	0.2	5.5	115	**40	0.3	24.5	146	**43	0.6	26.4	320	**5	0.1	3.1	63
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*134	3.4	5.3	110	636	4.7	25.1	149	385	5.5	14.4	175	**137	3.5	5.4	112
BLAIR INSERTS	43657	1939	49.9	4.4	92	7494	55.0	17.2	102	3981	59.7	9.1	111	2430	62.1	5.6	115
DAILY NEWSPAPERS																	
READ ANY	51633	2365	60.8	4.6	95	8908	65.4	17.3	103	4425	66.3	8.6	104	2721	69.5	5.3	109
READ ONE	43463	2175	55.9	5.0	104	7681	56.4	17.7	105	3753	56.3	8.6	105	2291	58.5	5.3	109
READ TWO OR MORE	8170	*190	4.9	2.3	48	1227	9.0	15.0	89	672	10.1	8.2	100	430	11.0	5.3	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2594	66.7	4.9	103	9248	67.9	17.6	104	4667	70.0	8.9	108	2959	75.6	5.6	116
READ ONE	46126	2345	60.3	5.1	106	8198	60.2	17.8	106	4050	60.7	8.8	107	2465	63.0	5.3	111
READ TWO OR MORE	6552	*249	6.4	3.8	79	1050	7.7	16.0	95	617	9.2	9.4	114	494	12.6	7.5	156
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.31				31.37				27.39				29.94			
30 DAY REACH	71455	3424	88.0	4.8	100	12258	90.0	17.2	102	5902	88.5	8.3	100	3562	91.0	5.0	103
50 SHWG - 30 DAY AV FREQ	14.56	15.46				16.35				14.34				15.45			
30 DAY REACH	67742	3265	84.0	4.8	100	11781	86.5	17.4	103	5628	84.4	8.3	101	3457	88.3	5.1	106
25 SHWG - 30 DAY AV FREQ	7.94	8.21				8.74				7.80				8.21			
30 DAY REACH	62117	3051	78.5	4.9	102	11044	81.1	17.8	106	5181	77.7	8.3	101	3248	83.0	5.2	108
CABLE TV: HOME WIRED	32077	1487	38.2	4.6	97	5897	43.3	18.4	109	2085	31.3	6.5	79	1743	44.5	5.4	112
HOME NOT WIRED	48909	2402	61.8	4.9	102	7722	56.7	15.8	94	4586	68.7	9.4	114	2172	55.5	4.4	92
HAVE PAY CABLE	15935	766	19.7	4.8	100	3261	23.9	20.5	122	1141	17.1	7.2	87	704	18.0	4.4	91

	TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	80986	3889	100.0	4.8	100	13618	100.0	16.8	100	6671	100.0	8.2	100	3915	100.0	4.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2171	55.8	4.9	103	7739	56.8	17.6	105	3652	54.7	8.3	101	2372	60.6	5.4	112
10:00 AM - 3:00 PM	30659	1448	37.2	4.7	98	5473	40.2	17.9	106	2596	38.9	8.5	103	1453	42.2	5.4	112
3:00 PM - 7:00 PM	31045	1473	37.9	4.7	99	5555	40.8	17.9	106	2467	37.0	7.9	96	1436	36.7	4.6	96
7:00 PM - MIDNIGHT	15767	840	21.6	5.3	111	2662	19.5	16.9	100	1357	20.3	8.6	104	858	16.8	4.2	86
MIDNIGHT - 6:00 AM	9120	399	10.3	4.4	91	1635	12.0	17.9	107	666	10.0	7.3	89	497	12.7	5.4	113
6:00 AM - MIDNIGHT	58527	2785	71.6	4.8	99	10291	75.6	17.6	105	4742	71.1	8.1	98	3007	76.8	5.1	106
ENTIRE DAY	59311	2792	71.8	4.7	98	10450	76.7	17.6	105	4835	72.5	8.2	99	3053	78.0	5.1	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	820	21.1	5.1	106	3264	24.0	20.2	120	1400	21.0	8.7	105	1004	25.6	6.2	128
ALL NEWS	2256	**164	4.2	7.3	151	489	3.6	21.7	129	*164	2.5	7.3	88	*217	5.5	9.6	199
AOR/PROGRESSIVE	3874	*259	6.7	6.7	139	751	5.5	19.4	115	*154	2.3	4.0	48	*191	4.9	4.9	102
BEAUTIFUL MUSIC	5660	*280	7.2	4.9	103	762	5.6	13.5	80	543	8.1	9.6	116	229	7.6	5.3	109
BLACK	2204	*338	1.0	1.7	36	337	2.5	15.3	91	340	5.1	15.4	187	**78	2.0	3.5	73
CLASSICAL	1418	**77	2.0	5.4	113	*209	1.5	14.7	88	*122	1.8	8.6	104	**67	1.7	4.7	98
CHR/ROCK	9538	463	11.9	4.9	101	1937	14.2	20.3	121	705	10.6	7.4	90	429	11.0	4.5	93
COUNTRY	12648	472	12.1	3.7	78	1976	14.5	15.6	93	1090	16.3	8.6	105	469	12.0	3.7	77
GOLDEN OLDIES	1191	**89	2.3	7.5	156	*278	2.0	23.3	139	*336	0.5	3.0	37	**39	1.0	3.3	68
MOR/NOSTALGIA	4757	*326	8.4	6.9	143	837	6.1	17.6	105	273	4.1	5.7	70	331	8.5	7.0	144
NEWS/TALK	3863	*282	7.3	7.3	152	790	5.8	20.5	122	379	5.7	9.8	119	*256	6.5	6.6	137
RELIGIOUS	3084	*181	4.7	5.9	122	468	3.4	15.2	90	*167	2.5	5.4	66	**121	3.1	3.9	81
SOFT ROCK	521	**5	0.1	1.0	20	*140	1.0	26.9	160	*99	0.1	1.7	21	**18	0.5	3.5	71
URBAN CONTEMPORARY	1585	**26	0.7	1.6	34	267	2.0	16.8	100	*209	3.1	13.2	160	**55	1.4	3.5	72
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**72	1.9	2.2	46	594	4.4	18.2	108	*270	4.0	8.3	101	*195	5.0	6.0	124
ABC DIRECTION	2316	**110	2.8	4.7	99	395	2.9	17.1	101	*185	2.8	8.0	97	*187	4.8	8.1	167
ABC ENTERTAINMENT	4834	*171	4.4	3.5	74	914	6.7	18.9	112	392	5.9	8.1	98	296	7.6	6.1	127
ABC FM	2202	**41	1.1	1.9	39	419	3.1	19.0	113	*272	4.1	12.4	150	**53	1.4	2.4	50
ABC INFORMATION	5425	350	9.0	6.5	134	1016	7.5	18.7	111	372	5.6	6.9	83	*255	6.5	4.7	97
ABC ROCK	1677	**43	1.1	2.6	53	397	2.9	23.7	141	*147	2.2	8.8	106	**71	1.8	4.2	88
CBS	4430	389	10.0	8.8	183	745	5.5	16.8	100	391	5.9	8.8	107	364	9.3	8.2	170
MUTUAL	4992	*107	2.8	2.1	45	961	7.1	19.3	114	623	9.3	12.5	152	384	9.8	7.7	159
NBC	4679	**199	5.1	4.3	89	753	5.5	16.1	96	405	6.1	8.7	105	408	10.4	8.7	180
RADIO/ADULT	1994	**116	3.0	5.8	121	455	3.3	22.8	136	*171	2.6	8.6	104	**114	2.9	5.7	118
RKO ONE	2298	*124	3.2	5.4	112	444	3.3	19.3	115	*224	3.4	9.7	118	**96	2.5	4.2	86
RKO TWO	3311	*660	1.5	1.8	38	588	4.3	17.8	106	*248	3.7	7.5	91	*204	5.2	6.2	127
THE SOURCE	2114	**58	1.5	2.7	57	422	3.1	20.0	119	**163	2.4	7.7	94	**99	2.5	4.7	97
NON-WIRED : BLAIR	8654	412	10.6	4.8	99	1544	11.3	17.8	106	599	9.0	6.9	84	316	8.1	3.7	76
INTERNET	12025	808	20.8	6.7	140	2580	18.9	21.5	128	940	14.1	7.8	95	576	14.7	4.8	99
KATZ RADIO GROUP	15359	806	20.7	5.2	109	2814	20.7	18.3	109	1260	18.9	8.2	100	938	24.0	6.1	126
SUPERNET	10628	608	15.6	5.7	119	1853	13.6	17.4	104	933	14.0	8.8	107	538	13.7	5.1	105
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	394	10.1	4.6	95	1385	10.2	16.0	95	703	10.5	8.1	99	474	12.1	5.5	113
WKDAY 9:00 AM - 1:00 PM	12163	507	13.0	4.2	87	1990	14.6	16.4	97	1124	16.8	9.2	112	594	15.2	4.9	101
WKDAY 1:00 PM - 4:30 PM	16150	530	13.6	3.3	68	2518	18.5	15.6	93	1649	24.7	10.2	124	866	22.1	5.4	111
WKDAY 4:30 PM - 7:30 PM	22463	1082	27.8	4.8	100	3486	25.6	15.5	92	1866	28.0	8.3	101	1256	32.1	5.6	116
WKDAY 7:30 PM - 8:00 PM	31795	1391	35.8	4.4	91	4982	36.6	15.7	93	2664	39.9	8.4	102	1647	42.1	5.2	107
WKDAY 11:00 PM - 11:30 PM	23977	928	23.9	3.9	81	4179	30.7	17.4	104	2382	35.7	9.9	121	1315	33.6	5.5	113
WKDAY 11:30 PM - 1:00 AM	7703	224	5.8	2.9	61	1363	10.0	17.7	105	910	13.6	11.8	143	466	11.9	6.0	125
M-SAT 8-11 PM-SUN 7-11 PM	33800	1471	37.8	4.4	91	5822	42.8	17.2	102	2855	42.8	8.4	103	1806	46.1	5.3	111
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	305	7.8	4.7	97	1078	7.9	16.5	98	720	10.8	11.0	134	277	7.1	4.2	88
ANOTHER WORLD	N 4620	*83	2.1	1.8	37	633	4.6	13.7	81	462	6.9	10.0	121	245	6.3	5.3	110
AS THE WORLD TURNS	C 5614	145	3.7	2.6	54	728	5.3	13.0	77	514	7.7	9.2	111	245	6.3	4.4	90
CAPITOL	C 3396	**56	1.4	1.6	34	500	3.7	14.7	88	384	5.8	11.3	137	123	3.1	3.6	75
CBS MORN. NEWS 1	C 1446	*43	1.1	3.0	62	205	1.5	14.2	84	*84	1.3	5.8	71	*98	2.5	6.8	140
CBS MORN. NEWS 2	C 1207	*57	1.5	4.7	98	148	1.1	12.3	73	*65	1.0	5.4	65	*105	2.7	8.7	180
DAYS OF OUR LIVES	N 5877	259	6.7	4.4	92	981	7.2	16.7	99	494	7.4	8.4	102	281	7.2	4.8	99
FACTS OF LIFE - DAYTIME	N 2290	*35	0.9	1.5	32	353	2.6	15.4	92	237	3.6	10.3	126	*77	2.0	3.4	70
FAMILY FEUD	A 3023	143	3.7	4.7	99	491	3.6	16.2	97	300	4.5	9.9	120	*88	2.2	2.9	60
GENERAL HOSPITAL	A 6097	145	3.7	2.4	50	1073	7.9	17.6	105	682	10.2	11.2	136	463	11.8	7.6	157
GOOD MORNING, AMERICA-730	A 3515	159	4.1	4.5	94	545	4.0	15.5	92	365	5.5	10.4	126	197	5.0	5.6	116
GOOD MORNING, AMERICA-830	A 2818	146	3.8	5.2	108	498	3.7	17.7	105	254	3.8	9.0	109	209	5.3	7.4	153
GUIDING LIGHT	C 5339	191	4.9	3.6	74	752	5.5	14.1	84	471	7.1	8.8	107	325	8.3	6.1	126
ONE LIFE TO LIVE	A 4478	148	3.8	3.3	69	767	5.6	17.1	102	581	8.7	13.0	158	232	5.9	5.2	107
PRESS YOUR LUCK	C 2244	*56	1.4	2.5	52	394	2.9	17.6	104	207	3.1	9.2	112	*119	3.0	5.3	110
PRICE IS RIGHT 1	C 4348	*82	2.1	1.9	39	655	4.8	15.1	90	524	7.9	12.1	146	188	4.8	4.3	89
PRICE IS RIGHT 2	C 5014	*83	2.1	1.7	34	666	4.9	13.3	79	517	7.7	10.3	125	221	5.6	4.4	91
RYAN'S HOPE	A 3150	*50	1.3	1.6	33	507	3.7	16.1	96	283	4.2	9.0	109	212	5.4	6.7	139
SALE OF THE CENTURY	N 2695	*98	2.5	3.6	76	399	2.9	14.8	88	264	4.0	9.8	119	177	4.5	6.6	136
SEARCH FOR TOMORROW	N 2319	*56	1.4	2.4	50	331	2.4	14.3	85	213	3.2	9.2	112	*148	3.8	6.4	132
TODAY SHOW 1	N 2693	128	3.3	4.8	99	371	2.7	13.8	82	178	2.7	6.6	80	145	3.7	5.4	111
TODAY SHOW 2	N 2498	*88	2.3	3.5	73	262	1.9	10.5	62	195	2.9	7.8	95	166	4.2	6.6	137
\$25,000 PYRAMID	C 2753	*108	2.8	3.9	82	420	3.1	15.3	91	219	3.3	8.0	97	177	4.5	6.4	133
WHEEL OF FORTUNE	N 4388	187	4.8	4.3	89	768	5.6	17.5	104	400	6.0	9.1	111	207	5.3	4.7	98
YOUNG AND THE RESTLESS	C 5695	125	3.2	2.2	46	795	5.8	14.0	83	540	8.1	9.5	115	234	6.0	4.1	85
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	*91	2.3	5.2	108	309	2.3	17.6	104	*131	2.0	7.4	90	*102	2.1	4.7	96
NBA PLAYOFF GAME -1	C 1136	**50	1.3	4.4	92	167	1.2	14.7	87	*100	1.5	8.8	107	**39			

		TOTAL	MJB				RICE-A-RONI				RICELAND				RIVER RICE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
				DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS	
TOTAL FEMALE HOMEMAKERS																		
109863889100.04.810013618100.016.81006671100.08.21003915100.04.8100																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY	N	26063	1086	27.9	4.2	87	3693	27.1	14.2	84	2271	34.0	8.7	106	1425	36.4	5.5	113
NETWORK AFFILIATES - LATE	N	20261	842	21.7	4.2	87	3420	25.1	16.9	100	2001	30.0	9.9	120	1091	27.9	5.4	111
INDEPENDENTS - LATE	N	2076	122	3.1	5.9	122	418	3.1	20.1	120	100	1.5	4.8	58	111	2.8	5.3	111
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	458	11.8	4.4	91	1770	13.0	16.9	101	831	12.5	7.9	97	581	14.8	5.6	115
ABC MONDAY NIGHT MOVIE	A	6412	237	6.1	3.7	77	1225	9.0	19.1	114	571	8.6	8.9	108	354	9.0	5.5	114
ABC SUNDAY NIGHT MOVIE	A	12407	546	14.0	4.4	92	2169	15.9	17.5	104	1032	15.5	8.3	101	535	13.7	4.3	89
ABC WORLD NEWS TONIGHT	A	6176	225	5.8	3.6	76	740	5.4	12.0	71	470	7.0	7.6	92	361	9.2	5.8	121
AFTERMASH	C	5843	*282	7.3	4.8	100	898	6.6	15.3	91	425	6.4	7.2	88	*230	5.9	3.9	81
ALICE	C	9594	311	8.0	3.2	68	1625	11.9	16.9	101	811	12.2	8.5	103	553	14.1	5.8	119
AMERICAN PARADE	C	6622	346	8.9	5.2	109	956	7.0	14.4	86	436	6.5	6.6	80	392	10.0	5.9	122
BENSON	A	10886	620	15.9	5.7	119	1699	12.5	15.6	93	897	13.4	8.2	100	550	14.0	5.1	105
BLUE THUNDER	A	5036	284	7.3	5.6	117	908	6.7	18.0	107	481	7.2	9.6	116	*235	6.0	4.7	97
CAGNEY & LACEY	C	9965	439	11.3	4.4	92	1764	13.0	17.7	105	945	14.2	9.5	115	350	8.9	3.5	73
CBS EVENING NEWS-DEAN	C	3491	*173	4.4	5.0	103	536	3.9	15.4	91	*185	2.8	5.3	64	273	7.0	7.8	162
CBS EVENING NEWS-RATHER	C	7123	377	9.7	5.3	110	997	7.3	14.0	83	547	8.2	7.7	93	433	11.1	6.1	126
CBS SAT. NEWS-SCHIEFFER	C	3621	202	5.2	5.6	116	492	3.6	13.6	81	218	3.3	6.0	73	158	4.0	4.4	90
CBS SATURDAY NIGHT MOVIE	C	5436	209	5.4	3.8	80	980	7.2	18.0	107	447	6.7	8.2	100	358	9.1	6.6	136
CBS WEDNESDAY NIGHT MOVIE	C	6100	250	6.4	4.1	85	955	7.0	15.7	93	491	7.4	8.0	98	297	7.6	4.9	101
CHEERS	N	8889	478	12.3	5.4	112	1834	13.5	20.6	123	949	14.2	10.7	130	543	13.9	6.1	126
DALLAS	C	22109	979	25.2	4.4	92	3547	26.0	16.0	95	1968	29.5	8.9	108	1011	25.8	4.6	95
DIFF'RENT STROKES	N	6940	221	5.7	3.2	66	1084	8.0	15.6	93	664	10.0	9.6	116	316	8.1	4.6	94
DOUBLE TROUBLE	N	7223	371	9.5	5.1	107	1346	9.9	18.6	111	588	8.8	8.1	99	314	8.0	4.3	90
DUCK FACTORY	N	5595	286	7.4	5.1	106	1064	7.8	19.0	113	656	9.8	11.7	142	315	8.0	5.6	116
DUKES OF HAZZARD	C	5768	*148	3.8	2.6	53	743	5.5	12.9	77	533	8.0	9.2	112	291	7.4	5.0	104
DYNASTY	A	20053	804	20.7	4.0	83	3337	24.5	16.6	99	1871	28.0	9.3	113	1067	27.3	5.3	110
FACTS OF LIFE	N	8087	396	10.2	4.9	102	1493	11.0	18.5	110	611	9.2	7.6	92	300	7.7	3.7	77
FALCON CREST	C	20046	791	20.3	3.9	82	3230	23.7	16.1	96	1844	27.6	9.2	112	979	25.0	4.9	101
FALL GUY	A	9084	360	9.3	4.0	83	1517	11.1	16.7	99	906	13.6	10.0	121	479	12.2	5.3	109
FAMILY TIES	N	7964	294	7.6	3.7	77	1369	10.1	17.2	102	732	11.0	9.2	112	508	13.0	6.4	132
FANTASY ISLAND	A	7687	281	7.2	3.7	76	1200	8.8	15.6	93	624	9.4	8.1	99	309	7.9	4.0	83
FOULUPS,BLEEPS & BLUNDERS	A	8861	374	9.6	4.2	88	1569	11.5	17.7	105	882	13.2	10.0	121	267	6.8	3.0	62
FOUR SEASONS	C	5095	*245	6.3	4.8	100	946	6.9	18.6	110	408	6.1	8.0	97	*213	5.4	4.2	86
GIMME A BREAK	N	8838	294	7.6	3.3	69	1348	9.9	15.3	91	961	14.4	10.9	132	530	13.5	6.0	124
HART TO HART	A	8978	271	7.0	3.0	63	1362	10.0	15.2	90	863	12.9	9.6	117	424	10.8	4.7	98
HILL STREET BLUES	N	8590	432	11.1	5.0	105	1728	12.7	20.1	120	1008	15.1	11.7	142	328	8.4	3.8	79
HOTEL	A	14085	515	13.2	3.7	76	2399	17.6	17.0	101	1394	20.9	9.9	120	865	22.1	6.1	127
JEFFERSONS	C	9360	432	11.1	4.6	96	1683	12.4	18.0	107	837	12.5	8.9	109	470	12.0	5.0	104
JENNIFER SLEPT HERE	N	5841	*178	4.6	3.0	63	1028	7.5	17.6	105	583	8.7	10.0	121	*246	6.3	4.2	87
KATE & ALLIE	C	9206	441	11.3	4.8	100	1707	12.5	18.5	110	802	12.0	8.7	106	498	12.7	5.4	112
KNIGHT RIDER	N	7076	395	10.2	5.6	116	1216	8.9	17.2	102	560	8.4	7.9	96	332	8.5	4.7	97
LOVE BOAT	A	12219	668	17.2	5.5	114	1829	13.4	15.0	89	930	13.9	7.6	92	550	14.0	4.5	93
MAGNUM PI	C	11199	559	14.4	5.0	104	1928	14.2	17.2	102	1063	15.9	9.5	115	372	9.5	3.3	69
MAMA'S FAMILY	N	6057	217	5.6	3.6	75	999	7.3	16.5	98	627	9.4	10.4	126	276	7.0	4.6	94
MASTER, THE	N	3598	*182	4.7	5.1	105	813	6.0	22.6	134	296	4.4	8.2	100	*216	5.5	6.0	124
MATT HOUSTON	A	6344	290	7.5	4.6	95	1105	8.1	17.4	104	645	9.7	10.2	123	408	10.4	6.4	133
NBC MONDAY NIGHT MOVIE	N	11994	584	15.0	4.9	101	2029	14.9	16.9	101	1007	15.1	8.4	102	709	18.1	5.9	122
NBC NIGHTLY NEWS	N	5132	248	6.4	4.8	101	687	5.0	13.4	80	535	8.0	10.4	127	259	6.6	5.0	104
NBC NIGHTLY NEWS-SAT	N	3375	*122	3.1	3.6	75	416	3.1	12.3	73	*239	3.6	7.1	86	*182	4.6	5.4	112
NBC NIGHTLY NEWS-SUN	N	3130	*107	2.8	3.4	71	386	2.8	12.3	73	333	5.0	10.6	129	*205	5.2	6.5	135
NBC SUNDAY NIGHT MOVIE	N	8284	*287	7.4	3.5	72	1486	10.9	17.9	107	868	13.0	10.5	127	593	15.1	7.2	148
NEWHART	C	9240	412	10.6	4.5	93	1805	13.3	19.5	116	848	12.7	9.2	111	424	10.8	4.6	95
ONE DAY AT A TIME	C	7288	*294	7.6	4.0	84	1284	9.4	17.6	105	529	7.9	7.3	88	271	6.9	3.7	77
PEOPLE ARE FUNNY	N	4855	*196	5.0	4.0	84	906	6.7	18.7	111	410	6.1	8.4	103	*179	4.6	3.7	76
REAL PEOPLE	N	8849	360	9.3	4.1	85	1375	10.1	15.5	92	800	12.0	9.0	110	384	9.8	4.3	90
REMINGTON STEELE	N	7743	289	7.4	3.7	78	1498	11.0	19.3	115	685	10.3	8.8	107	435	11.1	5.6	116
RIPLEY'S BELIEVE IT - NOT	A	5345	329	8.5	6.2	128	891	6.5	16.7	99	497	7.5	9.3	113	258	6.6	4.8	100
RIPTIDE	N	8988	363	9.3	5.2	108	1366	10.0	19.5	116	733	11.0	10.5	127	416	10.6	6.0	123
SCARECROW & MRS. KING	C	10002	562	14.5	5.6	117	1584	11.6	15.8	94	801	12.0	8.0	97	476	12.2	4.8	98
SIMON & SIMON	C	10638	403	10.4	3.8	79	1738	12.8	16.3	97	1109	16.6	10.4	127	402	10.3	3.8	78
60 MINUTES	C	13293	696	17.9	5.2	109	2055	15.1	15.5	92	942	14.1	7.1	86	777	19.8	5.8	121
ST. ELSEWHERE	N	7017	351	9.0	5.0	104	1388	10.2	19.8	118	602	9.0	8.6	104	359	9.2	5.1	106
THREE'S COMPANY	A	10917	511	13.1	4.7	97	1710	12.6	15.7	93	872	13.1	8.0	97	417	10.7	3.8	79
T.J. HOOKER	A	9204	400	10.3	4.3	91	1387	10.2	15.1	90	631	9.5	6.9	83				

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80985	2634	100.0	3.3	100	21414	100.0	26.4	100	4750	100.0	5.9	100				
18 - 24	7282	**246	9.3	2.7	81	1711	8.0	18.4	70	600	12.6	6.5	110				
25 - 34	19072	696	26.4	3.6	112	4825	22.5	25.3	96	987	20.8	5.2	88				
35 - 44	14591	*511	19.4	3.5	108	3885	18.1	26.6	101	898	18.9	6.2	105				
45 - 54	11345	*322	12.2	2.8	87	3026	14.1	26.7	101	841	17.7	7.4	126				
55 - 64	11635	*360	13.7	3.1	95	3694	17.3	31.7	120	*477	10.0	4.1	70				
65 OR OLDER	15061	*499	18.9	3.3	102	4275	20.0	28.4	107	947	19.9	6.3	107				
18 - 34	28354	942	35.8	3.3	102	6535	30.5	23.0	87	1587	33.4	5.6	95				
18 - 49	48339	1673	63.5	3.5	106	11914	55.6	24.6	93	2978	62.7	6.2	105				
25 - 54	45008	1529	58.0	3.4	104	11735	54.8	26.1	99	2725	57.4	6.1	103				
35 - 49	19985	730	27.7	3.7	112	5379	25.1	26.9	102	1391	29.3	7.0	119				
50 OR OLDER	32647	961	36.5	2.9	91	9500	44.4	29.1	110	1772	37.3	5.4	93				
GRADUATED COLLEGE	11155	*221	8.4	2.0	61	3676	17.2	33.0	125	458	9.6	4.1	70				
ATTENDED COLLEGE	13682	591	22.4	4.3	133	3870	18.1	28.3	107	686	14.4	5.0	85				
GRADUATED HIGH SCHOOL	33880	1231	46.7	3.6	112	8864	41.4	26.2	99	2066	43.5	6.1	104				
DID NOT GRADUATE HIGH SCHOOL	22270	591	22.4	2.7	82	5003	23.4	22.5	85	1540	32.4	6.9	118				
EMPLOYED	40306	1458	55.4	3.6	111	11063	51.7	27.4	104	2229	46.9	5.5	94				
EMPLOYED FULL-TIME	32850	1155	43.8	3.5	108	9142	42.7	27.8	105	1742	36.7	5.3	90				
EMPLOYED PART-TIME	7456	*303	11.5	4.1	125	1921	9.0	25.8	97	*487	10.3	6.5	111				
NOT EMPLOYED	40580	1176	44.6	2.9	89	10352	48.3	25.4	96	2520	53.1	6.2	106				
PROFESSIONAL/MANAGER	10392	*367	13.9	3.5	109	3125	14.6	30.1	114	*466	9.8	4.5	76				
TECH/CLERICAL/SALES	17574	601	22.8	3.4	105	5066	23.7	28.8	109	831	17.5	4.7	81				
PRECISION/CRAFT	9855	*37	1.4	3.8	115	*187	0.9	19.0	72	*89	1.9	9.0	154				
OTHER EMPLOYED	11354	*454	17.2	4.0	123	2683	12.5	23.6	89	844	17.8	7.4	127				
SINGLE	9863	*342	13.0	3.5	107	2299	10.7	23.3	88	491	10.3	5.0	85				
MARRIED	51375	1798	68.3	3.5	108	13790	64.4	26.8	102	3099	65.2	6.0	103				
DIVORCED/SEPARATED/WIDOWED	19748	494	18.8	2.5	77	5326	24.9	27.0	102	1160	24.4	5.9	100				
PARENTS	32590	1088	41.3	3.3	103	7825	36.5	24.0	91	2292	48.3	7.0	120				
WHITE	70416	2274	86.3	3.2	99	19128	89.3	27.2	103	3466	73.0	4.9	84				
BLACK	8778	*285	10.8	3.2	100	1968	9.2	22.4	85	1225	25.8	14.0	238				
OTHER	1791	*74	2.8	4.1	127	*318	1.5	17.8	67	*59	1.2	3.3	56				
NORTHEAST-CENSUS	17786	784	29.8	4.4	136	5526	25.8	31.1	118	*78	1.6	0.4	7				
NORTH CENTRAL	20741	433	16.4	2.1	64	5627	26.3	27.1	103	1441	30.3	6.9	118				
SOUTH	27775	1021	38.8	3.7	113	6349	29.6	22.9	86	3050	64.2	11.0	187				
WEST	14683	*396	15.0	2.7	83	3112	18.3	26.6	101	*181	3.8	1.2	21				
NORTHEAST-MKTG.	17961	867	32.9	4.8	148	5474	25.6	30.5	115	*255	5.4	1.4	24				
EAST CENTRAL	11885	*401	15.2	3.4	104	3403	15.9	28.6	108	511	10.8	4.3	73				
WEST CENTRAL	14090	*177	6.7	1.3	39	3716	17.4	26.4	100	1059	22.3	7.5	128				
SOUTH	24081	804	30.5	3.3	103	5509	25.7	22.9	87	2783	58.6	11.6	197				
PACIFIC	12969	*386	14.7	3.0	92	3312	15.5	25.5	97	*142	3.0	1.1	19				
COUNTY SIZE A	32439	1286	48.8	4.0	122	9059	42.3	27.9	106	1004	21.1	3.1	53				
COUNTY SIZE B	24915	824	31.3	3.3	102	6902	32.2	27.7	105	1587	33.4	6.4	109				
COUNTY SIZE C	12930	*385	14.6	3.0	92	3186	14.9	24.6	93	748	15.7	5.8	99				
COUNTY SIZE D	10703	*140	5.3	1.3	40	2267	10.6	21.2	80	1411	29.7	13.2	225				
METRO CENTRAL CITY	24518	641	24.3	2.6	80	6582	30.7	26.8	102	1086	22.9	4.4	76				
METRO SUBURBAN	35919	1625	61.7	4.5	139	10410	48.6	29.0	110	1517	31.9	4.2	72				
NON METRO	20549	*368	14.0	1.8	55	4422	20.7	21.5	81	2146	45.2	10.4	178				
TOP 5 ADI'S	18341	758	28.8	4.1	127	4829	22.6	26.3	100	*217	4.6	1.2	20				
TOP 10 ADI'S	25378	1018	38.6	4.0	123	6895	32.2	27.2	103	639	13.5	2.5	43				
TOP 20 ADI'S	36488	1439	54.6	3.9	121	9931	46.4	27.2	103	1104	23.2	3.0	52				
HSHLD INC. \$50,000 OR MORE	6612	*258	9.8	3.9	120	2347	11.0	35.5	134	*288	6.1	4.4	74				
\$40,000 OR MORE	12659	*520	19.7	4.1	126	4245	19.8	33.5	127	*645	13.6	5.1	87				
\$30,000 OR MORE	24698	944	35.8	3.8	118	7530	35.2	30.5	115	1076	22.7	4.4	74				
\$25,000 OR MORE	32077	1226	46.5	3.8	118	*830	45.0	30.0	114	1498	31.5	4.7	80				
\$20,000 - \$24,999	9144	*275	10.4	3.0	92	2281	10.7	24.9	94	*577	12.1	6.3	108				
\$15,000 - \$19,999	8728	*308	11.7	3.5	109	2385	11.1	27.3	103	*403	8.5	4.6	79				
\$10,000 - \$14,999	12562	*342	13.0	2.7	84	3172	14.8	25.3	95	686	14.4	5.5	93				
UNDER \$10,000	18475	483	18.3	2.6	80	3945	18.4	21.4	81	1586	33.4	8.6	146				
HOUSEHOLD OF 1 PERSON	11987	*234	8.9	2.0	60	3188	14.9	26.6	101	482	10.1	4.0	69				
2 PEOPLE	26577	904	34.3	3.4	105	7647	35.7	28.8	109	1463	30.8	5.5	94				
3 OR 4 PEOPLE	30617	1181	44.8	3.9	119	8028	37.5	26.2	99	1821	38.3	5.9	101				
5 OR MORE PEOPLE	11804	*315	12.0	2.7	82	2551	11.9	21.6	82	983	20.7	8.3	142				
NO CHILD IN HSHLD	46165	1504	57.1	3.3	100	13114	61.2	28.4	107	2280	48.0	4.9	84				
CHILD(REN) UNDER 2 YRS	5325	*177	6.7	3.3	102	1046	4.9	19.6	74	*394	8.3	7.4	126				
2 - 5 YEARS	14221	514	19.5	3.6	111	2958	13.8	20.8	79	973	20.5	6.8	117				
6 - 11 YEARS	15117	457	17.4	3.0	93	3483	16.3	23.0	87	974	20.5	6.4	110				
12 - 17 YEARS	16611	*536	20.3	3.2	99	4133	19.3	24.9	94	1331	28.0	8.0	137				
RESIDENCE OWNED	55884	1792	68.0	3.2	99	15657	73.1	28.0	106	3492	73.5	6.2	107				
VALUE: \$50,000 OR MORE	31744	973	36.9	3.1	94	10156	47.4	32.0	121	1587	33.4	5.0	85				
VALUE: UNDER \$50,000	24140	818	31.1	3.4	104	5501	25.7	22.8	86	1905	40.1	7.9	135				

RICE: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	SUCCESS				UNCLE BEN'S				WATER MAID				A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	2634	100.0	3.3	100	21414	100.0	26.4	100	4750	100.0	5.9	100				
MAGAZINES	QUINTILE 1	15799	642	24.4	4.1	125	5176	24.2	32.8	124	862	18.1	5.5	93				
	QUINTILE 2	17259	723	27.4	4.2	129	5049	23.6	29.3	111	905	19.1	5.2	89				
	QUINTILE 3	13545	*402	15.3	3.0	91	3451	16.1	25.5	96	928	19.5	6.9	117				
	QUINTILE 4	15133	*398	15.1	2.6	81	3391	15.8	22.4	85	895	18.8	5.9	101				
	QUINTILE 5	19250	*469	17.8	2.4	75	4348	20.3	22.6	85	1160	24.4	6.0	103				
NEWSPAPERS	QUINTILE 1	12413	515	19.6	4.1	128	3628	16.9	29.2	111	*428	9.0	3.4	59				
	QUINTILE 2	24116	759	28.8	3.1	97	7179	33.5	29.8	113	1380	29.1	5.7	98				
	QUINTILE 3	11261	*413	15.7	3.7	113	3043	14.2	27.0	102	632	13.3	5.6	96				
	QUINTILE 4	20255	654	24.8	3.2	99	5122	23.9	25.3	96	1363	28.7	6.7	115				
	QUINTILE 5	12940	*294	11.2	2.3	70	2442	11.4	18.9	71	947	19.9	7.3	125				
OUTDOOR	QUINTILE 1	14852	574	21.8	3.9	119	4170	19.5	28.1	106	803	16.9	5.4	92				
	QUINTILE 2	15725	484	18.4	3.1	95	3920	18.3	24.9	94	905	19.1	5.8	98				
	QUINTILE 3	16330	588	22.3	3.6	111	4517	21.1	27.7	105	823	17.3	5.0	86				
	QUINTILE 4	16744	*524	19.9	3.1	96	4173	19.5	24.9	94	1108	23.3	6.6	113				
	QUINTILE 5	17334	*464	17.6	2.7	82	4635	21.6	26.7	101	1111	23.4	6.4	109				
RADIO-DRIVE TIME	QUINTILE 1	15911	519	19.7	3.3	100	4683	21.9	29.4	111	974	20.5	6.1	104				
	QUINTILE 2	14837	*428	16.2	2.9	89	3995	18.7	26.9	102	833	17.5	5.6	96				
	QUINTILE 3	15339	*531	20.2	3.5	106	3994	18.7	26.0	98	887	18.7	5.8	99				
	QUINTILE 4	16723	582	22.1	3.5	107	4222	19.7	25.2	95	808	17.0	4.8	82				
	QUINTILE 5	18176	575	21.8	3.2	97	4520	21.1	24.9	94	1248	26.3	6.9	117				
RADIO-MID- DAY	TERCILE 1	21020	670	25.4	3.2	98	5797	27.1	27.6	104	1189	25.0	5.7	96				
	TERCILE 2	21610	725	27.5	3.4	103	5552	25.9	25.7	97	1316	27.7	6.1	104				
	TERCILE 3	38355	1239	47.0	3.2	99	10065	47.0	26.2	99	2245	47.3	5.9	100				
RADIO-TOTAL	QUINTILE 1	15988	429	16.3	2.7	83	4415	20.6	27.6	104	1018	21.4	6.4	109				
	QUINTILE 2	15626	487	18.5	3.1	96	4229	19.7	27.1	102	863	18.2	5.5	94				
	QUINTILE 3	16723	*550	20.9	3.3	101	4607	21.5	27.5	104	871	18.3	5.2	89				
	QUINTILE 4	16342	642	24.4	3.9	121	4183	19.5	25.6	97	833	17.5	5.1	87				
	QUINTILE 5	16306	*527	20.0	3.2	99	3981	18.6	24.4	92	1165	24.5	7.1	122				
TV-PRIME TIME	QUINTILE 1	15953	492	18.7	3.1	95	4668	21.8	29.3	111	1116	23.5	7.0	119				
	QUINTILE 2	16137	*407	15.5	2.5	78	4299	20.1	26.6	101	861	18.1	5.3	91				
	QUINTILE 3	16420	588	22.3	3.6	110	4277	20.0	26.0	99	878	18.5	5.3	91				
	QUINTILE 4	16687	610	23.2	3.7	112	4325	20.2	25.9	98	784	16.5	4.7	80				
	QUINTILE 5	15789	*537	20.4	3.4	105	3845	18.0	24.4	92	1112	23.4	7.0	120				
TV-DAYTIME	TERCILE 1	27736	859	32.6	3.1	95	6928	32.4	25.0	94	2042	43.0	7.4	126				
	TERCILE 2	26489	856	32.5	3.2	99	7010	32.7	26.5	100	1356	28.5	5.1	87				
	TERCILE 3	26761	919	34.9	3.4	106	7476	34.9	27.9	106	1352	28.5	5.1	86				
TV-TOTAL	QUINTILE 1	16345	412	15.6	2.5	78	4185	19.5	25.6	97	1144	24.7	7.0	119				
	QUINTILE 2	16447	565	21.5	3.4	106	4450	20.8	27.1	102	1078	22.7	6.6	112				
	QUINTILE 3	15980	511	19.4	3.2	98	4463	20.8	27.9	106	768	16.2	4.8	82				
	QUINTILE 4	15887	579	22.0	3.6	112	3992	18.6	25.1	95	751	15.8	4.7	81				
	QUINTILE 5	16326	*567	21.5	3.5	107	4325	20.2	26.5	100	1010	21.3	6.2	105				
MAGAZINES-NEWSPAPERS: DUAL		20721	821	31.2	4.0	122	6531	30.5	31.5	119	1152	24.3	5.6	95				
MAGAZINE IMPERATIVE		19186	719	27.3	3.7	115	5399	25.2	28.1	106	1194	25.1	6.2	106				
NEWSPAPER IMPERATIVE		21899	675	25.6	3.1	95	5661	26.4	25.9	98	1030	21.7	4.7	80				
MAGAZINES-OUTDOOR: DUAL		15451	737	28.0	4.8	147	4765	22.3	30.8	117	849	17.9	5.5	94				
MAGAZINE IMPERATIVE		25953	910	34.5	3.5	108	7645	35.7	29.5	111	1531	32.2	5.9	101				
OUTDOOR IMPERATIVE		24400	592	22.5	2.4	75	5456	25.5	22.4	85	1400	29.5	5.7	98				
MAGAZINES-RADIO: DUAL		18049	581	22.1	3.2	99	5513	25.7	30.5	116	1248	26.3	6.9	118				
MAGAZINE IMPERATIVE		23571	1110	42.1	4.7	145	6938	32.4	29.4	111	1109	23.3	4.7	80				
RADIO IMPERATIVE		23278	534	20.3	2.3	71	5487	25.6	23.6	89	1317	27.7	5.7	96				
MAGAZINES-TELEVISION: DUAL		15459	585	22.2	3.8	116	4767	22.3	30.8	117	845	17.8	5.5	93				
MAGAZINE IMPERATIVE		25829	1060	40.2	4.1	126	7510	35.1	29.1	110	1376	29.0	5.3	91				
TELEVISION IMPERATIVE		26039	651	24.7	2.5	77	5992	28.0	23.0	87	1805	38.0	6.9	118				
NEWSPAPERS-OUTDOOR: DUAL		16605	487	18.5	2.9	90	4895	22.9	29.5	111	674	14.2	4.1	69				
NEWSPAPER IMPERATIVE		26834	1064	40.4	4.0	122	7745	36.2	28.9	109	1510	31.8	5.6	96				
OUTDOOR IMPERATIVE		23346	830	31.5	3.6	109	5529	25.8	23.7	90	1616	34.0	6.9	118				
NEWSPAPERS-RADIO: DUAL		17133	522	19.8	3.0	94	5182	24.2	30.2	114	862	18.1	5.0	86				
NEWSPAPER IMPERATIVE		25892	1050	39.9	4.1	125	7392	34.5	28.5	108	1222	25.7	4.7	80				
RADIO IMPERATIVE		23167	666	25.3	2.9	88	5602	26.2	24.2	91	1548	32.6	6.7	114				
NEWSPAPERS-TELEVISION: DUAL		17159	562	21.3	3.3	101	4960	23.2	28.9	109	888	18.7	5.2	88				
NEWSPAPER IMPERATIVE		26214	934	35.5	3.6	110	7696	35.9	29.4	111	1213	25.5	4.6	79				
TELEVISION IMPERATIVE		23412	643	24.4	2.7	84	5470	25.5	23.4	88	1749	36.8	7.5	127				
OUTDOOR-RADIO: DUAL		15303	593	22.5	3.9	119	4175	19.5	27.3	103	836	17.6	5.5	93				
OUTDOOR IMPERATIVE		24901	843	32.0	3.4	104	6531	30.5	26.2	99	1367	28.8	5.5	94				
RADIO IMPERATIVE		26492	695	26.4	2.6	81	7295	34.1	27.5	104	1638	34.5	6.2	105				
OUTDOOR-TELEVISION: DUAL		14794	457	17.4	3.1	95	4167	19.5	28.2	107	822	17.3	5.6	95				
OUTDOOR IMPERATIVE		25437	938	35.6	3.7	113	6744	31.5	26.5	100	1242	26.1	4.9	83				
TELEVISION IMPERATIVE		27877	845	32.1	3.0	93	7402	34.6	26.6	100	1839	38.7	6.6	112				
RADIO-TELEVISION: DUAL		15996	397	15.1	2.5	76	4493	21.0	28.1	106	950	20.0	5.9	101				
RADIO IMPERATIVE		25478	792	30.1	3.1	96	7015	32.8	27.5	104	1391	29.3	5.5	93				
TELEVISION IMPERATIVE		26573	915	34.7	3.4	106	6880	32.1	25.9	98	1740	36.6	6.5	112				

	TOTAL U.S. '000	SUCCESS				UNCLE BEN'S				WATER MAID				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2634	100.0	3.3	100	21414	100.0	26.4	100	4750	100.0	5.9	100				
ATLANTIC MONTHLY	415	**4	0.2	1.0	30	*106	0.5	25.5	97	**1	0.0	0.2	4				
BARRON'S	453	**3	0.1	0.7	20	*185	0.9	40.8	154	**0	0.0	0.0	0				
BETTER HOMES & GARDENS	16256	613	23.3	3.8	116	4800	22.4	29.5	112	978	20.6	6.0	103				
BON APPETIT	2535	**127	4.8	5.0	154	943	4.4	37.2	141	*113	2.4	4.5	76				
BUSINESS WEEK	1278	**30	1.1	2.3	72	369	1.7	28.9	109	**36	0.8	2.8	48				
CAR AND DRIVER	378	**4	0.2	1.1	33	**104	0.5	27.5	104	**19	0.4	5.0	86				
CBS MAGAZINE NETWORK (GROSS)	1498	**122	4.6	8.1	250	453	2.1	30.2	114	**91	1.9	6.1	104				
CHANGING TIMES	1505	**39	1.5	2.6	80	496	2.3	33.0	125	**120	2.5	8.0	136				
COLONIAL HOMES	1231	**42	1.6	3.4	105	435	2.0	35.3	134	**91	1.9	7.4	126				
CONDE NAST MAG. PKG. (GROSS)	14146	586	22.2	4.1	127	4247	19.8	30.0	114	712	15.0	5.0	86				
CONSUMERS DIGEST	1323	**92	3.5	7.0	214	493	2.3	37.3	141	**67	1.4	5.1	86				
COSMOPOLITAN	7102	209	7.9	2.9	90	1936	9.0	27.3	103	322	6.8	4.5	77				
COUNTRY LIVING	2481	**80	3.0	3.2	99	921	4.3	37.1	140	*151	3.2	6.1	104				
CUISINE	1472	**92	3.5	6.3	192	580	2.7	39.4	149	**82	1.7	5.6	95				
CYCLE WORLD	425	**19	0.7	4.5	137	**103	0.5	24.2	92	**3	0.1	0.7	12				
DCI:CREATIVE IDEAS FOR LIV	2510	**75	2.8	3.0	92	723	3.4	28.8	109	*193	4.1	7.7	131				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	267	10.1	4.0	123	2132	10.0	31.8	120	622	13.1	9.3	158				
DISCOVER	894	**40	1.5	4.5	138	262	1.2	29.3	111	**72	1.5	8.1	137				
EBONY	3507	*172	6.5	4.9	151	890	4.2	25.4	96	343	7.2	9.8	167				
ESQUIRE	1083	**26	1.0	2.4	74	233	1.1	21.5	81	**63	1.3	5.8	99				
ESSENCE	1830	**73	2.8	4.0	123	448	2.1	24.5	93	212	4.5	11.6	198				
FAMILY CIRCLE	15930	649	24.6	4.1	125	4742	22.1	29.8	113	907	19.1	5.7	97				
THE FAMILY HANDYMAN	1126	**32	1.2	2.8	87	363	1.7	32.2	122	**30	0.6	2.7	45				
FAMILY WEEKLY	11468	345	13.1	3.0	92	3061	14.3	26.7	101	708	14.9	6.2	105				
FIELD & STREAM	2234	**94	3.6	4.2	129	543	2.5	24.3	92	*158	3.3	7.1	121				
FOOD & WINE	579	**43	1.6	7.4	228	*219	1.0	37.8	143	**46	1.0	7.9	135				
FORBES	728	**14	0.5	1.9	59	323	1.5	44.4	168	**21	0.4	2.9	49				
FORTUNE	906	**11	0.4	1.2	37	292	1.4	32.2	122	**3	0.1	0.3	6				
GENTLEMEN'S QUARTERLY	791	**59	2.2	7.5	229	*174	0.8	22.0	83	**64	1.3	8.1	138				
GLAMOUR	5265	283	10.7	5.4	165	1591	7.4	30.2	114	*192	4.0	3.6	62				
GOLF DIGEST	636	**32	1.2	5.0	155	*218	1.0	34.3	130	**57	1.2	9.0	153				
GOLF DIGEST/TENNIS (GROSS)	1186	**42	1.6	3.5	109	379	1.8	32.0	121	**88	1.9	7.4	127				
GOLF MAGAZINE	441	**15	0.6	3.4	105	*141	0.7	32.0	121	**18	0.4	4.1	70				
GOLF MAGAZINE/SKI (GROSS)	922	**24	0.9	2.6	80	*219	1.0	23.8	90	**26	0.5	2.8	48				
GOOD HOUSEKEEPING	16487	557	21.1	3.4	104	5060	23.6	30.7	116	901	19.0	5.5	93				
HARPER'S BAZAAR	2423	**182	6.9	7.5	231	803	3.7	33.1	125	**128	2.7	5.3	90				
HEALTH	1994	**41	1.6	2.1	63	628	2.9	31.5	119	**96	2.0	4.8	82				
HEARST MAG CORP. BUY (GROSS)	44101	1605	60.9	3.6	112	13581	63.4	30.8	116	2382	50.1	5.4	92				
HEARST MAN POWER (GROSS)	1993	**60	2.3	3.0	93	597	2.8	30.0	113	**79	1.7	4.0	68				
HEARST WOMAN POWER (GROSS)	31274	1103	41.9	3.5	108	9306	43.5	29.8	113	1655	34.8	5.3	90				
HOUSE BEAUTIFUL	3623	*104	3.9	2.9	88	1146	5.4	31.6	120	*241	5.1	6.7	113				
INC.	283	**13	0.5	4.6	141	*142	0.7	50.2	190	**15	0.3	5.3	90				
JET	2928	*113	4.3	3.9	119	630	2.9	21.5	81	435	9.2	14.9	253				
LADIES' HOME JOURNAL	11918	569	21.6	4.8	147	3661	17.1	30.7	116	615	12.9	5.2	88				
LHJ FAMILY GRP COMBO(GROSS)	16764	714	27.1	4.3	131	5267	24.6	31.4	119	871	18.3	5.2	89				
LIFE	4254	*154	5.8	3.6	111	1095	5.1	25.7	97	*194	4.1	4.6	78				
L.A. TIMES HOME MAGAZINE	1145	**44	1.7	3.8	118	371	1.7	32.4	123	**1	0.0	0.1	1				
MADEMOISELLE	2884	**76	2.9	2.6	81	871	4.1	30.2	114	*198	4.2	6.9	117				
MC CALL'S	13460	511	19.4	3.8	117	4232	19.8	31.4	119	639	13.5	4.7	81				
MC CALL'S/MRK MOTHER (GROSS)	14606	574	21.8	3.9	121	4547	21.2	31.1	118	679	14.3	4.6	79				
MECHANIX ILLUSTRATED	772	**51	1.9	6.6	203	321	1.5	41.6	157	**23	0.5	3.0	51				
METROPOLITAN HOME	967	**29	1.1	3.0	92	380	1.8	39.3	149	**50	1.1	5.2	88				
MONEY	1588	**12	0.5	0.8	23	601	2.8	37.8	143	**124	2.6	7.8	133				
MOTHER EARTH NEWS	1002	**51	1.9	5.1	156	255	1.2	25.4	96	**53	1.1	5.3	90				
MS.	825	**36	1.4	4.4	134	235	1.1	28.5	108	**20	0.4	2.4	41				
NATIONAL ENQUIRER	10336	370	14.0	3.6	110	2627	12.3	25.4	96	674	14.2	6.5	111				
NATIONAL GEOGRAPHIC	9597	273	10.4	2.8	87	3111	14.5	32.4	123	455	9.6	4.7	81				
NATIONAL SUNDAY MAGAZINE PKG	49558	1716	65.1	3.5	106	14152	66.1	28.6	108	2517	53.0	5.1	87				
NATURAL HISTORY	573	**11	0.4	1.9	59	*178	0.8	31.1	117	**8	0.2	1.4	24				
NEW WOMAN	1699	**53	2.0	3.1	96	477	2.2	28.1	106	**68	1.4	4.0	68				
NEW YORK INCLUDING CUE	443	**9	0.3	2.0	62	*160	0.7	36.1	137	**7	0.1	1.6	27				
THE NEW YORKER	1270	**38	1.4	3.0	92	448	2.1	35.3	133	**41	0.9	3.2	55				
NEWSWEEK	6277	240	9.1	3.8	118	2072	9.7	33.0	125	270	5.7	4.3	73				
THE N.Y. TIMES DAILY EDITION	1205	**24	0.9	2.0	61	417	1.9	34.6	131	**9	0.2	0.7	13				
THE N.Y. TIMES MAGAZINE	2081	**73	2.8	3.5	108	690	3.2	33.2	125	**21	0.4	1.0	17				
OMNI	788	**24	0.9	3.0	94	212	1.0	26.9	102	**45	0.9	5.7	97				
ON CABLE	1158	**29	1.1	2.5	77	285	1.3	24.6	93	**79	1.7	6.8	116				
1001 HOME IDEAS	2852	**103	3.9	3.6	111	979	4.6	34.3	130	*161	3.4	5.6	96				
ORGANIC GARDENING	1658	**56	2.1	3.4	104	518	2.4	31.2	118	**121	2.5	7.3	124				
OUTDOOR LIFE	896	**46	1.7	5.1	158	*224	1.0	25.0	95	**56	1.2	6.3	107				
PARADE MAGAZINE	24275	994	37.7	4.1	126	6826	31.9	28.1	106	1110	23.4	4.6	78				

	TOTAL U.S. '000	SUCCESS				UNCLE BEN'S				WATER MAID				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	2634	100.0	3.3	100	21414	100.0	26.4	100	4750	100.0	5.9	100				
PARENTS	3845	*154	5.8	4.0	123	995	4.6	25.9	98	*194	4.1	5.0	86				
PENTHOUSE	831	**29	1.1	3.5	107	*166	0.8	20.0	76	**14	0.3	1.7	29				
PEOPLE	11645	493	18.7	4.2	130	3359	15.7	28.8	109	492	10.4	4.2	72				
PLAYBOY	2006	**93	3.5	4.6	143	556	2.6	27.7	105	**110	2.3	5.5	93				
POPULAR HOT RODDING	297	**19	0.7	6.4	197	**61	0.3	20.5	78	**32	0.7	10.8	184				
POPULAR MECHANICS	1018	**27	1.0	2.7	82	309	1.4	30.4	115	**32	0.7	3.1	54				
POPULAR SCIENCE	878	**31	1.2	3.5	109	361	1.7	41.1	155	**36	0.8	4.1	70				
PREVENTION	3913	*209	7.9	5.3	164	1307	6.1	33.4	126	*227	4.8	5.8	99				
PSYCHOLOGY TODAY	1710	**100	3.8	5.8	180	554	2.6	32.4	123	**41	0.9	2.4	41				
READER'S DIGEST	22204	873	33.1	3.9	121	6629	31.0	29.9	113	1359	28.6	6.1	104				
REDBOOK	7684	338	12.8	4.4	135	2310	10.8	30.1	114	432	9.1	5.6	96				
ROAD & TRACK	410	**4	0.2	1.0	30	*159	0.7	38.8	147	**24	0.5	5.9	100				
ROLLING STONE	969	**24	0.9	2.5	76	330	1.5	34.1	129	**54	1.1	5.6	95				
RUNNER'S WORLD	298	**20	0.8	6.7	206	**99	0.5	33.2	126	**24	0.5	8.1	137				
SATURDAY EVENING POST	1169	**35	1.3	3.0	92	394	1.8	33.7	127	**70	1.5	6.0	102				
SCIENCE 84	587	**35	1.3	6.0	183	*165	0.8	28.1	106	**21	0.4	3.6	61				
SCIENCE DIGEST	482	**21	0.8	4.4	134	*176	0.8	36.5	138	**1	0.0	0.2	4				
SCIENTIFIC AMERICAN	594	**4	0.2	0.7	21	*165	0.8	27.8	105	**12	0.3	2.0	34				
SELF	2089	**91	3.5	4.4	134	626	2.9	30.0	113	*113	2.4	5.4	92				
SEVENTEEN	2411	**71	2.7	2.9	91	697	3.3	28.9	109	*167	3.5	6.9	118				
SKI	480	**8	0.3	1.7	51	**78	0.4	16.3	61	**8	0.2	1.7	28				
SMITHSONIAN	2760	**128	4.9	4.6	143	968	4.5	35.1	133	**92	1.9	3.3	57				
SOAP OPERA DIGEST	3013	*169	6.4	5.6	172	596	2.8	19.8	75	*196	4.1	6.5	111				
SOUTHERN LIVING	4184	*192	7.3	4.6	141	1410	6.6	33.7	127	429	9.0	10.3	175				
SPORT	559	**40	1.5	7.2	220	*166	0.8	29.7	112	**20	0.4	3.6	61				
THE SPORTING NEWS	436	**5	0.2	1.1	35	**128	0.6	29.4	111	**31	0.7	7.1	121				
SPORTS AFIELD	493	**13	0.5	2.6	81	*113	0.5	22.9	87	**46	1.0	9.3	159				
SPORTS ILLUSTRATED	2758	*155	5.9	5.6	173	927	4.3	33.6	127	*181	3.8	6.6	112				
STAR	7456	326	12.4	4.4	134	1874	8.8	25.1	95	481	10.1	6.5	110				
SUNDAY	24936	785	29.8	3.1	97	7443	34.8	29.8	113	1228	25.9	4.9	84				
SUNSET	2124	**86	3.3	4.0	124	652	3.0	30.7	116	**5	0.1	0.2	4				
TV GUIDE	21661	935	35.5	4.3	133	5540	25.9	25.6	97	1167	24.6	5.4	92				
TENNIS	550	**10	0.4	1.8	56	*160	0.7	29.1	110	**31	0.7	5.6	96				
TIME	8880	365	13.9	4.1	126	2468	11.5	27.8	105	433	9.1	4.9	83				
TOWN & COUNTRY	917	**25	0.9	2.7	84	328	1.5	35.8	135	**34	0.7	3.7	63				
TRAVEL & LEISURE	972	**24	0.9	2.5	76	346	1.6	35.6	135	**60	1.3	6.2	105				
TRUE STORY	3356	**121	4.6	3.6	111	775	3.6	23.1	87	333	7.0	9.9	169				
U.S. NEWS & WORLD REPORT	3410	**121	4.6	3.5	109	1110	5.2	32.6	123	*181	3.8	5.3	90				
USA TODAY	1759	**63	2.4	3.6	110	629	2.9	35.8	135	**67	1.4	3.8	65				
US	1873	**135	5.1	7.2	222	546	2.5	29.2	110	**68	1.4	3.6	62				
VOGUE	3909	*136	5.2	3.5	107	1159	5.4	29.6	112	*209	4.4	5.3	91				
WALL STREET JOURNAL	1886	**58	2.2	3.1	95	776	3.6	41.1	156	**56	1.2	3.0	51				
WEIGHT WATCHERS	2120	**61	2.3	2.9	88	729	3.4	34.4	130	**81	1.7	3.8	65				
WOMAN'S DAY	14172	468	17.8	3.3	102	4335	20.2	30.6	116	749	15.8	5.3	90				
WORKING MOTHER	1146	**64	2.4	5.6	172	314	1.5	27.4	104	**40	0.8	3.5	60				
WORKING WOMAN	1322	**37	1.4	2.8	86	418	2.0	31.6	120	**51	1.1	3.9	66				
WORLD TENNIS	*163	**3	0.1	1.8	57	**51	0.2	31.3	118	**23	0.5	14.1	241				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**71	2.7	2.8	86	753	3.5	29.7	112	*155	3.3	6.1	104				
BLAIR INSERTS	43657	1537	58.4	3.5	108	12723	59.4	29.1	110	2201	46.3	5.0	86				
DAILY NEWSPAPERS																	
READ ANY	51633	1832	69.6	3.5	109	14717	68.7	28.5	108	2838	59.7	5.5	94				
READ ONE	43463	1503	57.1	3.5	106	12252	57.2	28.2	107	2500	52.6	5.8	98				
READ TWO OR MORE	8170	329	12.5	4.0	124	2465	11.5	30.2	114	338	7.1	4.1	71				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1790	68.0	3.4	104	15151	70.8	28.8	109	2683	56.5	5.1	87				
READ ONE	46126	1552	58.9	3.4	103	13340	62.3	28.9	109	2465	51.9	5.3	91				
READ TWO OR MORE	6552	238	9.0	3.6	112	1811	8.5	27.6	105	*218	4.6	3.3	57				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.79				28.19				25.96							
30 DAY REACH	71455	2413	91.6	3.4	104	18809	87.8	26.3	100	4104	86.4	5.7	98				
50 SHWG - 30 DAY AV FREQ	14.56	15.26				14.85				13.68							
30 DAY REACH	67742	2281	86.6	3.4	104	17915	83.7	26.4	100	3903	82.2	5.8	98				
25 SHWG - 30 DAY AV FREQ	7.94	8.20				8.15				7.42							
30 DAY REACH	62117	2123	80.6	3.4	105	16325	76.2	26.3	99	3588	75.5	5.8	98				
CABLE TV: HOME WIRED	32077	1180	44.8	3.7	113	8962	41.9	27.9	106	1924	40.5	6.0	102				
HOME NOT WIRED	48909	1454	55.2	3.0	91	12452	58.1	25.5	96	2826	59.5	5.8	99				
HAVE PAY CABLE	15935	706	26.8	4.4	136	4523	21.1	28.4	107	895	18.8	5.6	96				

	TOTAL U.S. '000	SUCCESS				UNCLE BEN'S				WATER MAID				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2634	100.0	3.3	100	21414	100.0	26.4	100	4750	100.0	5.9	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1474	56.0	3.4	103	12270	57.3	27.9	106	2489	52.4	5.7	97				
10:00 AM - 3:00 PM	30659	981	37.2	3.2	98	8238	38.5	26.9	102	1788	37.6	5.8	99				
3:00 PM - 7:00 PM	31045	976	37.1	3.1	97	8459	39.5	27.2	103	1732	36.5	5.6	95				
7:00 PM - MIDNIGHT	15767	457	17.4	2.9	89	4131	19.3	26.2	99	966	20.3	6.1	104				
MIDNIGHT - 6:00 AM	9120	322	12.2	3.5	109	2671	12.5	29.3	111	541	11.4	5.9	101				
6:00 AM - MIDNIGHT	58527	1937	73.5	3.3	102	15915	74.3	27.2	103	3304	69.6	5.6	96				
ENTIRE DAY	59311	1982	75.2	3.3	103	16086	75.1	27.1	103	3357	70.7	5.7	97				
AVG DAILY M-F CUME: 6AM-MONT																	
FORMATS: ADULT CONTEMPORARY	16172	477	18.1	2.9	91	4542	21.2	28.1	106	1109	23.3	6.9	117				
ALL NEWS	2256	**82	3.1	3.6	112	607	2.8	26.9	102	**9	0.2	0.4	7				
AOR/PROGRESSIVE	3874	**199	7.6	5.1	158	1019	4.8	26.3	99	**86	1.8	2.2	38				
BEAUTIFUL MUSIC	5660	**221	8.4	3.9	120	1807	8.4	31.9	121	338	7.1	6.0	102				
BLACK	2204	**99	3.8	4.5	138	531	2.5	24.1	91	288	6.1	13.1	123				
CLASSICAL	1418	**84	3.2	5.9	182	431	2.0	30.4	115	**59	1.2	4.2	71				
CHR/ROCK	9538	330	12.5	3.5	106	2304	10.8	24.2	91	389	8.2	4.1	70				
COUNTRY	12648	320	12.1	2.5	78	3327	15.5	26.3	99	904	19.0	7.1	122				
GOLDEN OLDIES	1191	**67	2.5	5.6	173	295	1.4	24.8	94	**32	0.7	2.7	46				
MOR/NOSTALGIA	4757	**144	5.5	3.0	93	1420	6.6	29.9	113	**252	5.3	5.3	90				
NEWS/TALK	3863	**105	4.0	2.7	84	1139	5.3	29.5	112	**132	2.8	3.4	58				
RELIGIOUS	3084	**161	6.1	5.2	161	870	4.1	28.2	107	**153	3.2	5.0	85				
SOFT ROCK	521	**31	1.2	6.0	183	**87	0.4	16.7	63	**63	1.3	12.1	206				
URBAN CONTEMPORARY	1585	**47	1.8	3.0	91	344	1.6	21.7	82	**97	2.0	6.1	104				
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**134	5.1	4.1	126	778	3.6	23.9	90	**261	5.5	8.0	136				
ABC DIRECTION	2316	**79	3.0	3.4	105	609	2.8	26.3	99	**190	4.0	8.2	140				
ABC ENTERTAINMENT	4834	**132	5.0	2.7	84	1417	6.6	29.3	111	**169	3.6	3.5	60				
ABC FM	2202	**81	3.1	3.7	113	622	2.9	28.2	107	**91	1.9	4.1	70				
ABC INFORMATION	5425	**175	6.6	3.2	99	1514	7.1	27.9	106	400	8.4	7.4	126				
ABC ROCK	1677	**152	5.8	9.1	279	545	2.5	32.5	123	**19	0.4	1.1	19				
CBS	4430	**127	4.8	2.9	88	1433	6.7	32.3	122	**194	4.1	4.4	75				
MUTUAL	4992	**187	7.1	3.7	115	1349	6.3	27.0	102	374	7.9	7.5	128				
NBC	4679	**69	2.6	1.5	45	1432	6.7	30.6	116	335	7.1	7.2	122				
RADIORADIO	1994	**74	2.8	3.7	114	471	2.2	23.6	89	**99	2.1	5.0	85				
RKO ONE	2298	**78	3.0	3.4	104	512	2.4	22.3	84	**138	2.9	6.0	102				
RKO TWO	3311	**80	3.0	2.4	74	1021	4.8	30.8	117	**264	5.6	8.0	136				
THE SOURCE	2114	**137	5.2	6.5	199	470	2.2	22.2	84	**76	1.6	3.6	61				
NON-HIRED: BLAIR	8654	**255	9.7	2.9	91	2413	11.3	27.9	105	452	9.5	5.2	89				
INTERNET	12025	396	15.0	3.3	101	3288	15.4	27.3	103	683	14.4	5.7	97				
KATZ RADIO GROUP	15359	506	19.2	3.3	101	4659	21.8	30.3	115	833	17.5	5.4	92				
SUPERNET	10628	356	13.5	3.3	103	2805	13.1	26.4	100	700	14.7	6.6	112				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	278	10.6	3.2	99	2298	10.7	26.5	100	589	12.4	6.8	116				
MKDAY 9:00 AM - 1:00 PM	12163	352	13.4	2.9	89	3006	14.0	24.7	93	822	17.3	6.8	115				
MKDAY 1:00 PM - 4:30 PM	16150	469	17.8	2.9	89	3987	18.6	24.7	93	1145	24.1	7.1	121				
MKDAY 4:30 PM - 7:30 PM	22463	719	27.3	3.2	98	5816	27.2	25.9	98	1280	26.9	5.7	97				
MKDAY 7:30 PM - 8:00 PM	31795	1042	39.6	3.3	101	8310	38.8	26.1	99	1889	39.8	5.9	101				
MKDAY 11:00 PM - 11:30 PM	23977	702	26.7	2.9	90	6534	30.5	27.3	103	1570	33.1	6.5	112				
MKDAY 11:30 PM - 1:00 AM	7703	234	8.9	3.0	93	2059	9.6	26.7	101	492	10.4	6.4	109				
M-SAT 8-11 PM+SUN 7-11 PM	33800	1049	39.8	3.1	95	9188	42.9	27.2	103	1959	41.2	5.8	99				
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	191	7.3	2.9	90	1573	7.3	24.1	91	391	8.2	6.0	102				
ANOTHER WORLD	N 4620	148	5.6	3.2	98	1099	5.1	23.8	90	334	7.0	7.2	123				
AS THE WORLD TURNS	C 5614	163	6.2	2.9	89	1359	6.3	24.2	92	498	10.5	8.9	151				
CAPITOL	C 3396	**103	3.9	3.0	93	850	4.0	25.0	95	345	7.3	10.2	173				
CBS MORN. NEWS 1	C 1446	**33	1.3	2.3	70	409	1.9	28.3	107	81	1.7	5.6	96				
CBS MORN. NEWS 2	C 1207	**36	1.4	3.0	92	305	1.4	25.3	96	**64	1.3	5.3	90				
DAYS OF OUR LIVES	N 5877	191	7.3	3.2	100	1568	7.3	26.7	101	369	7.8	6.3	107				
FACTS OF LIFE - DAYTIME	N 2290	**46	1.7	2.0	62	555	2.6	24.2	92	205	4.3	9.0	153				
FAMILY FEUD	A 3023	108	4.1	3.6	110	718	3.4	23.8	90	218	4.6	7.2	123				
GENERAL HOSPITAL	A 6097	193	7.3	3.2	97	1629	7.6	26.7	101	295	6.2	4.8	82				
GOOD MORNING, AMERICA-730A	A 3515	102	3.9	2.9	89	916	4.3	26.1	99	184	3.9	5.2	89				
GOOD MORNING, AMERICA-830A	A 2818	**88	3.3	3.1	96	702	3.3	24.9	94	131	2.8	4.6	79				
GUIDING LIGHT	C 5339	175	6.6	3.3	101	1268	5.9	23.7	90	497	10.5	9.3	159				
ONE LIFE TO LIVE	A 4478	123	4.7	2.7	84	1157	5.4	25.8	98	260	5.5	5.8	99				
PRESS YOUR LUCK	C 2244	**100	3.8	4.5	137	438	2.0	19.5	74	143	3.0	6.4	109				
PRICE IS RIGHT 1	C 4348	129	4.9	3.0	91	1007	4.7	23.2	88	438	9.2	10.1	172				
PRICE IS RIGHT 2	C 5014	147	5.6	2.9	90	1228	5.7	24.5	93	501	10.5	10.0	170				
RYAN'S HOPE	A 3150	**125	4.7	4.0	122	866	4.0	27.5	104	157	3.3	5.0	85				
SALE OF THE CENTURY	N 2695	**33	1.3	1.2	38	652	3.0	24.2	91	170	3.6	6.3	108				
SEARCH FOR TOMORROW	N 2319	**60	2.3	2.6	80	606	2.8	26.1	99	164	3.5	7.1	121				
TODAY SHOW 1	N 2693	**86	3.3	3.2	98	762	3.6	28.3	107	213	4.5	7.9	135				
TODAY SHOW 2	N 2498	**53	2.0	2.1	65	713	3.3	28.5	108	107	2.3	4.3	73				
\$25,000 PYRAMID	C 2753	**69	2.6	2.5	77	634	3.0	23.0	87	124	2.6	4.5	77				
WHEEL OF FORTUNE	N 4388	95	3.6	2.2	67	1118	5.2	25.5	96	410	8.6	9.3	159				
YOUNG AND THE RESTLESS	C 5695	133	5.0	2.3	72	1162	5.4	20.4	77	507	10.7	8.9	152				
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	**62	2.4	3.5	108	537	2.5	30.5	115	**112	2.4	6.4	108				
NBA PLAYOFF GAME -1	C 1136	**31	1.2	2.7	84	311	1.5	27.4	104	**75	1.6	6.6	113				
NBC MAJOR LEAGUE PRE-GAME N	953	**5	0.2	0.5	16	**194	0.9	20.4	77	**83	1.7	8.7	148				
SPORTSWORLD - SUN	N 1233	**31	1.2	2.5	77	345	1.6	28.0	106	**114	2.4	9.2	158				
SUNDAY MORNING	C 1611	**50	1.9	3.1	95	543	2.5	33.7	127	**79	1.7	4.9	84				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	2634	100.0	3.3	100	21414	100.0	26.4	100	4750	100.0	5.9	100				
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	802	30.4	3.1	95	6876	32.1	26.4	100	1755	36.9	6.7	115				
NETWORK AFFILIATES - LATE		20261	533	20.2	2.6	81	5507	25.7	27.2	103	1276	26.9	6.3	107				
INDEPENDENTS - LATE		2076	*56	2.1	2.7	83	582	2.7	28.0	106	*53	1.1	2.6	44				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	355	13.5	3.4	104	2685	12.5	25.7	97	642	13.5	6.1	105				
ABC MONDAY NIGHT MOVIE		A 6412	*231	8.8	3.6	111	1887	8.8	29.4	111	295	6.2	4.6	78				
ABC SUNDAY NIGHT MOVIE		A 12407	492	18.7	4.0	122	3373	15.8	27.2	103	686	14.4	5.5	94				
ABC WORLD NEWS TONIGHT		A 6176	146	5.5	2.4	73	1637	7.6	26.5	100	434	9.1	7.0	120				
AFTERMASH		C 5863	**139	5.3	2.4	73	1580	7.4	26.9	102	479	10.1	8.2	139				
ALICE		C 9594	278	10.6	2.9	89	2693	12.6	28.1	106	573	12.1	6.0	102				
AMERICAN PARADE		C 6622	279	10.6	4.2	130	1791	8.4	27.0	102	409	8.6	6.2	105				
BENSON		A 10886	372	14.1	3.4	105	2990	14.0	27.5	104	677	14.3	6.2	106				
BLUE THUNDER		A 5036	*187	7.1	3.7	114	1361	6.4	27.0	102	288	6.1	5.7	98				
CAGNEY & LACEY		C 9965	298	11.3	3.0	92	2593	12.1	26.0	98	651	13.7	6.5	111				
CBS EVENING NEWS-DEAN		C 3491	**108	4.1	3.1	95	961	4.5	27.5	104	*150	3.2	4.3	73				
CBS EVENING NEWS-RATHER		C 7123	201	7.6	2.8	87	1975	9.2	27.7	105	471	9.9	6.6	113				
CBS SAT. NEWS-SCHIEFFER		C 3621	124	4.7	3.4	105	994	4.6	27.5	104	180	3.8	5.0	85				
CBS SATURDAY NIGHT MOVIE		C 5436	199	7.6	3.7	113	1535	7.2	28.2	107	366	7.7	6.7	115				
CBS WEDNESDAY NIGHT MOVIE		C 6100	181	6.9	3.0	91	1583	7.4	26.0	98	407	8.6	6.7	114				
CHEERS		N 8889	242	9.2	2.7	84	2249	10.5	25.3	96	378	8.0	4.3	73				
DALLAS		C 22109	644	24.4	2.9	90	6310	29.5	28.5	108	1322	27.8	6.0	102				
DIFF'RENT STROKES		N 6940	194	7.4	2.8	86	1596	7.5	23.0	87	505	10.6	7.3	124				
DOUBLE TROUBLE		N 7223	*139	5.3	1.9	59	1979	9.2	27.4	104	409	8.6	5.7	97				
DUCK FACTORY		N 5595	*119	4.5	2.1	65	1332	6.2	23.8	90	294	6.2	5.3	90				
DUKES OF HAZZARD		C 5768	*185	7.0	3.2	99	1370	6.4	23.8	90	398	8.4	6.9	118				
DYNASTY		A 20053	742	28.2	3.7	114	5209	24.3	26.0	98	1223	25.7	6.1	104				
FACTS OF LIFE		N 8087	*162	6.2	2.0	62	2027	9.5	25.1	95	432	9.1	5.3	91				
FALCON CREST		C 20046	523	19.9	2.6	80	5518	25.8	27.5	104	1236	26.0	6.2	105				
FALL GUY		A 9084	313	11.9	3.4	106	2435	11.4	26.8	101	532	11.2	5.9	100				
FAMILY TIES		N 7964	234	8.9	2.9	90	2081	9.7	26.1	99	521	11.0	6.5	112				
FANTASY ISLAND		A 7687	261	9.9	3.4	104	2101	9.8	27.3	103	365	7.7	4.7	81				
FOULUPS,BLEEPs & BLUNDERS		A 8861	318	12.1	3.6	110	2486	11.6	28.1	106	482	10.1	5.4	93				
FOUR SEASONS		C 5095	**146	5.5	2.9	88	1358	6.3	26.7	101	*289	6.1	5.7	97				
GIMME A BREAK		N 8838	239	9.1	2.7	83	2298	10.7	26.0	98	612	12.9	6.9	118				
HART TO HART		A 8978	255	9.7	2.8	87	2477	11.6	27.6	104	688	14.5	7.7	131				
HILL STREET BLUES		N 8590	211	8.0	2.5	76	2191	10.2	25.5	96	448	9.4	5.2	89				
HOTEL		A 14085	348	13.2	2.5	76	3917	18.3	27.8	105	936	19.7	6.6	113				
JEFFERSONS		C 9360	263	10.0	2.8	86	2433	11.4	26.0	98	645	13.6	6.9	117				
JENNIFER SLEPT HERE		N 5841	*153	5.8	2.6	81	1358	6.3	23.2	88	410	8.6	7.0	120				
KATE & ALLIE		C 9206	299	11.4	3.2	100	2481	11.6	26.9	102	506	10.7	5.5	94				
KNIGHT RIDER		N 7076	234	8.9	3.3	102	1803	8.4	25.5	96	446	9.4	6.3	107				
LOVE BOAT		A 12219	352	13.4	2.9	89	3172	14.8	26.0	98	772	16.3	6.3	108				
MAGNUM PI		C 11199	407	15.5	3.6	112	3169	14.8	28.3	107	726	15.3	6.5	111				
MAMA'S FAMILY		N 6057	*124	4.7	2.0	63	1771	8.3	29.2	111	372	7.8	6.1	105				
MASTER, THE		N 3598	*151	5.7	4.2	129	984	4.6	27.3	103	197	4.1	5.5	93				
MATT HOUSTON		A 6344	277	10.5	4.4	134	1884	8.8	29.7	112	288	6.1	4.5	77				
NBC MONDAY NIGHT MOVIE		N 11994	435	16.5	3.6	112	3239	15.1	27.0	102	641	13.5	5.3	91				
NBC NIGHTLY NEWS		N 5132	169	6.4	3.3	101	1313	6.1	25.6	97	308	6.5	6.0	102				
NBC NIGHTLY NEWS-SAT		N 3375	**63	2.4	1.9	57	857	4.0	25.4	96	*219	4.6	6.5	111				
NBC NIGHTLY NEWS-SUN		N 3130	**72	2.7	2.3	71	762	3.6	24.3	92	*184	3.9	5.9	100				
NBC SUNDAY NIGHT MOVIE		N 8284	*216	8.2	2.6	80	2287	10.7	27.6	104	509	10.7	6.1	105				
NEWHART		C 9240	222	8.4	2.4	74	2458	11.5	26.6	101	464	9.8	5.0	86				
ONE DAY AT A TIME		C 7288	*226	8.6	3.1	95	1893	8.8	26.0	98	482	10.1	6.6	113				
PEOPLE ARE FUNNY		N 4855	**89	3.4	1.8	56	1404	6.6	28.9	109	409	8.6	8.4	144				
REAL PEOPLE		N 8869	247	9.4	2.8	86	2319	10.8	26.1	99	595	12.5	6.7	114				
REMINGTON STEELE		N 7743	261	9.9	3.4	104	1939	9.1	25.0	95	423	8.9	5.5	93				
RIPLEY'S BELIEVE IT - NOT		A 5345	*166	6.3	3.1	95	1650	7.7	30.9	117	282	5.9	5.3	90				
RIPTIDE		N 6988	*184	7.0	2.6	81	1752	8.2	25.1	95	413	8.7	5.9	101				
SCARECROW & MRS. KING		C 10002	311	11.8	3.1	96	2697	12.6	27.0	102	541	11.4	5.4	92				
SIMON & SIMON		C 10638	231	8.8	2.2	67	2795	13.1	26.3	99	778	16.4	7.3	125				
60 MINUTES		C 13293	489	18.6	3.7	113	3691	17.2	27.8	105	780	16.4	5.9	100				
ST. ELSEWHERE		N 7017	231	8.8	3.3	101	1972	9.2	28.1	106	389	8.2	5.5	95				
THREE'S COMPANY		A 10917	400	15.2	3.7	113	2800	13.1	25.6	97	621	13.1	5.7	97				
T.J. HOOKER		A 9204	290	11.0	3.2	97	2782	13.0	30.2	114	442	9.3	4.8	82				
TONIGHT SHOW		N 2372	*96	3.6	4.0	124	746	3.5	31.5	119	96	2.0	4.0	69				
TRAPPER JOHN, M.D.		C 9846	203	7.7	2.1	63	2648	12.4	26.9	102	745	15.7	7.6	129				
TV BLOOPERS & PRAC. JOKES		N 9105	294	11.2	3.2	99	2333	10.9	25.6	97	493	10.4	5.4	92				
20/20		A 9387	235	8.9	2.5	77	2820	13.2	30.0	114	492	10.4	5.2	89				
WEBSTER		A 11067	356	13.5	3.2	99	3138	14.7	28.4	107	665	14.0	6.0	102				
WORLD NEWS - SUN		A 3062	**92	3.5	3.0	92	952	4.4	31.1	118	*119	2.5	3.9	66				
YELLOW ROSE		N 4978	**106	4.0	2.1	65	1359	6.3	27.3	103	381	8.0	7.7	130				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	*340	12.9	3.8	118	2933	13.7	33.0	125	*469	9.9	5.3	90				
BASKETBALL - COLLEGE GAMES		4080	**82	3.1	2.0	62	1331	6.2	32.6	123	**250	5.3	6.1	104				
BASKETBALL - PRO GAMES		3607	**175	6.6	4.9	149	1105	5.2	30.6	116	*264	5.6	7.3	125				
BOWLING		3883	**158	6.0	4.1	125	1274	5.9	32.8	124	**236	5.0	6.1	104				
BOXING		3928	**233	8.8	5.9	182	1017	4.7	25.9	98	**260	5.5	6.6	113				
FOOTBALL - COLLEGE GAMES		6366	*256	9.7	4.0	124	2003	9.4	31.5	119	*528	11.1	8.3	141</				



TOMATO SAUCE & TOMATO PASTE

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-8

	TOMATO SAUCE			TOMATO PASTE		
	'000	%	UNWEIGHTED	'000	%	UNWEIGHTED
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE TOMATO SAUCE OR TOMATO PASTE?						
YES	62479	77.1	7079	42014	51.9	4708
NO	18507	22.9	2356	38972	48.1	4727
IF YES						
2B. WHICH BRANDS OF TOMATO SAUCE AND TOMATO PASTE ARE USED BY YOUR HOUSEHOLD?						
CONTADINA	17681	21.8	2040	17310	21.4	2021
DEL MONTE	15449	19.1	1770	8301	10.2	887
HUNTS	40205	49.6	4527	22406	27.7	2482
PROGRESSO	5687	7.0	649	4426	5.5	488
OTHER BRANDS	11164	13.8	1215	7225	8.9	776
DO NOT KNOW	372	.5	49	2161	2.7	242

USE TOMATO SAUCE AND USE TOMATO PASTE
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USE TOMATO SAUCE				USE TOMATO PASTE				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	62479	100.0	77.1	100	42014	100.0	51.9	100								
18 - 24	9282	5966	11.1	75.0	97	4603	11.0	49.6	96								
25 - 34	19072	15465	24.8	81.1	105	11330	27.0	59.4	115								
35 - 44	14591	11871	19.0	81.4	105	8225	19.6	56.4	109								
45 - 54	11345	8987	14.4	79.2	103	6136	14.6	54.1	104								
55 - 64	11635	9107	14.6	78.3	101	6085	14.5	52.3	101								
65 OR OLDER	15061	10084	16.1	67.0	87	5635	13.4	37.4	72								
18 - 34	28354	22431	35.9	79.1	103	15933	37.9	56.2	108								
18 - 49	48339	38734	62.0	80.1	104	27160	64.6	56.2	108								
25 - 54	45008	36323	58.1	80.7	105	25692	61.2	57.1	110								
35 - 49	19985	16304	26.1	81.6	106	11227	26.7	56.2	108								
50 OR OLDER	32647	23745	38.0	72.7	94	14854	35.4	45.5	88								
GRADUATED COLLEGE	11155	8915	14.3	79.9	104	6637	15.8	59.5	115								
ATTENDED COLLEGE	13682	11280	18.1	82.4	107	8200	19.5	59.9	116								
GRADUATED HIGH SCHOOL	33880	26782	42.9	79.0	102	18126	43.1	53.5	103								
DID NOT GRADUATE HIGH SCHOOL	22270	15503	24.8	69.6	90	9051	21.5	40.6	78								
EMPLOYED	40306	32470	52.0	80.6	104	22769	54.2	56.5	109								
EMPLOYED FULL-TIME	32850	26299	42.1	80.1	104	18494	44.0	56.3	109								
EMPLOYED PART-TIME	7456	6171	9.9	82.8	107	4275	10.2	57.3	111								
NOT EMPLOYED	40680	30009	48.0	73.8	96	19245	45.8	47.3	91								
PROFESSIONAL/MANAGER	10392	8382	13.4	80.7	105	6173	14.7	59.4	115								
TECH/CLERICAL/SALES	17574	14487	23.2	82.4	107	10476	24.9	59.6	115								
PRECISION/CRAFT	985	809	1.3	82.1	106	575	1.4	58.4	113								
OTHER EMPLOYED	11354	8792	14.1	77.4	100	5546	13.2	48.8	94								
SINGLE	9863	7049	11.3	71.5	93	4733	11.3	48.0	93								
MARRIED	51375	40964	65.6	79.7	103	28239	67.2	55.0	106								
DIVORCED/SEPARATED/WIDOWED	19748	14466	23.2	73.3	95	9042	21.5	45.8	88								
PARENTS	32590	26446	42.6	81.8	106	18404	43.8	56.5	109								
WHITE	70416	55160	88.3	78.3	102	37798	90.0	53.7	103								
BLACK	8778	6034	9.7	68.7	89	3448	8.2	39.3	76								
OTHER	1791	1285	2.1	71.7	93	768	1.8	42.9	83								
NORTHEAST-CENSUS	17786	13880	22.2	78.0	101	10352	24.6	58.2	112								
NORTH CENTRAL	20741	15787	25.3	76.1	99	11131	26.5	53.7	103								
SOUTH	27775	20664	33.1	74.4	96	12863	30.6	46.3	89								
WEST	14683	12149	19.4	82.7	107	7668	18.3	52.2	101								
NORTHEAST-MKTG.	17961	13802	22.1	76.8	100	9917	23.6	55.2	106								
EAST CENTRAL	11885	8818	14.1	74.2	96	6246	14.9	52.6	101								
WEST CENTRAL	14090	11035	17.7	78.3	102	7773	18.5	55.2	106								
SOUTH	24081	18100	29.0	75.2	97	11316	26.9	47.0	91								
PACIFIC	12969	10724	17.2	82.7	107	6762	16.1	52.1	101								
COUNTY SIZE A	32439	25290	40.5	78.0	101	17361	41.3	53.5	103								
COUNTY SIZE B	24915	19461	31.1	78.1	101	13210	31.4	53.0	102								
COUNTY SIZE C	12930	9940	15.9	76.9	100	6633	15.8	51.3	99								
COUNTY SIZE D	10703	7788	12.5	72.8	94	4810	11.4	44.9	87								
METRO CENTRAL CITY	24518	18617	29.8	75.9	98	12348	29.4	50.4	97								
METRO SUBURBAN	35919	28687	45.9	79.9	104	20099	47.8	56.0	108								
NON METRO	20549	15175	24.3	73.8	96	9567	22.8	46.6	90								
TOP 5 ADI'S	18341	14034	22.5	76.5	99	10103	24.0	55.1	106								
TOP 10 ADI'S	25378	19487	31.2	76.8	100	13386	31.9	52.7	102								
TOP 20 ADI'S	36888	28390	45.4	77.8	101	19595	46.6	53.7	104								
HSGLD INC. \$50,000 OR MORE	6612	5652	9.0	85.5	111	4389	10.4	66.4	128								
\$40,000 OR MORE	12659	10628	17.0	84.0	109	8173	19.5	64.6	124								
\$30,000 OR MORE	24698	20420	32.7	82.7	107	15313	36.4	62.0	120								
\$25,000 OR MORE	32077	26587	42.6	82.9	107	19397	46.2	60.5	117								
\$20,000 - \$24,999	9144	7241	11.6	79.2	103	4756	11.3	52.0	100								
\$15,000 - \$19,999	8728	6525	10.4	74.8	97	4709	11.2	54.0	104								
\$10,000 - \$14,999	12562	9517	15.2	75.8	98	5926	14.1	47.2	91								
UNDER \$10,000	18475	12609	20.2	68.2	88	7227	17.2	39.1	75								
HOUSEHOLD OF 1 PERSON	11987	8026	12.8	67.0	87	4886	11.6	40.8	79								
2 PEOPLE	26577	19954	31.9	75.1	97	13289	31.6	50.0	96								
3 OR 4 PEOPLE	30617	24838	39.8	81.1	105	17279	41.1	56.4	109								
5 OR MORE PEOPLE	11804	9682	15.5	81.9	106	6560	15.6	55.6	107								
NO CHILD IN HSHLD	46165	34025	54.5	73.7	96	22476	53.5	48.7	94								
CHILD(REN) UNDER 2 YRS	5325	4315	6.9	81.0	105	3060	7.3	57.5	111								
2 - 5 YEARS	14221	11513	18.4	81.0	105	7682	18.3	54.0	104								
6 - 11 YEARS	15117	12492	20.0	82.6	107	8471	20.2	56.0	108								
12 - 17 YEARS	16611	13545	21.7	81.5	106	9364	22.3	56.4	109								
RESIDENCE OWNED	55884	44035	70.5	78.8	102	30204	71.9	54.0	104								
VALUE: \$50,000 OR MORE	31744	25860	41.4	81.5	106	18280	43.5	57.6	111								
VALUE: UNDER \$50,000	24140	18176	29.1	75.3	98	11925	28.4	49.4	95								

USE TOMATO SAUCE AND USE TOMATO PASTE
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	USE TOMATO SAUCE				USE TOMATO PASTE															
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	62479	100.0	77.1	100	42014	100.0	51.9	100												
MAGAZINES	QUINTILE 1	15799	13229	21.2	83.7	109	9352	22.3	59.2	114												
	QUINTILE 2	17259	13789	22.1	79.9	104	9480	22.6	54.9	106												
	QUINTILE 3	13545	10738	17.2	79.3	103	7612	18.1	56.2	108												
	QUINTILE 4	15133	11114	17.8	73.4	95	7527	17.9	49.7	96												
	QUINTILE 5	19250	13610	21.8	70.7	92	8043	19.1	41.8	81												
NEWSPAPERS	QUINTILE 1	12413	10024	16.0	80.8	105	7094	16.9	57.1	110												
	QUINTILE 2	24116	19370	31.0	80.3	104	13305	31.7	55.2	106												
	QUINTILE 3	11261	8924	14.3	79.2	103	6292	15.0	55.9	108												
	QUINTILE 4	20255	15265	24.4	75.4	98	9949	23.7	49.1	95												
	QUINTILE 5	12940	8896	14.2	68.7	89	5375	12.8	41.5	80												
OUTDOOR	QUINTILE 1	14852	11677	18.7	78.6	102	8400	20.0	56.6	109												
	QUINTILE 2	15725	12526	20.0	79.7	103	8753	20.8	55.7	107												
	QUINTILE 3	16330	12700	20.3	77.8	101	8351	19.9	51.1	99												
	QUINTILE 4	16744	12480	20.0	74.5	97	8415	20.0	50.3	97												
	QUINTILE 5	17334	13096	21.0	75.6	98	8094	19.3	46.7	90												
RADIO-DRIVE TIME	QUINTILE 1	15911	12777	20.5	80.3	104	9149	21.8	57.5	111												
	QUINTILE 2	14837	11670	18.7	78.7	102	7860	18.7	53.0	102												
	QUINTILE 3	15339	11982	19.2	78.1	101	8036	19.1	52.4	101												
	QUINTILE 4	16723	12601	20.2	75.4	98	8407	20.0	50.3	97												
	QUINTILE 5	18176	13450	21.5	74.0	96	8562	20.4	47.1	91												
RADIO-MID- DAY	TERCILE 1	21020	16659	26.7	79.3	103	11723	27.9	55.8	108												
	TERCILE 2	21610	16921	27.1	78.3	101	11481	27.3	53.1	102												
	TERCILE 3	38355	28900	46.3	75.3	98	18810	44.8	49.0	95												
RADIO-TOTAL	QUINTILE 1	15988	12869	20.6	80.5	104	8911	21.2	55.7	107												
	QUINTILE 2	15626	12073	19.3	77.3	100	8399	20.0	53.8	104												
	QUINTILE 3	16723	13087	20.9	78.3	101	8855	21.1	53.0	102												
	QUINTILE 4	16342	12584	20.1	77.0	100	8277	19.7	50.6	98												
	QUINTILE 5	16306	11866	19.0	72.8	94	7571	18.0	46.4	89												
TV-PRIME TIME	QUINTILE 1	15953	12408	19.9	77.8	101	8154	19.4	51.1	99												
	QUINTILE 2	16137	12743	20.4	79.0	102	8567	20.4	53.1	102												
	QUINTILE 3	16420	12535	20.1	76.3	99	8884	21.1	54.1	104												
	QUINTILE 4	16687	12826	20.5	76.9	100	8794	20.9	52.7	102												
	QUINTILE 5	15789	11966	19.2	75.8	98	7616	18.1	48.2	93												
TV-DAYTIME	TERCILE 1	27736	20818	33.3	75.1	97	13574	32.3	48.9	94												
	TERCILE 2	26489	20497	32.8	77.4	100	13877	33.0	52.4	101												
	TERCILE 3	26761	21164	33.9	79.1	103	14563	34.7	54.4	105												
TV-TOTAL	QUINTILE 1	16345	12334	19.7	75.5	98	7805	18.6	47.8	92												
	QUINTILE 2	16447	12594	20.2	76.6	99	8301	19.8	50.5	97												
	QUINTILE 3	15980	12585	20.1	78.8	102	8646	20.6	54.1	104												
	QUINTILE 4	15887	12361	19.8	77.8	101	8750	20.8	55.1	106												
	QUINTILE 5	16326	12605	20.2	77.2	100	8512	20.3	52.1	101												
MAGAZINES-NEWSPAPERS: DUAL		20721	17039	27.3	82.2	107	12032	28.6	58.1	112												
MAGAZINE IMPERATIVE		19186	15291	24.5	79.7	103	10569	25.2	55.1	106												
NEWSPAPER IMPERATIVE		21899	17000	27.2	77.6	101	11642	27.7	53.2	102												
MAGAZINES-OUTDOOR: DUAL		15451	12861	20.6	83.2	108	9212	21.9	59.6	115												
MAGAZINE IMPERATIVE		25953	20787	33.3	80.1	104	14115	33.6	54.4	105												
OUTDOOR IMPERATIVE		24400	18149	29.0	74.4	96	12238	29.1	50.2	97												
MAGAZINES-RADIO: DUAL		18049	14855	23.8	82.3	107	10472	24.9	58.0	112												
MAGAZINE IMPERATIVE		23571	18984	30.4	80.5	104	13177	31.4	55.9	108												
RADIO IMPERATIVE		23278	17372	27.8	74.6	97	11567	27.5	49.7	96												
MAGAZINES-TELEVISION: DUAL		15459	12422	19.9	80.4	104	8431	20.1	54.5	105												
MAGAZINE IMPERATIVE		25829	21083	33.7	81.6	106	15131	36.0	58.6	113												
TELEVISION IMPERATIVE		26039	19079	30.5	73.3	95	11994	28.5	46.1	89												
NEWSPAPERS-OUTDOOR: DUAL		16605	13414	21.5	80.8	105	9750	23.2	58.7	113												
NEWSPAPER IMPERATIVE		26834	21328	34.1	79.5	103	14288	34.0	53.2	103												
OUTDOOR IMPERATIVE		23346	17718	28.4	75.9	98	11790	28.1	50.5	97												
NEWSPAPERS-RADIO: DUAL		17133	14012	22.4	81.8	106	9809	23.3	57.3	110												
NEWSPAPER IMPERATIVE		25892	20482	32.8	79.1	103	14103	33.6	54.5	105												
RADIO IMPERATIVE		23167	17624	28.2	76.1	99	11709	27.9	50.5	97												
NEWSPAPERS-TELEVISION: DUAL		17159	13756	22.0	80.2	104	9623	22.9	56.1	108												
NEWSPAPER IMPERATIVE		26214	21190	33.9	80.8	105	14709	35.0	56.1	108												
TELEVISION IMPERATIVE		23412	17142	27.4	73.2	95	10640	25.3	45.4	88												
OUTDOOR-RADIO: DUAL		15303	12498	20.0	81.7	106	8755	20.8	57.2	110												
OUTDOOR IMPERATIVE		24901	19158	30.7	76.9	100	13085	31.1	52.5	101												
RADIO IMPERATIVE		26492	20304	32.5	76.6	99	13679	32.6	51.6	100												
OUTDOOR-TELEVISION: DUAL		14794	11791	18.9	79.7	103	8029	19.1	54.3	105												
OUTDOOR IMPERATIVE		25437	20074	32.1	78.9	102	14445	34.4	56.8	109												
TELEVISION IMPERATIVE		27877	21049	33.7	75.5	98	13116	31.2	47.0	91												
RADIO-TELEVISION: DUAL		15996	12550	20.1	78.5	102	8493	20.2	53.1	102												
RADIO IMPERATIVE		25478	20127	32.2	79.0	102	14217	33.8	55.8	108												
TELEVISION IMPERATIVE		26573	20151	32.3	75.8	98	12829	30.5	48.3	93												

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

This report is the property of Simmons

	TOTAL U.S. '000	USE TOMATO SAUCE				USE TOMATO PASTE				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	62479	100.0	77.1	100	42014	100.0	51.9	100								
ATLANTIC MONTHLY	415	335	0.5	80.7	105	*231	0.5	55.7	107								
BARRON'S	453	387	0.6	85.4	111	*309	0.7	68.2	131								
BETTER HOMES & GARDENS	16256	13127	21.0	80.8	105	9077	21.6	55.8	108								
BON APPETIT	2535	2134	3.4	84.2	109	1803	4.3	71.1	137								
BUSINESS WEEK	1278	941	1.5	73.6	95	675	1.6	52.8	102								
CAR AND DRIVER	378	*306	0.5	81.0	105	*222	0.5	58.7	113								
CBS MAGAZINE NETWORK (GROSS)	1498	1174	1.9	78.4	102	878	2.1	58.6	113								
CHANGING TIMES	1505	1204	1.9	80.0	104	852	2.0	56.6	109								
COLONIAL HOMES	1231	1062	1.7	86.3	112	793	1.9	64.4	124								
CONDE NAST MAG. PKG. (GROSS)	14146	11783	18.9	83.3	108	8294	19.7	58.6	113								
CONSUMERS DIGEST	1323	1094	1.8	82.7	107	756	1.8	57.1	110								
COSMOPOLITAN	7102	5718	9.2	80.5	104	4138	9.8	58.3	112								
COUNTRY LIVING	2481	2048	3.3	82.5	107	1299	3.1	52.4	101								
CUISINE	1472	1339	2.1	91.0	118	943	2.2	64.1	123								
CYCLE WORLD	425	366	0.6	86.1	112	*268	0.6	63.1	122								
DCI:CREATIVE IDEAS FOR LIV	2510	2075	3.3	82.7	107	1358	3.2	54.1	104								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5439	8.7	81.3	105	3797	9.0	56.7	109								
DISCOVER	894	710	1.1	79.4	103	485	1.2	54.3	105								
EBONY	3507	2540	4.1	72.4	94	1402	3.3	40.0	77								
ESQUIRE	1083	811	1.3	74.9	97	472	1.1	43.6	84								
ESSENCE	1830	1402	2.2	76.6	99	825	2.0	45.1	87								
FAMILY CIRCLE	15930	13116	21.0	82.3	107	9306	22.1	58.4	113								
THE FAMILY HANDYMAN	1126	882	1.4	78.3	102	646	1.5	57.4	111								
FAMILY WEEKLY	11468	9171	14.7	80.0	104	6344	15.1	55.3	107								
FIELD & STREAM	2234	1657	2.7	74.2	96	1203	2.9	53.8	104								
FOOD & WINE	579	487	0.8	84.1	109	365	0.9	63.0	122								
FORBES	728	610	1.0	83.8	109	506	1.2	69.5	134								
FORTUNE	906	703	1.1	77.6	101	638	1.5	70.4	136								
GENTLEMEN'S QUARTERLY	791	643	1.0	81.3	105	451	1.1	57.0	110								
GLAMOUR	5265	4414	7.1	83.8	109	3094	7.4	58.8	113								
GOLF DIGEST	636	529	0.8	83.2	108	351	0.8	55.2	106								
GOLF DIGEST/TENNIS (GROSS)	1186	979	1.6	82.5	107	717	1.7	60.5	117								
GOLF MAGAZINE	441	394	0.6	89.3	116	*271	0.6	61.5	118								
GOLF MAGAZINE/SKI (GROSS)	922	765	1.2	83.0	108	504	1.2	54.7	105								
GOOD HOUSEKEEPING	16487	13579	21.7	82.4	107	9352	22.3	56.7	109								
HARPER'S BAZAAR	2423	2041	3.3	84.2	109	1391	3.3	57.4	111								
HEALTH	1994	1652	2.6	82.8	107	1112	2.6	55.8	107								
HEARST MAG CORP. BUY (GROSS)	44101	36261	58.0	82.2	107	25002	59.5	56.7	109								
HEARST MAN POWER (GROSS)	1993	1610	2.6	80.8	105	1071	2.5	53.7	104								
HEARST WOMAN POWER (GROSS)	31274	25575	40.9	81.8	106	17826	42.4	57.0	110								
HOUSE BEAUTIFUL	3623	3079	4.9	85.0	110	1977	4.7	54.6	105								
INC.	283	*233	0.4	82.3	107	*221	0.5	78.1	151								
JET	2928	2178	3.5	74.4	96	1277	3.0	43.6	84								
LADIES' HOME JOURNAL	11918	9807	15.7	82.3	107	6671	15.9	56.0	108								
LHJ FAMILY GRP COMBO(GROSS)	16764	13843	22.2	82.6	107	9377	22.3	55.9	108								
LIFE	4254	3247	5.2	76.3	99	2391	5.7	56.2	108								
L.A. TIMES HOME MAGAZINE	1145	960	1.5	83.8	109	713	1.7	62.3	120								
MADMOISELLE	2884	2438	3.9	84.5	110	1607	3.8	55.7	107								
MC CALL'S	13460	10902	17.4	81.0	105	7661	18.2	56.9	110								
MC CALL'S/WRK MOTHER (GROSS)	14606	11850	19.0	81.1	105	8415	20.0	57.6	111								
MECHANIX ILLUSTRATED	772	612	1.0	79.3	103	459	1.1	59.5	115								
METROPOLITAN HOME	967	880	1.4	91.0	118	633	1.5	65.5	126								
MONEY	1588	1326	2.1	83.5	108	996	2.4	62.7	121								
MOTHER EARTH NEWS	1002	856	1.4	85.4	111	587	1.4	58.6	113								
MS.	825	682	1.1	82.7	107	453	1.1	54.9	106								
NATIONAL ENQUIRER	10336	8252	13.2	79.8	103	5414	12.9	52.4	101								
NATIONAL GEOGRAPHIC	9597	7697	12.3	80.2	104	5436	12.9	56.6	109								
NATIONAL SUNDAY MAGAZINE PKG	49558	39595	63.4	79.9	104	27429	65.3	55.3	107								
NATURAL HISTORY	573	489	0.8	85.3	111	344	0.8	60.0	116								
NEW WOMAN	1699	1360	2.2	80.0	104	1014	2.4	59.7	115								
NEW YORK INCLUDING CUE	443	375	0.6	84.7	110	267	0.6	60.3	116								
THE NEW YORKER	1270	1059	1.7	83.4	108	771	1.8	60.7	117								
NEWSWEEK	6277	5108	8.2	81.4	105	3632	8.6	57.9	112								
THE N.Y. TIMES DAILY EDITION	1205	987	1.6	81.9	106	705	1.7	58.5	113								
THE N.Y. TIMES MAGAZINE	2081	1600	2.6	76.9	100	1236	2.9	59.4	114								
OHWT	788	657	1.1	83.4	108	484	1.2	61.4	118								
ON CABLE	1158	1009	1.6	87.1	113	755	1.8	65.2	126								
1001 HOME IDEAS	2852	2384	3.8	83.6	108	1595	3.8	55.9	108								
ORGANIC GARDENING	1658	1333	2.1	80.4	104	960	2.3	57.9	112								
OUTDOOR LIFE	896	699	1.1	78.0	101	453	1.1	50.6	97								
PARADE MAGAZINE	24275	19595	31.4	80.7	105	13371	31.8	55.1	106								

USE TOMATO SAUCE AND USE TOMATO PASTE
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USE TOMATO SAUCE				USE TOMATO PASTE				A				B				C				D			
		A	B	C	D	A	B	C	D	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	62479	100.0	77.1	100	42014	100.0	51.9	100																
PARENTS	3845	3279	5.2	85.3	111	2246	5.3	58.4	113																
PENTHOUSE	831	641	1.0	77.1	100	466	1.1	56.1	108																
PEOPLE	11645	9565	15.3	82.1	106	6510	15.5	55.9	108																
PLAYBOY	2006	1570	2.5	78.3	101	1101	2.6	54.9	106																
POPULAR HOT RODDING	297	*209	0.3	70.4	91	*156	0.4	52.5	101																
POPULAR MECHANICS	1018	834	1.3	81.9	106	492	1.2	48.3	93																
POPULAR SCIENCE	878	659	1.1	75.1	97	512	1.2	58.3	112																
PREVENTION	3913	3030	4.8	77.4	100	2036	4.8	52.0	100																
PSYCHOLOGY TODAY	1710	1500	2.4	87.7	114	1048	2.5	61.3	118																
READER'S DIGEST	22204	17523	28.0	78.9	102	12003	28.6	54.1	104																
REDBOOK	7684	6278	10.0	81.7	106	4337	10.3	56.4	109																
ROAD & TRACK	410	*320	0.5	78.0	101	*248	0.6	60.5	117																
ROLLING STONE	969	858	1.4	88.5	115	586	1.4	60.5	117																
RUNNER'S WORLD	298	284	0.5	95.3	124	*161	0.4	54.0	104																
SATURDAY EVENING POST	1169	937	1.5	80.2	104	596	1.4	51.0	98																
SCIENCE 84	587	574	0.9	97.8	127	382	0.9	65.1	125																
SCIENCE DIGEST	482	402	0.6	83.4	108	266	0.6	55.2	106																
SCIENTIFIC AMERICAN	594	518	0.8	87.2	113	385	0.9	64.8	125																
SELF	2089	1772	2.8	84.8	110	1368	3.3	65.5	126																
SEVENTEEN	2411	1949	3.1	80.8	105	1386	3.3	57.5	111																
SKI	480	371	0.6	77.3	100	*233	0.6	48.5	94																
SMITHSONIAN	2760	2220	3.6	80.4	104	1698	4.0	61.5	119																
SOAP OPERA DIGEST	3013	2452	3.9	81.4	105	1607	3.8	53.3	103																
SOUTHERN LIVING	4184	3364	5.4	80.4	104	2438	5.8	58.3	112																
SPORT	559	446	0.7	79.8	103	356	0.8	63.7	123																
THE SPORTING NEWS	436	*355	0.6	81.4	106	*238	0.6	54.6	105																
SPORTS AFIELD	493	373	0.6	75.7	98	313	0.7	63.5	122																
SPORTS ILLUSTRATED	2758	2291	3.7	83.1	108	1560	3.7	56.6	109																
STAR	7456	6034	9.7	80.9	105	4092	9.7	54.9	106																
SUNDAY	24936	20007	32.0	80.2	104	13861	33.0	55.6	107																
SUNSET	2124	1896	3.0	89.3	116	1380	3.3	65.0	125																
TV GUIDE	21661	17396	27.8	80.3	104	11788	28.1	54.4	105																
TENNIS	550	451	0.7	82.0	106	365	0.9	66.4	128																
TIME	8880	7320	11.7	82.4	107	5220	12.4	58.8	113																
TOWN & COUNTRY	917	722	1.2	78.7	102	536	1.3	58.5	113																
TRAVEL & LEISURE	972	770	1.2	79.2	103	543	1.3	55.9	108																
TRUE STORY	3356	2567	4.1	76.5	99	1755	4.2	52.3	101																
U.S. NEWS & WORLD REPORT	3410	2737	4.4	80.3	104	1890	4.5	55.4	107																
USA TODAY	1759	1515	2.4	86.1	112	1148	2.7	65.3	126																
US	1873	1545	2.5	82.5	107	1169	2.8	62.4	120																
VOGUE	3909	3159	5.1	80.8	105	2224	5.3	56.9	110																
WALL STREET JOURNAL	1886	1493	2.4	79.2	103	1040	2.5	55.1	106																
WEIGHT WATCHERS	2120	1688	2.7	79.6	103	1121	2.7	52.9	102																
WOMAN'S DAY	14172	11560	18.5	81.6	106	8299	19.8	58.6	113																
WORKING MOTHER	1146	949	1.5	82.8	107	753	1.8	65.7	127																
WORKING WOMAN	1322	1124	1.8	85.0	110	773	1.8	58.5	113																
WORLD TENNIS	*163	*129	0.2	79.1	103	*93	0.2	57.1	110																
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2123	3.4	83.8	109	1502	3.6	59.3	114																
BLAIR INSERTS	43657	34836	55.8	79.8	103	24336	57.9	55.7	107																
DAILY NEWSPAPERS																									
READ ANY	51633	40934	65.5	79.3	103	28088	66.9	54.4	105																
READ ONE	43463	34326	54.9	79.0	102	23541	56.0	54.2	104																
READ TWO OR MORE	8170	6608	10.6	80.9	105	4548	10.8	55.7	107																
WEEKEND/SUNDAY NEWSPAPERS																									
READ ANY	52678	42122	67.4	80.0	104	29129	69.3	55.3	107																
READ ONE	46126	36841	59.0	79.9	104	25288	60.2	54.8	106																
READ TWO OR MORE	6552	5281	8.5	80.6	104	3841	9.1	58.6	113																
OUTDOOR																									
100 SHWG - 30 DAY AV FREQ	27.55	28.28				29.20																			
30 DAY REACH	71455	55128	88.2	77.2	100	37411	89.0	52.4	101																
50 SHWG - 30 DAY AV FREQ	14.56	14.87				15.29																			
30 DAY REACH	67742	52538	84.1	77.6	101	35806	85.2	52.9	102																
25 SHWG - 30 DAY AV FREQ	7.94	8.10				8.29																			
30 DAY REACH	62117	48224	77.2	77.6	101	33028	78.6	53.2	102																
CABLE TV: HOME WIRED	32077	25964	41.6	80.9	105	18207	43.3	56.8	109																
HOME NOT WIRED	48909	36515	58.4	74.7	97	23807	56.7	48.7	94																
HAVE PAY CABLE	15935	13487	21.6	84.6	110	9764	23.2	61.3	118																

	TOTAL U.S. '000	USE TOMATO SAUCE				USE TOMATO PASTE				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	80986	62479	100.0	77.1	100	42014	100.0	51.9	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	34795	55.7	79.2	103	24018	57.2	54.7	105								
10:00 AM - 3:00 PM	30659	24230	38.8	79.0	102	16802	40.0	54.8	106								
3:00 PM - 7:00 PM	31045	24655	39.5	79.4	103	17313	41.2	55.8	107								
7:00 PM - MIDNIGHT	15767	12345	19.8	78.3	101	8439	20.1	53.5	103								
MIDNIGHT - 6:00 AM	9120	7058	11.3	77.4	100	4812	11.5	52.8	102								
6:00 AM - MIDNIGHT	58527	46039	73.7	78.7	102	31684	75.4	54.1	104								
ENTIRE DAY	59311	46570	74.5	78.5	102	32068	76.3	54.1	104								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12949	20.7	80.1	104	9238	22.0	57.1	110								
ALL NEWS	2256	1795	2.9	79.6	103	1240	3.0	55.0	106								
AOR/PROGRESSIVE	3874	3152	5.0	81.4	105	2306	5.5	59.5	115								
BEAUTIFUL MUSIC	5660	4515	7.2	79.8	103	3087	7.3	54.5	105								
BLACK	2204	1634	2.6	74.1	96	1054	2.5	47.8	92								
CLASSICAL	1418	1196	1.9	84.3	109	903	2.1	63.7	123								
CHR/ROCK	9538	7598	12.2	79.7	103	5292	12.6	55.5	107								
COUNTRY	12648	9957	15.9	78.7	102	6476	15.4	51.2	99								
GOLDEN OLDIES	1191	872	1.4	73.3	95	610	1.5	51.2	99								
MOR/NOSTALGIA	4757	3873	6.2	81.4	106	2722	6.5	57.2	110								
NEWS/TALK	3863	3083	4.9	79.3	103	2097	5.0	54.3	105								
RELIGIOUS	3084	2065	3.3	67.0	87	1475	3.5	47.8	92								
SOFT ROCK	521	348	0.6	66.8	87	324	0.8	62.2	120								
URBAN CONTEMPORARY	1585	1197	1.9	75.5	98	805	1.9	50.8	98								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2443	3.9	75.1	97	1679	4.0	51.5	99								
ABC DIRECTION	2316	1870	3.0	80.7	105	1141	2.7	49.3	95								
ABC ENTERTAINMENT	4834	3814	6.1	78.9	102	2680	6.4	55.4	107								
ABC FM	2202	1757	2.8	79.8	103	1267	3.0	57.5	111								
ABC INFORMATION	5425	4440	7.1	81.8	106	3025	7.2	55.8	107								
ABC ROCK	1677	1296	2.1	77.3	100	976	2.3	58.2	112								
CBS	4430	3534	5.7	79.8	103	2496	5.9	56.3	109								
MUTUAL	4992	3984	6.4	79.8	103	2804	6.7	56.2	108								
NBC	4679	3578	5.7	76.5	99	2767	6.6	59.1	114								
RADIORADIO	1994	1588	2.5	79.6	103	1053	2.5	52.8	102								
RKO ONE	2298	1835	2.9	79.9	104	1188	2.8	51.7	100								
RKO TWO	3311	2542	4.1	76.8	100	1732	4.1	52.3	101								
THE SOURCE	2114	1750	2.8	82.8	107	1376	3.3	65.1	125								
NON-WIRED : BLAIR	8654	7007	11.2	81.0	105	4934	11.7	57.0	110								
INTERNET	12025	9693	15.5	80.6	104	6641	15.8	55.2	106								
KATZ RADIO GROUP	15359	12306	19.7	80.1	104	8685	20.7	56.5	109								
SUPERNET	10628	8340	13.3	78.5	102	5785	13.8	54.4	105								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	6424	10.3	74.2	96	4390	10.4	50.7	98								
WKDAY 9:00 AM - 1:00 PM	12163	9112	14.6	74.9	97	5857	13.9	48.2	93								
WKDAY 1:00 PM - 4:30 PM	16150	12114	19.4	75.0	97	7950	18.9	49.2	95								
WKDAY 4:30 PM - 7:30 PM	22463	16971	27.2	75.6	98	10922	26.0	48.6	94								
WKDAY 7:30 PM - 8:00 PM	31795	24303	38.9	76.4	99	15861	37.8	49.9	96								
WKDAY 11:00 PM - 11:30 PM	23977	18722	30.0	78.1	101	12672	30.2	52.9	102								
WKDAY 11:30 PM - 1:00 AM	7703	6073	9.7	78.8	102	4174	9.9	54.2	104								
M-SAT 8-11 PM+SUN 7-11 PM	33800	26251	42.0	77.7	101	17707	42.1	52.4	101								
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A	6538	4971	8.0	76.0	99	3360	8.0	51.4	99							
ANOTHER WORLD	N	4620	3409	5.5	73.8	96	2249	5.4	48.7	94							
AS THE WORLD TURNS	C	5614	4162	6.7	74.1	96	2714	6.5	48.3	93							
CAPITOL	C	3396	2512	4.0	74.0	96	1649	3.9	48.6	94							
CBS MORN. NEWS 1	C	1446	1019	1.6	70.5	91	626	1.5	43.3	83							
CBS MORN. NEWS 2	C	1207	821	1.3	68.0	88	521	1.2	43.2	83							
DAYS OF OUR LIVES	N	5877	4449	7.1	75.7	98	2822	6.7	48.0	93							
FACTS OF LIFE - DAYTIME	N	2290	1674	2.7	73.1	95	1026	2.4	44.8	86							
FAMILY FEUD	A	3023	2195	3.5	72.6	94	1406	3.3	46.5	90							
GENERAL HOSPITAL	A	6097	4536	7.3	74.4	96	3051	7.3	50.0	96							
GOOD MORNING, AMERICA-730A	A	3515	2584	4.1	73.6	95	1851	4.4	52.7	102							
GOOD MORNING, AMERICA-830A	A	2818	2159	3.5	76.6	99	1540	3.7	54.6	105							
GUIDING LIGHT	C	5339	3945	6.3	73.9	96	2567	6.1	48.1	93							
ONE LIFE TO LIVE	A	4478	3435	5.5	76.7	99	2231	5.3	49.8	96							
PRESS YOUR LUCK	C	2244	1677	2.7	74.7	97	1155	2.7	51.5	99							
PRICE IS RIGHT 1	C	4348	3146	5.0	72.4	94	2095	5.0	48.2	93							
PRICE IS RIGHT 2	C	5014	3680	5.9	73.4	95	2347	5.6	46.8	90							
RYAN'S HOPE	A	3150	2394	3.8	76.0	99	1615	3.8	51.3	99							
SALE OF THE CENTURY	N	2695	1970	3.2	73.1	95	1134	2.7	42.1	81							
SEARCH FOR TOMORROW	N	2319	1789	2.9	77.1	100	1125	2.7	48.5	94							
TODAY SHOW 1	N	2693	2005	3.2	74.5	97	1256	3.0	46.6	90							
TODAY SHOW 2	N	2498	1767	2.8	70.7	92	1206	2.9	48.3	93							
\$25,000 PYRAMID	C	2753	2117	3.4	76.9	100	1326	3.2	48.2	93							
WHEEL OF FORTUNE	N	4388	3317	5.3	75.6	98	2043	4.9	46.6	90							
YOUNG AND THE RESTLESS	C	5695	4108	6.6	72.1	94	2557	6.1	44.9	87							
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A	1760	1389	2.2	78.9	102	843	2.0	47.9	92							
NBA PLAYOFF GAME -1	C	1136	843	1.3	74.2	96	569	1.4	50.1	97							
NBC MAJOR LEAGUE PRE-GAME	N	953	718	1.1	75.3	98	427	1.0	44.8	86							
SPORTSWORLD - SUN	N	1233	931	1.5	75.5	98	486	1.2	39.4	76							
SUNDAY MORNING	C	1611	1191	1.9	73.9	96	791	1.9	49.1	95							

	TOTAL U.S. '000	USE TOMATO SAUCE				USE TOMATO PASTE				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL FEMALE HOMEOWNERS	80986	62479	100.0	77.1	100	42014	100.0	51.9	100								
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	19282	30.9	74.0	96	12277	29.2	47.1	91								
NETWORK AFFILIATES - LATE	20261	15789	25.3	77.9	101	10516	25.0	51.9	100								
INDEPENDENTS - LATE	2076	1649	2.6	79.4	103	1182	2.8	56.9	110								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	8193	13.1	78.4	102	5527	13.2	52.9	102								
ABC MONDAY NIGHT MOVIE	A 6412	5053	8.1	78.8	102	3422	8.1	53.4	103								
ABC SUNDAY NIGHT MOVIE	A 12407	9769	15.6	78.7	102	6523	15.5	52.6	101								
ABC WORLD NEWS TONIGHT	A 6176	4516	7.2	73.1	95	2743	6.5	44.4	86								
AFTERMASH	C 5863	4427	7.1	75.5	98	2871	6.8	49.0	94								
ALICE	C 5954	7241	11.6	75.5	98	4819	11.5	50.2	97								
AMERICAN PARADE	C 6622	5114	8.2	77.2	100	3308	7.9	50.0	96								
BENSON	A 10886	8175	13.1	75.1	97	5369	12.8	49.3	95								
BLUE THUNDER	A 5036	3918	6.3	77.8	101	2741	6.5	54.4	105								
CAGNEY & LACEY	C 9965	7685	12.3	77.1	100	5201	12.4	52.2	101								
CBS EVENING NEWS-DEAN	C 3491	2652	4.2	76.0	98	1710	4.1	49.0	94								
CBS EVENING NEWS-RATHER	C 7123	5299	8.5	74.4	96	3545	8.4	49.8	96								
CBS SAT. NEWS-SCHIEFFER	C 3621	2682	4.3	74.1	96	1636	3.9	45.2	87								
CBS SATURDAY NIGHT MOVIE	C 5436	4158	6.7	76.5	99	2941	7.0	54.1	104								
CBS WEDNESDAY NIGHT MOVIE	C 6100	4669	7.5	76.5	99	3031	7.2	49.7	96								
CHEERS	N 8889	7135	11.4	80.3	104	4876	11.6	54.9	106								
DALLAS	C 22109	16973	27.2	76.8	100	11304	26.9	51.1	99								
DIFF'RENT STROKES	N 6940	5202	8.3	75.0	97	3167	7.5	45.6	88								
DOUBLE TROUBLE	N 7223	5716	9.1	79.1	103	3710	8.8	51.4	99								
DUCK FACTORY	N 5595	4469	7.2	79.9	104	3045	7.2	54.4	105								
DUKES OF HAZZARD	C 5768	4335	6.9	75.2	97	2843	6.8	49.3	95								
DYNASTY	A 20053	15340	24.6	76.5	99	10264	24.4	51.2	99								
FACTS OF LIFE	N 8087	6308	10.1	78.0	101	4072	9.7	50.4	97								
FALCON CREST	C 20046	15437	24.7	77.0	100	10175	24.2	50.8	98								
FALL GUY	A 9084	7030	11.3	77.4	100	4703	11.2	51.8	100								
FAMILY TIES	N 7964	6169	9.9	77.5	100	4107	9.8	51.6	99								
FANTASY ISLAND	A 7687	5928	9.5	77.1	100	3660	8.7	47.6	92								
FOULUPS, BLEEPs & BLUNDERS	A 8861	6680	10.7	75.4	98	4440	10.6	50.1	97								
FOUR SEASONS	C 5095	3833	6.1	75.2	98	2543	6.1	49.9	96								
GIMME A BREAK	N 8838	6570	10.5	74.3	96	4400	10.5	49.8	96								
HART TO HART	A 8978	6929	11.1	77.2	100	4628	11.0	51.5	99								
HILL STREET BLUES	N 8590	6761	10.8	78.7	102	4744	11.3	55.2	106								
HOTEL	A 14085	11016	17.6	78.2	101	7303	17.4	51.8	100								
JEFFERSONS	C 9360	6909	11.1	73.8	96	4604	11.0	49.2	95								
JENNIFER SLEPT HERE	N 5841	4490	7.2	76.9	100	2797	6.7	47.9	92								
KATE & ALLIE	C 9206	7013	11.2	76.2	99	4759	11.3	51.7	100								
KNIGHT RIDER	N 7076	5468	8.8	77.3	100	3678	8.8	52.0	100								
LOVE BOAT	A 12219	9274	14.8	75.9	98	5860	13.9	48.0	92								
MAGNUM PI	C 11199	8812	14.1	78.7	102	5872	14.0	52.4	101								
MAMA'S FAMILY	N 6057	4613	7.4	76.2	99	3078	7.3	50.8	98								
MASTER, THE	N 3598	2854	4.6	79.3	103	2008	4.8	55.8	108								
MATT HOUSTON	A 6344	4979	8.0	78.5	102	3631	8.6	57.2	110								
NBC MONDAY NIGHT MOVIE	N 11994	9308	14.9	77.6	101	6309	15.0	52.6	101								
NBC NIGHTLY NEWS	N 5132	3801	6.1	74.1	96	2467	5.9	48.1	93								
NBC NIGHTLY NEWS-SAT	N 3375	2451	3.9	72.6	94	1514	3.6	44.9	86								
NBC NIGHTLY NEWS-SUN	N 3130	2189	3.5	69.9	91	1333	3.2	42.6	82								
NBC SUNDAY NIGHT MOVIE	N 8284	6490	10.4	78.3	102	4580	10.9	55.3	107								
NEWMART	C 9240	6958	11.1	75.3	98	4804	11.4	52.0	100								
ONE DAY AT A TIME	C 7288	5554	8.9	76.2	99	3725	8.9	51.1	99								
PEOPLE ARE FUNNY	N 4855	3789	6.1	78.0	101	2525	6.0	52.0	100								
REAL PEOPLE	N 8869	6801	10.9	76.7	99	4342	10.3	49.0	94								
REMINGTON STEELE	N 7743	5893	9.4	76.1	99	4133	9.8	53.4	103								
RIPLY'S BELIEVE IT - NOT	A 5345	4360	7.0	81.6	106	2922	7.0	54.7	105								
RIPIDE	N 6988	5521	8.8	79.0	102	3933	9.4	56.3	108								
SCARECROW & MRS. KING	C 10002	7349	11.8	73.5	95	4758	11.3	47.6	92								
SIMON & SIMON	C 10638	8450	13.5	79.4	103	5483	13.1	51.5	99								
60 MINUTES	C 13293	10060	16.1	75.7	98	6519	15.5	49.0	95								
ST. ELSEWHERE	N 7017	5631	9.0	80.2	104	3910	9.3	55.7	107								
THREE'S COMPANY	A 10917	8544	13.7	78.3	101	5681	13.5	52.0	100								
T.J. HOOKER	A 9204	6898	11.0	74.9	97	4575	10.9	49.7	96								
TONIGHT SHOW	N 2372	1861	3.0	78.5	102	1303	3.1	54.9	106								
TRAPPER JOHN, M.D.	C 9846	7503	12.0	76.2	99	4940	11.8	50.2	97								
TV BLOOPERS & PRAC. JOKES	N 9105	7003	11.2	76.9	100	4742	11.3	52.1	100								
20/20	A 9387	7489	12.0	79.8	103	5029	12.0	53.6	103								
WEBSTER	A 11067	8302	13.3	75.0	97	5542	13.2	50.1	97								
WORLD NEWS - SUN	A 3062	2439	3.9	79.7	103	1533	3.6	50.1	97								
YELLOW ROSE	N 4978	3929	6.3	78.9	102	2642	6.3	53.1	102								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	7344	11.8	82.7	107	5106	12.2	57.5	111								
BASKETBALL - COLLEGE GAMES	4080	3248	5.2	79.6	103	2401	5.7	58.8	113								
BASKETBALL - PRO GAMES	3607	2884	4.6	80.0	104	1938	4.6	53.7	104								
BOWLING	3883	2983	4.8	76.8	100	1920	4.6	49.4	95								
BOXING	3928	3124	5.0	79.5	103	1961	4.7	49.9	96								
FOOTBALL - COLLEGE GAMES	6366	5395	8.6	84.7	110	3715	8.8	58.4	112								
FOOTBALL - PRO GAMES	11300	9671	15.5	85.6	111	6954	16.6	61.5	119								
GOLF	3378	2819	4.5	83.5	108	1892	4.5	56.0	108								
POST-SEASON COLL. FOOTBALL	4906	4117	6.6	83.9	109	3078	7.3	62.7	121								
POST-SEASON PRO FOOTBALL	6120	5227	8.4	85.4	111	3838	9.1	62.7	121								
TENNIS	3033	2266	3.6	74.7	97	1651	3.9	54.4	105								
WRESTLING - PROFESSIONAL	3344	2809	4.5	84.0	109	1792	4.3	53.6	103								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	CONTADINA				DEL MONTE				HUNTS				PROGRESSO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	17681	100.0	21.8	100	15449	100.0	19.1	100	40205	100.0	49.6	100	5687	100.0	7.0	100
18 - 24	9282	1328	7.5	14.3	66	1874	12.1	20.2	106	4499	11.2	48.5	98	**446	7.8	4.8	68
25 - 34	19072	4318	24.4	22.6	104	3616	23.4	19.0	99	9914	24.7	52.0	105	1321	23.2	6.9	99
35 - 44	14591	3649	20.6	25.0	115	2957	19.1	20.3	106	7571	18.8	51.9	105	969	17.0	6.6	95
45 - 54	11345	2480	14.0	21.9	100	2213	14.3	19.5	102	6008	14.9	53.0	107	1003	17.6	8.8	126
55 - 64	11635	3045	17.2	26.2	120	2045	13.2	17.6	92	5960	14.8	51.2	103	837	14.7	7.2	102
65 OR OLDER	15061	2860	16.2	19.0	87	2745	17.8	18.2	96	6253	15.6	41.5	84	1112	19.6	7.4	105
18 - 34	28354	5647	31.9	19.9	91	5489	35.5	19.4	101	14413	35.8	50.8	102	1767	31.1	6.2	89
18 - 49	48339	10504	59.4	21.7	100	9616	62.2	19.9	104	25017	62.2	51.8	104	3262	57.4	6.7	96
25 - 54	45008	10447	59.1	23.2	106	8785	56.9	19.5	102	23494	58.4	52.2	105	3293	57.9	7.3	104
35 - 49	19985	4858	27.5	24.3	111	4127	26.7	20.7	108	10604	26.4	53.1	107	1495	26.3	7.5	107
50 OR OLDER	32647	7177	40.6	22.0	101	5832	37.8	17.9	94	15188	37.8	46.5	94	2425	42.6	7.4	106
GRADUATED COLLEGE	11155	2670	15.1	23.9	110	2223	14.4	19.9	104	5666	14.1	50.8	102	1113	19.6	10.0	142
ATTENDED COLLEGE	13682	3595	20.3	26.3	120	2972	19.2	21.7	114	7164	17.8	52.4	105	1137	20.0	8.3	118
GRADUATED HIGH SCHOOL	33880	7612	43.1	22.5	103	6433	41.6	19.0	100	17177	42.7	50.7	102	2348	41.3	6.9	99
DID NOT GRADUATE HIGH SCHOOL	22270	3804	21.5	17.1	78	3821	24.7	17.2	90	10199	25.4	45.8	92	1088	19.1	4.9	70
EMPLOYED	40306	8858	50.1	22.0	101	7738	50.1	19.2	101	20956	52.1	52.0	105	3062	53.8	7.6	108
EMPLOYED FULL-TIME	32850	7235	40.9	22.0	101	6254	40.5	19.0	100	16800	41.8	51.1	103	2577	45.3	7.8	112
EMPLOYED PART-TIME	7456	1623	9.2	21.8	100	1484	9.6	19.9	104	4156	10.3	55.7	112	**485	8.5	6.5	93
NOT EMPLOYED	40680	8823	49.9	21.7	99	7711	49.9	19.0	99	19249	47.9	47.3	95	2625	46.2	6.5	92
PROFESSIONAL/MANAGER	10392	2368	13.4	22.8	104	1990	12.9	19.1	100	5518	13.7	53.1	107	883	15.5	8.5	121
TECH/CLERICAL/SALES	17574	4276	24.2	24.3	111	3319	21.5	18.9	99	9258	23.0	52.7	106	1420	25.0	8.1	115
PRECISION/CRAFT	985	**170	1.0	17.3	79	**149	1.0	15.1	79	*491	1.2	49.8	100	**669	1.2	7.0	100
OTHER EMPLOYED	11354	2044	11.6	18.0	82	2280	14.8	20.1	105	5689	14.1	50.1	101	691	12.2	6.1	87
SINGLE	9863	1296	7.3	13.1	60	1629	10.5	16.5	87	4547	11.3	46.1	93	646	11.4	6.5	93
MARRIED	51375	12335	69.8	24.0	110	9703	62.8	18.9	99	26479	65.9	51.5	104	3801	66.8	7.4	105
DIVORCED/SEPARATED/WIDOWED	19748	4049	22.9	20.5	94	4117	26.6	20.8	109	9180	22.8	46.5	94	1241	21.8	6.3	89
PARENTS	32590	7563	42.8	23.2	106	7003	45.3	21.5	113	17267	42.9	53.0	107	2026	35.6	6.2	89
WHITE	70416	16084	91.0	22.8	105	13217	85.6	18.8	98	35555	88.4	50.5	102	5168	90.9	7.3	105
BLACK	8778	1234	7.0	14.1	64	1713	11.1	19.5	102	3954	9.8	45.0	91	329	5.8	3.7	53
OTHER	1791	**363	2.1	20.3	93	*518	3.4	28.9	152	*696	1.7	38.9	78	**191	3.4	10.7	152
NORTHEAST-CENSUS	17786	4815	27.2	27.1	124	2551	16.5	14.3	75	8304	20.7	46.7	94	2330	41.0	13.1	187
NORTH CENTRAL	20741	5483	31.0	26.4	121	3231	20.9	15.6	82	10815	26.9	52.1	105	402	7.1	1.9	28
SOUTH	27775	4117	23.3	14.8	68	5102	33.0	18.4	96	14156	35.2	51.0	103	1394	24.5	5.0	71
WEST	14683	3265	18.5	22.2	102	4565	29.5	31.1	163	6930	17.2	47.2	95	1561	27.4	10.6	151
NORTHEAST-MKTG.	17961	4390	24.8	24.4	112	2542	16.5	14.2	74	8124	20.2	45.2	91	2516	44.2	14.0	199
EAST CENTRAL	11885	2832	16.0	23.8	109	1555	10.1	13.1	69	6114	15.2	51.4	104	485	8.5	4.1	58
WEST CENTRAL	14090	3861	21.8	27.4	126	2485	16.1	17.6	92	7485	18.6	53.1	107	*190	3.3	1.3	19
SOUTH	24081	3722	21.1	15.5	71	4772	30.9	19.8	104	12443	30.9	51.7	104	1033	18.2	4.3	61
PACIFIC	12969	2877	16.3	22.2	102	4096	26.5	31.6	166	6039	15.0	46.6	94	1463	25.7	11.3	161
COUNTY SIZE A	32439	7791	44.1	24.0	110	6286	40.7	19.4	102	14620	36.4	45.1	91	3000	52.8	9.2	132
COUNTY SIZE B	24915	5671	32.1	22.8	104	4479	29.0	18.0	94	13196	32.8	53.0	107	1970	34.6	7.9	113
COUNTY SIZE C	12930	2510	14.2	19.4	89	2599	16.8	20.1	105	6811	16.9	52.7	106	*469	8.2	3.6	52
COUNTY SIZE D	10703	1709	9.7	16.0	73	2085	13.5	19.5	102	5579	13.9	52.1	105	*248	4.4	2.3	33
METRO CENTRAL CITY	24518	5530	31.3	22.6	103	5029	32.6	20.5	108	11515	28.6	47.0	95	1877	33.0	7.7	109
METRO SUBURBAN	35919	8455	47.8	23.5	108	6500	42.1	18.1	95	18513	46.0	51.5	104	3153	55.4	8.8	125
NON METRO	20549	3696	20.9	18.0	82	3920	25.4	19.1	100	10177	25.3	49.5	100	657	11.6	3.2	46
TOP 5 ADI'S	18341	4608	26.1	25.1	115	4177	27.0	22.8	119	7575	18.8	41.3	83	1926	33.9	10.5	150
TOP 10 ADI'S	25378	6065	34.3	23.9	109	5171	33.5	20.4	107	10608	26.4	41.8	84	2569	45.2	10.1	144
TOP 20 ADI'S	36488	8524	48.2	23.4	107	7302	47.3	20.0	105	16617	41.3	45.5	92	3449	60.6	9.5	135
HSGLD INC. \$50,000 OR MORE	6612	1680	9.5	25.4	116	1233	8.0	18.6	98	3777	9.4	57.1	115	623	11.0	9.4	134
\$40,000 OR MORE	12659	3221	18.2	25.4	117	2327	15.1	18.4	96	7087	17.6	56.0	113	1176	20.7	9.3	132
\$30,000 OR MORE	24698	6309	35.7	25.5	117	4603	29.8	18.6	98	13128	32.7	53.2	107	2180	38.3	8.8	126
\$25,000 OR MORE	32077	8035	45.4	25.0	115	6019	39.0	18.8	98	17253	42.9	53.8	108	2772	48.7	8.6	123
\$20,000 - \$24,999	9144	2203	12.5	24.1	110	1810	11.7	19.8	104	4693	11.7	51.3	103	583	10.3	6.4	91
\$15,000 - \$19,999	8728	1675	9.5	19.2	88	1555	10.1	17.8	93	4106	10.2	47.0	95	609	10.7	7.0	99
\$10,000 - \$14,999	12562	2648	15.0	21.1	97	2501	16.2	19.9	104	5923	14.7	47.2	95	895	15.7	7.1	101
UNDER \$10,000	18475	3119	17.6	16.9	77	3564	23.1	19.3	101	8230	20.5	44.5	90	829	14.6	4.5	64
HOUSEHOLD OF 1 PERSON	11987	2278	12.9	19.0	87	2246	14.5	18.7	98	4852	12.1	40.5	82	847	14.9	7.1	101
2 PEOPLE	26577	5835	33.0	22.0	101	4887	31.6	18.4	96	12532	31.2	47.2	95	1879	33.0	7.1	101
3 OR 4 PEOPLE	30617	6705	37.9	21.9	100	5526	35.8	18.0	95	16626	41.4	54.3	109	2176	38.3	7.1	101
5 OR MORE PEOPLE	11804	2863	16.2	24.3	111	2790	18.1	23.6	124	6195	15.4	52.5	106	786	13.8	6.7	95
NO CHILD IN HSHLD	46165	9817	55.5	21.3	97	8123	52.6	17.6	92	21739	54.1	47.1	95	3542	62.3	7.7	109
CHILD(REN) UNDER 2 YRS	5325	1111	6.3	20.9	96	1054	6.8	19.8	104	2751	6.8	51.7	104	**246	4.3	4.6	66
2 - 5 YEARS	14221	2961	16.7	20.8	95	3027	19.6	21.3	112	7349	18.3	51.7	104	852	15.0	6.0	85
6 - 11 YEARS	15117	3449	19.5	22.8	105	3377	21.9	22.3	117	8234	20.5	54.5	110	1014	17.8	6.7	96
12 - 17 YEARS	16611	3964	22.4	23.9	109	3704	24.0	22.3	117	8822	21.9	53.1	107	1017	17.9	6.1	87
RESIDENCE OWNED	55884	12924	73.1	23.1	106	10379	67.2	18.6	97	28920	71.9	51.8	104	4074	71.6	7.3	104
VALUE: \$50,000 OR MORE	31744	8071	45.6	25.4	116	6129	39.7	19.3	101	16561	41.2	52.2	105	2931	51.5	9.2	131
VALUE: UNDER \$50,000	24140	4853	27.4	20.1	92	4250	27.5	17.6	92	12358	30.7	51.2	103	1144	20.1	4.7	67

		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	17681	100.0	21.8	100	15449	100.0	19.1	100	40205	100.0	49.6	100	5687	100.0	7.0	100
MAGAZINES	QUINTILE 1	15799	4184	23.7	26.5	121	3336	21.6	21.1	111	8684	21.6	55.0	111	1582	27.8	10.0	143
	QUINTILE 2	17259	4264	24.1	24.7	113	3176	20.6	18.4	96	8808	21.9	51.0	103	1538	27.0	8.9	127
	QUINTILE 3	13545	3348	18.9	24.7	113	2654	17.2	19.6	103	6752	16.8	49.8	100	914	16.1	6.7	96
	QUINTILE 4	15133	2931	16.6	19.4	89	2628	17.0	17.4	91	7415	18.4	49.0	99	756	13.3	5.0	71
	QUINTILE 5	19250	2955	16.7	15.4	70	3655	23.7	19.0	100	8545	21.3	44.4	89	897	15.8	4.7	66
NEWSPAPERS	QUINTILE 1	12413	3421	19.3	27.6	126	2162	14.0	17.4	91	6523	16.2	52.5	106	1349	23.7	10.9	155
	QUINTILE 2	24116	6079	34.4	25.2	115	4420	28.6	18.3	96	12207	30.4	50.6	102	1687	29.7	7.0	100
	QUINTILE 3	11261	2480	14.0	22.0	101	2384	15.4	21.2	111	5952	14.8	52.9	106	844	14.8	7.5	107
	QUINTILE 4	20255	3769	21.3	18.6	85	3903	25.3	19.3	101	10070	25.0	49.7	100	1208	21.2	6.0	85
	QUINTILE 5	12940	1931	10.9	14.9	68	2581	16.7	19.9	105	5453	13.6	42.1	85	600	10.6	4.6	66
OUTDOOR	QUINTILE 1	14852	3596	20.3	24.2	111	2493	16.1	16.8	88	7794	19.4	52.5	106	905	15.9	6.1	87
	QUINTILE 2	15725	3476	19.7	22.1	101	3156	20.4	20.1	105	7993	19.9	50.8	102	1122	19.7	7.1	102
	QUINTILE 3	16330	3757	21.2	23.0	105	3167	20.5	19.4	102	8182	20.4	50.1	101	1259	22.1	7.7	110
	QUINTILE 4	16744	3561	20.1	21.3	97	2964	19.2	17.7	93	7967	19.8	47.6	96	1194	21.0	7.1	102
	QUINTILE 5	17334	3292	18.6	19.0	87	3670	23.8	21.2	111	8269	20.6	47.7	96	1208	21.2	7.0	99
RADIO-DRIVE TIME	QUINTILE 1	15911	3663	20.7	23.0	105	3242	21.0	20.4	107	8536	21.2	53.6	108	1441	25.3	9.1	129
	QUINTILE 2	14837	3422	19.4	23.1	106	2790	18.1	18.8	99	7277	18.1	49.9	99	977	17.2	6.6	94
	QUINTILE 3	15339	3348	18.9	21.8	100	2990	19.4	19.5	102	7890	19.6	51.4	104	1002	17.6	6.5	93
	QUINTILE 4	16723	3607	20.4	21.6	99	3090	20.0	18.5	97	8162	20.3	48.8	98	1117	19.6	6.7	95
	QUINTILE 5	18176	3640	20.6	20.0	92	3336	21.6	18.4	96	8341	20.7	45.9	92	1150	20.2	6.3	90
RADIO-MID- DAY	TERCILE 1	21020	4780	27.0	22.7	104	3949	25.6	18.8	98	10757	26.8	51.2	103	1688	29.7	8.0	114
	TERCILE 2	21610	4919	27.8	22.8	104	4218	27.3	19.5	102	11192	27.8	51.8	104	1416	24.9	6.6	93
	TERCILE 3	38355	7982	45.1	20.8	95	7282	47.1	19.0	100	18257	45.4	47.6	96	2583	45.4	6.7	96
RADIO-TOTAL	QUINTILE 1	15988	3717	21.0	23.2	106	3289	21.3	20.6	108	8376	20.8	52.4	106	1285	22.6	8.0	114
	QUINTILE 2	15626	3367	19.0	21.5	99	2921	18.9	18.7	98	7717	19.2	49.4	99	1114	19.6	7.1	102
	QUINTILE 3	16723	3770	21.3	22.5	103	3220	20.8	19.3	101	8373	20.8	50.1	101	1098	19.3	6.6	94
	QUINTILE 4	16342	3413	19.3	20.9	96	2919	18.9	17.9	94	8339	20.7	51.0	103	1180	20.7	7.2	103
	QUINTILE 5	16306	3413	19.3	20.9	96	3099	20.1	19.0	100	7400	18.4	45.4	91	1010	17.8	6.2	88
TV-PRIME TIME	QUINTILE 1	15953	3458	19.6	21.7	99	2846	18.4	17.8	94	8218	20.4	51.5	104	1354	23.8	8.5	121
	QUINTILE 2	16137	4163	23.5	25.8	118	2962	19.2	18.4	96	8043	20.0	49.8	100	1001	17.6	6.2	88
	QUINTILE 3	16420	3636	20.6	22.1	101	3095	20.0	18.8	99	7984	19.9	48.6	98	1219	21.4	7.4	106
	QUINTILE 4	16687	3323	18.8	19.9	91	2971	19.2	17.8	93	8454	21.0	50.7	102	1105	19.4	6.6	94
	QUINTILE 5	15789	3100	17.5	19.6	90	3575	23.1	22.6	119	7506	18.7	47.5	96	1009	17.7	6.4	91
TV-DAYTIME	TERCILE 1	27736	5978	33.8	21.6	99	5402	35.0	19.5	102	13437	33.4	48.4	98	1559	27.4	5.6	80
	TERCILE 2	26489	5324	30.1	20.1	92	4546	29.4	17.2	90	13306	33.1	50.2	101	1813	31.9	6.8	97
	TERCILE 3	26761	6379	36.1	23.8	109	5502	35.6	20.6	108	13462	33.5	50.3	101	2316	40.7	8.7	123
TV-TOTAL	QUINTILE 1	16345	3580	20.2	21.9	100	3186	20.6	19.5	102	7907	19.7	48.4	97	1081	19.0	6.6	94
	QUINTILE 2	16447	3939	22.3	23.9	110	2890	18.7	17.6	92	8111	20.2	49.3	99	1086	19.1	6.6	94
	QUINTILE 3	15980	3515	19.9	22.0	101	2852	18.5	17.8	94	8379	20.8	52.4	106	1078	19.0	6.7	96
	QUINTILE 4	15887	3123	17.7	19.7	90	3088	20.0	19.4	102	7924	19.7	49.9	100	1289	22.7	8.1	116
	QUINTILE 5	16326	3524	19.9	21.6	99	3433	22.2	21.0	110	7885	19.6	48.3	97	1153	20.3	7.1	101
MAGAZINES-NEWSPAPERS: DUAL		20721	5836	33.0	28.2	129	3818	24.7	18.4	97	11216	27.9	54.1	109	2108	37.1	10.2	145
MAGAZINE IMPERATIVE		19186	4148	23.5	21.6	99	4080	26.4	21.3	111	9848	24.5	51.3	103	1534	27.0	8.0	114
NEWSPAPER IMPERATIVE		21899	4999	28.3	22.8	105	4058	26.3	18.5	97	10720	26.7	49.0	99	1312	23.1	6.0	85
MAGAZINES-OUTDOOR: DUAL		15451	4050	22.9	26.2	120	2780	18.0	18.0	94	8294	20.6	53.7	108	1325	23.3	8.6	122
MAGAZINE IMPERATIVE		25953	6448	36.5	24.8	114	5443	35.2	21.0	110	13028	32.4	50.2	101	2349	41.3	9.1	129
OUTDOOR IMPERATIVE		24400	4980	28.2	20.4	93	4531	29.3	18.6	97	11724	29.2	48.0	97	1283	22.6	5.3	75
MAGAZINES-RADIO: DUAL		18049	4602	26.0	25.5	117	3611	23.4	20.0	105	9656	24.0	53.5	108	1455	25.6	8.1	115
MAGAZINE IMPERATIVE		23571	6062	34.3	25.7	118	4534	29.3	19.2	101	12092	30.1	51.3	103	2158	37.9	9.2	130
RADIO IMPERATIVE		23278	4410	24.9	18.9	87	4530	29.3	19.5	102	11139	27.7	47.9	96	1312	23.1	5.6	80
MAGAZINES-TELEVISION: DUAL		15459	4056	22.9	26.2	120	2870	18.6	18.6	97	8268	20.6	53.5	108	1430	25.1	9.3	132
MAGAZINE IMPERATIVE		25829	6443	36.4	24.9	114	5273	34.1	20.4	107	13484	33.5	52.2	105	2341	41.2	9.1	129
TELEVISION IMPERATIVE		26039	5204	29.4	20.0	92	4777	30.9	18.3	96	11999	29.8	46.1	93	1167	20.5	4.5	64
NEWSPAPERS-OUTDOOR: DUAL		16605	4252	24.0	25.6	117	2889	18.7	17.4	91	8647	21.5	52.1	105	1304	22.9	7.9	112
NEWSPAPER IMPERATIVE		26834	6659	37.7	24.8	114	5145	33.3	19.2	101	13687	34.0	51.0	103	2266	39.8	8.4	120
OUTDOOR IMPERATIVE		23346	4673	26.4	20.0	92	4576	29.6	19.6	103	11643	29.0	49.9	100	1451	25.5	6.2	89
NEWSPAPERS-RADIO: DUAL		17133	4477	25.3	26.1	120	2930	19.0	17.1	90	9238	23.0	53.9	109	1509	26.5	8.8	125
NEWSPAPER IMPERATIVE		25892	6491	36.7	25.1	115	4959	32.1	19.2	100	12910	32.1	49.9	100	2026	35.6	7.8	111
RADIO IMPERATIVE		23167	4275	24.2	18.5	85	5015	32.5	21.6	113	11223	27.9	48.4	98	1401	24.6	6.0	86
NEWSPAPERS-TELEVISION: DUAL		17159	4794	27.1	27.9	128	3040	19.7	17.7	93	8636	21.5	50.3	101	1367	24.0	8.0	113
NEWSPAPER IMPERATIVE		26214	6258	35.4	23.9	109	4911	31.8	18.7	98	13564	33.7	51.7	104	2195	38.6	8.4	119
TELEVISION IMPERATIVE		23412	4155	23.5	17.7	81	4590	29.7	19.6	103	11336	28.2	48.4	98	1280	22.5	5.5	78
OUTDOOR-RADIO: DUAL		15303	3444	19.5	22.5	103	3050	19.7	19.9	104	8246	20.5	53.9	109	1037	18.2	6.8	97
OUTDOOR IMPERATIVE		24901	5832	33.0	23.4	107	4465	28.9	17.9	94	12419	30.9	49.9	100	1648	29.0	6.6	94
RADIO IMPERATIVE		26492	5710	32.3	21.6	99	5145	33.3	19.4	102	12960	32.2	48.9	99	2009	35.3	7.6	108
OUTDOOR-TELEVISION: DUAL		14794	3883	22.0	26.2	120	2595	16.8	17.5	92	7524	18.7	50.9	102	931	16.4	6.3	90

	TOTAL U.S. '000	CONTADINA				DEL MONTE				HUNTS				PROGRESSO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	17681	100.0	21.8	100	15449	100.0	19.1	100	40205	100.0	49.6	100	5687	100.0	7.0	100
ATLANTIC MONTHLY	415	*145	0.8	34.9	160	**26	0.2	6.3	33	*181	0.5	43.6	88	**64	1.1	15.4	220
BARRON'S	453	**137	0.8	30.2	139	**139	0.9	30.7	161	*244	0.6	53.9	108	**113	2.0	24.9	355
BETTER HOMES & GARDENS	16256	4275	24.2	26.3	120	3282	21.2	20.2	106	8412	20.9	51.7	104	1409	24.8	8.7	123
BON APPETIT	2535	697	3.9	27.5	126	458	3.0	18.1	95	1210	3.0	47.7	96	347	6.1	13.7	195
BUSINESS WEEK	1278	309	1.7	24.2	111	239	1.5	18.7	98	573	1.4	44.8	90	**85	1.5	6.7	95
CAR AND DRIVER	378	**40	0.2	10.6	48	**113	0.7	29.9	157	*192	0.5	50.8	102	**19	0.3	5.0	72
CBS MAGAZINE NETWORK (GROSS)	1498	368	2.1	24.6	113	317	2.1	21.2	111	739	1.8	49.3	99	*133	2.3	8.9	126
CHANGING TIMES	1505	510	2.9	33.9	155	346	2.2	23.0	121	854	2.1	56.7	114	*209	3.7	13.9	198
COLONIAL HOMES	1231	362	2.0	29.4	135	255	1.7	20.7	109	680	1.7	55.2	111	*119	2.1	9.7	138
CONDE NAST MAG. PKG. (GROSS)	14146	3682	20.8	26.0	119	2983	19.3	21.1	111	7823	19.5	55.3	111	1262	22.2	8.9	127
CONSUMERS DIGEST	1323	453	2.6	34.2	157	296	1.9	22.4	117	636	1.6	48.1	97	**114	2.0	8.6	123
COSMOPOLITAN	7102	1663	9.4	23.4	107	1369	8.9	19.3	101	3761	9.4	53.0	107	673	11.8	9.5	135
COUNTRY LIVING	2481	633	3.6	25.5	117	441	2.9	17.8	93	1320	3.3	53.2	107	*192	3.4	7.7	110
CUISINE	1472	352	2.0	23.9	110	352	2.3	23.9	125	900	2.2	61.1	123	*191	3.4	13.0	185
CYCLE WORLD	425	**113	0.6	26.6	122	**115	0.7	27.1	142	*182	0.5	42.8	86	**33	0.6	7.8	111
DCI:CREATIVE IDEAS FOR LIV	2510	598	3.4	23.8	109	618	4.0	24.6	129	1310	3.3	52.2	105	**157	2.8	6.3	89
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1447	8.2	21.6	99	1334	8.6	19.9	104	3760	9.4	56.2	113	373	6.6	5.6	79
DISCOVER	894	*212	1.2	23.7	109	*172	1.1	19.2	101	398	1.0	44.5	90	**47	0.8	5.3	75
EBONY	3507	629	3.6	17.9	82	710	4.6	20.2	106	1666	4.1	47.5	96	*149	2.6	4.2	61
ESQUIRE	1083	270	1.5	24.9	114	*273	1.8	25.2	132	555	1.4	51.2	103	**105	1.8	9.7	138
ESSENCE	1830	403	2.3	22.0	101	455	2.9	24.9	130	879	2.2	48.0	97	**74	1.3	4.0	58
FAMILY CIRCLE	15930	4385	24.8	27.5	126	3014	19.5	18.9	99	8562	21.3	53.7	108	1457	25.6	9.1	130
THE FAMILY HANDYMAN	1126	339	1.9	30.1	138	*161	1.0	14.3	75	668	1.7	59.3	119	**86	1.5	7.6	109
FAMILY WEEKLY	11468	2769	15.7	24.1	111	2406	15.6	21.0	110	6189	15.4	54.0	109	653	11.5	5.7	81
FIELD & STREAM	2234	501	2.8	22.4	103	*284	1.8	12.7	67	1221	3.0	54.7	110	**91	1.6	4.1	58
FOOD & WINE	579	*155	0.9	26.8	123	*146	0.9	25.2	132	275	0.7	47.5	96	**38	0.7	6.6	93
FORBES	728	*215	1.2	29.5	135	*166	1.1	22.8	120	347	0.9	47.7	96	**144	2.5	19.8	282
FORTUNE	906	307	1.7	33.9	155	*223	1.4	24.6	129	416	1.0	45.9	92	**116	2.0	12.8	182
GENTLEMEN'S QUARTERLY	791	*204	1.2	25.8	118	*178	1.2	22.5	118	431	1.1	54.5	110	**93	1.6	11.8	167
GLAMOUR	5265	1394	7.9	26.5	121	1004	6.5	19.1	100	3038	7.6	57.7	116	497	8.7	9.4	134
GOLF DIGEST	636	*146	0.8	23.0	105	*143	0.9	22.5	118	334	0.8	52.5	106	**52	0.9	8.2	116
GOLF DIGEST/TENNIS (GROSS)	1186	317	1.8	26.7	122	315	2.0	26.6	139	611	1.5	51.5	104	**92	1.6	7.8	110
GOLF MAGAZINE	441	**114	0.6	25.9	118	**74	0.5	16.8	88	*238	0.6	54.0	109	**28	0.5	6.3	90
GOLF MAGAZINE/SKI (GROSS)	922	*237	1.3	25.7	118	*175	1.1	19.0	99	393	1.0	42.6	86	**89	1.6	9.7	137
GOOD HOUSEKEEPING	16487	4394	24.9	26.7	122	3136	20.3	19.0	100	9264	23.0	56.2	113	1403	24.7	8.5	121
HARPER'S BAZAAR	2423	616	3.5	25.4	116	543	3.5	22.4	117	1197	3.0	49.4	100	340	6.0	14.0	200
HEALTH	1994	582	3.3	29.2	134	354	2.3	17.8	93	1167	2.9	58.5	118	**184	3.2	9.2	131
HEARST MAG CORP. BUY (GROSS)	44101	11223	63.5	25.4	117	8661	56.1	19.6	103	24183	60.1	54.8	110	3835	67.4	8.7	124
HEARST MAN POWER (GROSS)	1993	482	2.7	24.2	111	335	2.2	16.8	88	1179	2.9	59.2	119	**159	2.8	8.0	114
HEARST WOMAN POWER (GROSS)	31274	7772	44.0	24.9	114	6141	39.8	19.6	103	17312	43.1	55.4	112	2632	46.3	8.4	120
HOUSE BEAUTIFUL	3623	1054	6.0	29.1	133	773	5.0	21.3	112	1974	4.9	54.5	110	280	4.9	7.7	110
INC.	283	**111	0.6	39.2	180	**56	0.4	19.8	104	**134	0.3	47.3	95	**52	0.9	18.4	262
JET	2928	531	3.0	18.1	83	649	4.2	22.2	116	1462	3.6	49.9	101	*123	2.2	4.2	60
LADIES' HOME JOURNAL	11918	3122	17.7	26.2	120	2365	15.3	19.8	104	6646	16.5	55.8	112	925	16.3	7.8	111
LHJ FAMILY GRP COMBO(GROSS)	16764	4494	25.4	26.8	123	3288	21.3	19.6	103	9501	23.6	56.7	114	1308	23.0	7.8	111
LIFE	4254	1050	5.9	24.7	113	779	5.0	18.3	96	1961	4.9	46.1	93	449	7.9	10.6	150
L.A. TIMES HOME MAGAZINE	1145	354	2.0	30.9	142	426	2.8	37.2	195	457	1.1	39.9	80	**119	2.1	10.4	148
MADEMOISELLE	2884	721	4.1	25.0	115	596	3.9	20.7	108	1635	4.1	56.7	114	*234	4.1	8.1	116
MC CALL'S	13460	3673	20.8	27.3	125	2581	16.7	19.2	101	7295	18.1	54.2	109	944	16.6	7.0	100
MC CALL'S/WRK MOTHER (GROSS)	14606	3967	22.4	27.2	124	2882	18.7	19.7	103	7981	19.9	54.6	110	1016	17.9	7.0	99
MECHANIX ILLUSTRATED	772	*215	1.2	27.8	128	**140	0.9	18.1	95	432	1.1	56.0	113	**79	1.4	10.2	146
METROPOLITAN HOME	967	317	1.8	32.8	150	*199	1.3	20.6	108	586	1.5	60.6	122	*162	2.8	16.8	239
MONEY	1588	501	2.8	31.5	145	*300	1.9	18.9	99	865	2.2	54.5	110	*164	2.9	10.3	147
MOTHER EARTH NEWS	1002	*221	1.2	22.1	101	*167	1.1	16.7	87	558	1.4	55.7	112	**49	0.9	4.9	70
MS.	825	*180	1.0	21.8	100	*151	1.0	18.3	96	466	1.2	56.5	114	**53	0.9	6.4	91
NATIONAL ENQUIRER	10336	2278	12.9	22.0	101	1998	12.9	19.3	101	5580	13.9	54.0	109	739	13.0	7.1	102
NATIONAL GEOGRAPHIC	9597	2418	13.7	25.2	115	2065	13.4	21.5	113	4975	12.4	51.8	104	1054	18.5	11.0	156
NATIONAL SUNDAY MAGAZINE PKG	49558	12355	69.9	24.9	114	8957	58.0	18.1	95	25677	63.9	51.8	104	3887	68.3	7.8	112
NATURAL HISTORY	573	*143	0.8	25.0	114	*113	0.7	19.7	103	209	0.5	36.5	73	**33	0.6	5.8	82
NEW WOMAN	1699	447	2.5	26.3	121	461	3.0	27.1	142	833	2.1	49.0	99	*105	1.8	6.2	88
NEW YORK INCLUDING CUE	443	*115	0.7	26.0	119	*127	0.8	28.7	150	193	0.5	43.6	88	**47	0.8	10.6	151
THE NEW YORKER	1270	342	1.9	26.9	123	287	1.9	22.6	118	534	1.3	42.0	85	*163	2.9	12.8	183
NEWSWEEK	6277	1751	9.9	27.9	128	1213	7.9	19.3	101	3297	8.2	52.5	106	729	12.8	11.6	165
THE N.Y. TIMES DAILY EDITION	1205	289	1.6	24.0	110	364	2.4	30.2	158	531	1.3	44.1	89	*231	4.1	19.2	273
THE N.Y. TIMES MAGAZINE	2081	479	2.7	23.0	105	515	3.3	24.7	130	872	2.2	41.9	84	437	7.7	21.0	299
OMNI	788	*196	1.1	24.9	114	*113	0.7	14.3	75	394	1.0	50.0	101	**70	1.2	8.9	127
ON CABLE	1158	*353	2.0	30.5	140	*136	0.9	11.7	62	561	1.4	48.4	98	**130	2.3	11.2	160
1001 HOME IDEAS	2852	789	4.5	27.7	127	568	3.7	19.9	104	1688	4.2	59.2	119	*199	3.5	7.0	99
ORGANIC GARDENING	1658	336	1.9	20.3	93	*249	1.6	15.0	79	824	2.0	49.7	100	**200	3.5	12.1	172
OUTDOOR LIFE	896	*233	1.3	26.0	119	*171	1.1	19.1	100	475	1.2	53.0	107	*227	0.5	3.0	43
PARADE MAGAZINE	24275	5888	33.3	24.3	111	4079	26.4	16.8	88	12819	31.9	52.8	106	2509	44.1	10.3	147

TOMATO SAUCE: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CONTADINA				DEL MONTE				HUNTS				PROGRESSO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	17681	100.0	21.8	100	15449	100.0	19.1	100	40205	100.0	49.6	100	5687	100.0	7.0	100
PARENTS	3845	1035	5.9	26.9	123	737	4.8	19.2	100	2100	5.2	54.6	110	**224	3.9	5.8	83
PENTHOUSE	831	*156	0.9	18.8	86	*222	1.4	26.7	140	437	1.1	52.6	106	**43	0.8	5.2	74
PEOPLE	11645	3043	17.2	26.1	120	2318	15.0	19.9	104	6230	15.5	53.5	108	1053	18.5	9.0	129
PLAYBOY	2006	398	2.3	19.8	91	336	2.2	16.7	88	943	2.3	47.0	95	*169	3.0	8.4	120
POPULAR HOT RODDING	297	**58	0.3	19.5	89	**46	0.3	15.5	81	*153	0.4	51.5	104	**16	0.3	5.4	77
POPULAR MECHANICS	1018	*211	1.2	20.7	95	*180	1.2	17.7	93	593	1.5	58.3	117	**128	2.3	12.6	179
POPULAR SCIENCE	878	*236	1.3	26.9	123	*155	1.0	17.7	93	471	1.2	53.6	108	**32	0.6	3.6	52
PREVENTION	3913	1124	6.4	28.7	132	757	4.9	19.3	101	1771	4.4	45.3	91	310	5.5	7.9	113
PSYCHOLOGY TODAY	1710	500	2.8	29.2	134	224	1.4	13.1	69	888	2.2	51.9	105	*155	2.7	9.1	129
READER'S DIGEST	22204	5343	30.2	24.1	110	4065	26.3	18.3	96	11808	29.4	53.2	107	1769	31.1	8.0	113
REDBOOK	7684	1715	9.7	22.3	102	1636	10.6	21.3	112	4287	10.7	55.8	112	556	9.8	7.2	103
ROAD & TRACK	410	**57	0.3	13.9	64	**111	0.7	27.1	142	*233	0.6	56.8	114	**37	0.7	9.0	129
ROLLING STONE	969	291	1.6	30.0	138	244	1.6	25.2	132	531	1.3	54.8	110	*157	2.8	16.2	231
RUNNER'S WORLD	298	**61	0.3	20.5	94	**47	0.3	15.8	83	*203	0.5	68.1	137	**41	0.7	13.8	196
SATURDAY EVENING POST	1169	397	2.2	34.0	156	*170	1.1	14.5	76	697	1.7	59.6	120	**121	2.1	10.4	147
SCIENCE 84	587	*178	1.0	30.3	139	*150	1.0	25.6	134	383	1.0	65.2	131	**37	0.7	6.3	90
SCIENCE DIGEST	482	*150	0.8	31.1	143	**88	0.6	18.3	96	297	0.7	61.6	124	**22	0.4	4.6	65
SCIENTIFIC AMERICAN	594	*151	0.9	25.4	116	**111	0.7	18.7	98	235	0.6	39.6	80	**24	0.4	4.0	58
SELF	2089	665	3.8	31.8	146	528	3.4	25.3	132	1148	2.9	55.0	111	*191	3.4	9.1	130
SEVENTEEN	2411	609	3.4	25.3	116	528	3.4	21.9	115	1260	3.1	52.3	105	*160	2.8	6.6	95
SKI	480	**124	0.7	25.8	118	**102	0.7	21.3	111	*155	0.4	32.3	65	**61	1.1	12.7	181
SMITHSONIAN	2760	755	4.3	27.4	125	549	3.6	19.9	104	1306	3.2	47.3	95	246	4.3	8.9	127
SOAP OPERA DIGEST	3013	787	4.5	26.1	120	667	4.3	22.1	116	1528	3.8	50.7	102	**129	2.3	4.3	61
SOUTHERN LIVING	4184	849	4.8	20.3	93	716	4.6	17.1	90	2449	6.1	58.5	118	*217	3.8	5.2	74
SPORT	559	*156	0.9	27.9	128	**54	0.3	9.7	51	*280	0.7	50.1	101	**21	0.4	3.8	53
THE SPORTING NEWS	436	**80	0.5	18.3	84	**51	0.3	11.7	61	*273	0.7	62.6	126	**75	1.3	17.2	245
SPORTS AFIELD	493	**121	0.7	24.5	112	**67	0.4	13.6	71	290	0.7	58.8	118	**9	0.2	1.8	26
SPORTS ILLUSTRATED	2758	711	4.0	25.8	118	563	3.6	20.4	107	1553	3.9	56.3	113	*214	3.8	7.8	110
STAR	7456	1828	10.3	24.5	112	1352	8.8	18.1	95	4096	10.2	54.9	111	537	9.4	7.2	103
SUNDAY	24936	6427	36.3	25.8	118	4168	27.0	16.7	88	12703	31.6	50.9	103	2023	35.6	8.1	116
SUNSET	2124	599	3.4	28.2	129	611	4.0	28.8	151	1116	2.8	52.5	106	337	5.9	15.9	226
TV GUIDE	21661	4946	28.0	22.8	105	4346	28.1	20.1	105	11502	28.6	53.1	107	1684	29.6	7.8	111
TENNIS	550	*170	1.0	30.9	142	**172	1.1	31.3	164	*276	0.7	50.2	101	**40	0.7	7.3	104
TIME	8880	2316	13.1	26.1	119	1769	11.5	19.9	104	4666	11.6	52.5	106	1012	17.8	11.4	162
TOWN & COUNTRY	917	274	1.5	29.9	137	*144	0.9	15.7	82	464	1.2	50.6	102	**91	1.6	9.9	141
TRAVEL & LEISURE	972	185	1.0	19.0	87	*182	1.2	18.7	98	496	1.2	51.0	103	**102	1.8	10.5	149
TRUE STORY	3356	743	4.2	22.1	101	805	5.2	24.0	126	1494	3.7	44.5	90	**119	2.1	3.5	50
U.S. NEWS & WORLD REPORT	3410	943	5.3	27.7	127	648	4.2	19.0	100	1826	4.5	53.5	108	307	5.4	9.0	128
USA TODAY	1759	576	3.3	32.7	150	345	2.2	19.6	103	968	2.4	55.0	111	*183	3.2	10.4	148
US	1873	518	2.9	27.7	127	353	2.3	18.8	99	1116	2.8	59.6	120	*140	2.5	7.5	106
VOGUE	3909	901	5.1	23.0	106	853	5.5	21.8	114	2002	5.0	51.2	103	340	6.0	8.7	124
MALL STREET JOURNAL	1886	532	3.0	28.2	129	302	2.0	16.0	84	928	2.3	49.2	99	*276	4.9	14.6	208
WEIGHT WATCHERS	2120	562	3.2	26.5	121	435	2.8	20.5	108	1152	2.9	54.3	109	*140	2.5	6.6	94
WOMAN'S DAY	14172	3878	21.9	27.4	125	2613	16.9	18.4	97	7769	19.3	54.8	110	1284	22.6	9.1	129
WORKING MOTHER	1146	294	1.7	25.7	118	301	1.9	26.3	138	685	1.7	59.8	120	**72	1.3	6.3	89
WORKING WOMAN	1322	445	2.5	33.7	154	329	2.1	24.9	130	763	1.9	57.7	116	**91	1.6	6.9	98
WORLD TENNIS	*163	**74	0.4	45.4	208	**34	0.2	20.9	109	*104	0.3	63.8	129	**18	0.3	11.0	157
ZIFF-DAVIS MAG NETWK (GROSS)	2532	686	3.9	27.1	124	555	3.6	21.9	115	1367	3.4	54.0	109	*193	3.4	7.6	109
BLAIR INSERTS	43657	10830	61.3	24.8	114	7510	48.6	17.2	90	22396	55.7	51.3	103	3820	67.2	8.8	125
DAILY NEWSPAPERS																	
READ ANY	51633	12454	70.4	24.1	110	9729	63.0	18.8	99	26331	65.5	51.0	103	4022	70.7	7.8	111
READ ONE	43463	10310	58.3	23.7	109	8121	52.6	18.7	98	22108	55.0	50.9	102	3210	56.4	7.4	105
READ TWO OR MORE	8170	2143	12.1	26.2	120	1609	10.4	19.7	103	4223	10.5	51.7	104	812	14.3	9.9	142
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12944	73.2	24.6	113	9676	62.6	18.4	96	27192	67.6	51.6	104	4174	73.4	7.9	113
READ ONE	46126	11010	62.3	23.9	109	8452	54.7	18.3	96	23826	59.3	51.7	104	3504	61.6	7.6	108
READ TWO OR MORE	6552	1935	10.9	29.5	135	1224	7.9	18.7	98	3365	8.4	51.4	103	671	11.8	10.2	146
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.89				25.69				28.81				24.96			
30 DAY REACH	71455	15790	89.3	22.1	101	13436	87.0	18.8	99	35323	87.9	49.4	100	5025	88.4	7.0	100
50 SHWG - 30 DAY AV FREQ	14.56	15.18				13.50				15.12				13.22			
30 DAY REACH	67742	15097	85.4	22.3	102	12820	83.0	18.9	99	33705	83.8	49.8	100	4748	83.5	7.0	100
25 SHWG - 30 DAY AV FREQ	7.94	8.16				7.48				8.17				7.14			
30 DAY REACH	62117	14013	79.3	22.6	103	11540	74.7	18.6	97	31180	77.6	50.2	101	4361	76.7	7.0	100
CABLE TV: HOME WIRED	32077	7873	44.5	24.5	112	6359	41.2	19.8	104	16987	42.3	53.0	107	2444	43.0	7.6	109
HOME NOT WIRED	48909	9807	55.5	20.1	92	9090	58.8	18.6	97	23218	57.7	47.5	96	3243	57.0	6.6	94
HAVE PAY CABLE	15935	4048	22.9	25.4	116	3366	21.8	21.1	111	8988	22.4	56.4	114	1421	25.0	8.9	127

TOMATO SAUCE: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	B %	C ACROSS DOWN	D INDX	A '000	B %	C ACROSS DOWN	D INDX	A '000	B %	C ACROSS DOWN	D INDX	A '000	B %	C ACROSS DOWN	D INDX
TOTAL FEMALE HOMEMAKERS	80986	17681	100.0	21.8	100	15449	100.0	19.1	100	40205	100.0	49.6	100	5687	100.0	7.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	9894	56.0	22.5	103	8604	55.7	19.6	103	22920	57.0	52.2	105	3343	58.8	7.6	105
10:00 AM - 3:00 PM	30659	8948	39.3	22.7	104	5805	37.6	18.9	99	15837	39.4	51.7	104	2189	38.5	7.1	103
3:00 PM - 7:00 PM	31045	7177	40.6	23.1	106	6059	39.2	19.5	102	16094	40.0	51.8	104	2211	38.9	7.1	101
7:00 PM - MIDNIGHT	15767	3333	18.9	21.1	97	3123	20.2	19.8	104	8110	20.2	51.4	104	1119	19.7	7.1	101
MIDNIGHT - 6:00 AM	9120	2111	11.9	23.1	106	1777	11.5	19.5	102	4432	11.0	48.6	98	708	12.4	7.8	111
6:00 AM - MIDNIGHT	58527	13065	73.9	22.3	102	11314	73.2	19.3	101	30057	74.8	51.4	103	4217	74.2	7.2	103
ENTIRE DAY	59311	13203	74.7	22.3	102	11428	74.0	19.3	101	30378	75.6	51.2	103	4275	75.2	7.2	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3701	20.9	22.9	105	3152	20.4	19.5	102	8484	21.1	52.5	106	1168	20.5	7.2	103
ALL NEWS	2256	585	3.3	25.9	119	472	3.1	20.9	110	1000	2.5	44.3	89	341	6.0	15.1	215
AOR/PROGRESSIVE	3874	877	5.0	22.6	104	831	5.4	21.5	112	2063	5.1	53.3	107	371	6.5	9.6	136
BEAUTIFUL MUSIC	5660	1430	8.1	25.3	116	1098	7.1	19.4	102	2982	7.4	52.7	106	498	8.8	8.8	125
BLACK	2204	433	2.4	19.6	90	376	2.4	17.1	89	1182	2.9	53.6	108	**75	1.3	3.4	48
CLASSICAL	1418	277	1.6	19.5	89	307	2.0	21.7	113	775	1.9	54.7	110	*134	2.4	9.4	135
CHR/ROCK	9538	2191	12.4	23.0	105	1768	11.4	18.5	97	5028	12.5	52.7	106	697	12.3	7.3	104
COUNTRY	12648	2609	14.8	20.6	94	2610	15.6	19.1	100	6794	16.9	53.7	108	701	12.3	5.5	79
GOLDEN OLDIES	1191	*191	1.1	16.0	73	*146	0.9	12.3	64	574	1.4	48.2	97	**95	1.7	8.0	114
MOR/NOSTALGIA	4757	1158	6.5	24.3	112	1117	7.2	23.5	123	2270	5.6	47.7	96	425	7.5	8.9	127
NEWS/TALK	3883	1030	5.8	26.7	122	900	5.8	23.3	122	1752	4.4	45.4	91	327	5.7	8.5	121
RELIGIOUS	3084	676	3.8	21.9	100	419	2.7	13.6	71	1297	3.2	42.1	85	**188	3.3	6.1	87
SOFT ROCK	521	**75	0.4	14.4	66	**88	0.6	16.9	89	*257	0.6	49.3	99	**33	0.6	6.3	90
URBAN CONTEMPORARY	1555	288	1.6	18.2	83	370	2.4	23.3	122	755	1.9	47.6	96	**81	1.4	5.1	73
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	693	3.9	21.3	97	496	3.2	15.2	80	1741	4.3	53.4	108	*112	2.0	3.4	49
ABC DIRECTION	2316	578	3.3	25.0	114	458	3.0	19.8	104	1151	2.9	49.7	100	*199	3.5	8.6	122
ABC ENTERTAINMENT	4834	1026	5.8	21.2	97	939	6.1	19.4	102	2457	6.1	50.8	102	367	6.5	7.6	108
ABC FM	2202	449	2.5	20.4	93	347	2.2	15.8	83	1185	2.9	53.8	108	**97	1.7	4.4	63
ABC INFORMATION	5425	1353	7.7	24.9	114	1171	7.6	21.6	113	2757	6.9	50.8	102	485	8.5	8.9	127
ABC ROCK	1677	367	2.1	21.9	100	*264	1.7	15.7	83	924	2.3	55.1	111	*179	3.1	10.7	152
CBS	4430	1239	7.0	28.0	128	826	5.3	18.6	98	2227	5.5	50.3	101	391	6.9	8.8	126
MUTUAL	4992	1258	7.1	25.2	115	946	6.1	19.0	99	2743	6.8	54.9	111	351	6.2	7.0	100
NBC	4679	1126	6.4	24.1	110	713	4.6	15.2	80	2351	5.8	50.2	101	419	7.4	9.0	128
RADIORADIO	1994	468	2.6	23.5	108	336	2.2	16.9	88	1115	2.8	55.9	113	*127	2.2	6.4	91
RKO ONE	2298	481	2.7	20.9	96	445	2.9	19.4	102	1188	3.0	51.7	104	**77	1.4	3.4	48
RKO TWO	3311	617	3.5	18.6	85	589	3.8	17.8	93	1651	4.1	49.9	100	*162	2.8	4.9	70
THE SOURCE	2114	441	2.5	20.9	96	483	3.1	22.8	120	1207	3.0	57.1	115	*168	3.0	7.9	113
NON-WIRED : BLAIR	8654	2020	11.4	23.3	107	1868	12.1	21.6	113	4312	10.7	49.8	100	616	10.8	7.1	101
INTERNET	12025	2676	15.1	22.3	102	2541	16.4	21.1	111	6141	15.3	51.1	103	872	15.3	7.3	103
KATZ RADIO GROUP	15359	3724	21.1	24.2	111	3060	19.8	19.9	104	7912	19.7	51.5	104	1279	22.5	8.3	119
SUPERNET	10628	2364	13.4	22.2	102	2032	13.2	19.1	100	5631	14.0	53.0	107	834	14.7	7.8	112
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1804	10.2	20.8	95	1695	11.0	19.6	103	4042	10.1	46.7	94	685	12.0	7.9	113
WKDAY 9:00 AM - 1:00 PM	12163	2547	14.4	20.9	96	2372	15.4	19.5	102	5897	14.7	48.5	98	721	12.7	5.9	84
WKDAY 1:00 PM - 4:30 PM	16150	3476	19.7	21.5	99	3050	19.7	18.9	99	7901	19.7	48.9	99	879	15.5	5.4	78
WKDAY 4:30 PM - 7:30 PM	22463	4741	26.8	21.1	97	4231	27.4	18.8	99	10775	26.8	48.0	97	1535	27.0	6.8	97
WKDAY 7:30 PM - 8:00 PM	31795	6789	38.4	21.4	98	5797	37.5	18.2	96	15632	38.9	49.2	99	2205	38.8	6.9	99
WKDAY 11:00 PM - 11:30 PM	23977	5844	33.1	24.4	112	4327	28.0	18.0	95	12202	30.3	50.9	103	1638	28.8	6.8	97
WKDAY 11:30 PM - 1:00 AM	7703	1972	11.2	25.6	117	1377	8.9	17.9	94	3967	9.9	51.5	104	482	8.5	6.3	89
M-SAT 8-11 PM+SUN 7-11 PM	33800	7691	43.5	22.8	104	6216	40.2	18.4	96	16962	42.2	50.2	101	2535	44.6	7.5	107
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1471	8.3	22.5	103	1245	8.1	19.0	100	3243	8.1	49.6	100	377	6.6	5.8	82
ANOTHER WORLD A	4620	991	5.6	21.5	98	902	5.8	19.5	102	2215	5.5	47.9	97	261	4.6	5.6	80
AS THE WORLD TURNS C	5614	1105	6.2	19.7	90	990	6.4	17.6	92	2848	7.1	50.7	102	240	4.2	4.3	61
CAPITOL C	3396	652	3.7	19.2	88	636	4.1	18.7	98	1747	4.3	51.4	104	137	2.4	4.0	57
CBS MORN. NEWS 1 C	1446	327	1.8	22.6	104	276	1.8	19.1	100	685	1.7	47.4	95	*68	1.2	4.7	67
CBS MORN. NEWS 2 C	1207	223	1.3	18.5	85	214	1.4	17.7	93	514	1.3	42.6	86	*58	1.0	4.8	68
DAYS OF OUR LIVES N	5877	1271	7.2	21.6	99	1207	7.8	20.5	108	2879	7.2	49.0	99	351	6.2	6.0	85
FACTS OF LIFE - DAYTIME N	2290	488	2.8	21.3	98	351	2.3	15.3	80	1049	2.6	45.8	92	127	2.2	5.5	79
FAMILY FEUD A	3023	571	3.2	18.9	87	637	4.1	21.1	110	1410	3.5	46.6	94	149	2.6	4.9	70
GENERAL HOSPITAL A	6097	1371	7.8	22.5	103	1057	6.8	17.3	91	2942	7.3	48.3	97	329	5.8	5.4	77
GOOD MORNING, AMERICA-730 A	3515	775	4.4	22.0	101	735	4.8	20.9	110	1625	4.0	46.2	93	279	4.9	7.9	113
GOOD MORNING, AMERICA-830 A	2818	604	3.4	21.4	98	569	3.7	20.2	106	1425	3.5	50.6	102	213	3.7	7.6	108
GUIDING LIGHT C	5333	1062	6.0	19.9	91	959	6.2	18.0	94	2748	6.8	51.5	104	287	5.0	5.4	77
ONE LIFE TO LIVE A	4478	1044	5.9	23.3	107	847	5.5	18.9	99	2282	5.7	51.0	103	138	2.4	3.1	44
PRESS YOUR LUCK C	2244	502	2.8	22.4	102	372	2.4	16.6	87	1097	2.7	48.9	98	*82	1.4	3.7	52
PRICE IS RIGHT 1 C	4348	963	5.4	22.1	101	760	4.9	17.5	92	2105	5.2	48.4	98	189	3.3	4.3	62
PRICE IS RIGHT 2 C	5014	1126	6.4	22.5	103	877	5.7	17.5	92	2497	6.2	49.8	100	228	4.0	4.5	65
RYAN'S HOPE A	3150	713	4.0	22.6	104	525	3.4	16.7	87	1550	3.9	49.2	99	181	3.2	5.7	82
SALE OF THE CENTURY N	2695	596	3.4	22.1	101	531	3.4	19.7	103	1206	3.0	44.7	90	*132	2.3	4.9	70
SEARCH FOR TOMORROW N	2319	461	2.6	19.9	91	507	3.3	21.9	115	1156	2.9	49.8	100	*86	1.5	3.7	53
TODAY SHOW 1 N	2693	486	2.7	18.0	83	454	2.9	16.9	88	1244	3.1	46.2	93	217	3.8	8.1	115
TODAY SHOW 2 N	2498	518	2.9	20.7	95	350	2.3	14.0	73	1176	2.9	47.1	95	173	3.0	6.9	99
\$25,000 PYRAMID C	2753	641	3.6	23.3	107	546	3.5	19.8	104	1377	3.4	50.0	101	121	2.1	4.4	63
WHEEL OF FORTUNE N	4388	1022	5.8	23.3	107	960	6.2	21.9	115	2020	5.0	46.0	93	*282	5.0	6.4	92
YOUNG AND THE RESTLESS C	5695	1063	6.0	18.7	85	971	6.3	17.1	89	2891	7.2	50.8	102	193	3.4	3.4	48
WEEKEND DAYTIME NTKW PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	434	2.5														

TOMATO SAUCE: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	B DOHN	C % ACROSS	D INDX	A '000	B DOHN	C % ACROSS	D INDX	A '000	B DOHN	C % ACROSS	D INDX	A '000	B DOHN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	17681	100.0	21.8	100	15449	100.0	19.1	100	40205	100.0	49.6	100	5687	100.0	7.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	5360	30.3	20.6	94	4547	29.4	17.4	91	12680	31.5	48.7	98	1635	28.7	6.3	89
NETWORK AFFILIATES - LATE	20261	4889	27.7	24.1	111	3682	23.8	18.2	95	10252	25.5	50.6	102	1390	24.4	6.9	98
INDEPENDENTS - LATE	2076	486	2.7	23.4	107	437	2.8	21.1	110	989	2.5	47.6	96	268	4.7	12.9	184
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	2142	12.1	20.5	94	1858	12.0	17.8	93	5445	13.5	52.1	105	600	10.6	5.7	82
ABC MONDAY NIGHT MOVIE	A 6412	1457	8.2	22.7	104	1152	7.5	18.0	94	3194	7.9	49.8	100	383	6.7	6.0	85
ABC SUNDAY NIGHT MOVIE	A 12407	2930	16.6	23.6	108	2469	16.0	19.9	104	6164	15.3	49.7	100	885	15.6	7.1	102
ABC WORLD NEWS TONIGHT	A 6176	1198	6.8	19.4	89	1079	7.0	17.5	92	2966	7.4	48.0	97	400	7.0	6.5	92
AFTERMASH	C 5863	1254	7.1	21.4	98	1253	8.1	21.4	112	2833	7.0	48.3	97	533	9.4	9.1	129
ALICE	C 9594	2066	11.7	21.5	99	1816	11.8	18.9	99	4798	11.9	50.0	101	775	13.6	8.1	115
AMERICAN PARADE	C 6622	1281	7.2	19.3	89	1144	7.4	17.3	91	3390	8.4	51.2	103	534	9.4	8.1	115
BENSON	A 10886	2315	13.1	21.3	97	1856	12.0	17.0	89	5263	13.1	48.3	97	994	17.5	9.1	130
BLUE THUNDER	A 5036	1136	6.4	22.6	103	943	6.1	18.7	98	2551	6.3	50.7	102	344	6.0	6.8	97
CAGNEY & LACEY	C 9965	2554	14.4	25.6	117	1649	10.7	16.5	87	4934	12.3	49.5	100	706	12.4	7.1	101
CBS EVENING NEWS-DEAN	C 3491	802	4.5	23.0	105	646	4.2	18.5	97	1630	4.1	46.7	94	349	6.1	10.0	142
CBS EVENING NEWS-RATHER	C 7123	1599	9.0	22.4	103	1167	7.6	16.4	86	3477	8.6	48.8	98	516	9.1	7.2	103
CBS SAT. NEWS-SCHIEFFER	C 3621	663	3.7	18.3	84	661	4.3	18.3	96	1776	4.4	49.0	99	168	3.0	4.6	66
CBS SATURDAY NIGHT MOVIE	C 5436	1152	6.5	21.2	97	1050	6.8	19.3	101	2896	7.2	53.3	107	353	6.2	6.5	92
CBS WEDNESDAY NIGHT MOVIE	C 6100	1299	7.3	21.3	98	1202	7.8	19.7	103	3020	7.5	49.5	100	422	7.4	6.9	99
CHEERS	N 8889	2138	12.1	24.1	110	1784	11.5	20.1	105	4698	11.7	52.9	106	833	14.6	9.4	133
DALLAS	C 22109	5322	30.1	24.1	110	3973	25.7	18.0	94	11084	27.6	50.1	101	1536	27.0	6.9	99
DIFF'RENT STROKES	N 6940	1541	8.7	22.2	102	1352	8.8	19.5	102	3317	8.3	47.8	96	571	10.0	8.2	117
DOUBLE TROUBLE	N 7223	1667	9.4	23.1	106	1290	8.4	17.9	94	3789	9.4	52.5	106	463	8.1	6.4	91
DUCK FACTORY	N 5595	1282	7.3	22.9	105	1021	6.6	18.2	96	2940	7.3	52.5	106	456	8.0	8.2	116
DUKES OF HAZZARD	C 5768	1268	7.2	22.0	101	939	6.1	16.3	85	2906	7.2	50.4	101	268	4.7	4.6	66
DYNASTY	A 20053	4251	24.0	21.2	97	3937	25.5	19.6	103	9891	24.6	49.3	99	1252	22.0	6.2	89
FACTS OF LIFE	N 8087	2009	11.4	24.8	114	1443	9.3	17.8	94	3898	9.7	48.2	97	495	8.7	6.1	87
FALCON CREST	C 20046	4713	26.7	23.5	108	3603	23.3	18.0	94	10253	25.5	51.1	103	1199	21.1	6.0	85
FALL GUY	A 9084	2021	11.4	22.2	102	1825	11.8	20.1	105	4763	11.8	52.4	106	473	8.3	5.2	74
FAMILY TIES	N 7964	1911	10.8	24.0	110	1363	8.8	17.1	90	3928	9.8	49.3	99	656	11.5	8.2	117
FANTASY ISLAND	A 7687	1482	8.4	19.3	88	1408	9.1	18.3	96	3807	9.5	49.5	100	499	8.8	6.5	92
FOULUPS, BLEEPES & BLUNDERS	A 8861	1984	11.2	22.4	103	1553	10.1	17.5	92	4214	10.5	47.6	96	695	12.2	7.8	112
FOUR SEASONS	C 5095	1038	5.9	20.4	93	1055	6.8	20.7	109	2537	6.3	49.8	100	511	9.0	10.0	143
GIMME A BREAK	N 8838	1978	11.2	22.4	103	1420	9.2	16.1	84	4146	10.3	46.9	94	660	11.6	7.5	106
HART TO HART	A 8978	1969	11.1	21.9	100	1679	10.9	18.7	98	4367	10.9	48.6	98	658	11.6	7.3	104
HILL STREET BLUES	N 8590	1956	11.1	22.8	104	1572	10.2	18.3	96	4377	10.9	51.0	103	836	14.7	9.7	139
HOTEL	A 14085	3389	19.2	24.1	110	2804	18.2	19.9	104	6948	17.3	49.3	99	1016	17.9	7.2	103
JEFFERSONS	C 9360	1936	10.9	20.7	95	1792	11.6	19.1	100	4447	11.1	47.5	96	682	12.0	7.3	104
JENNIFER SLEPT HERE	N 5841	1278	7.2	21.9	100	1059	6.9	18.1	95	2933	7.3	50.2	101	433	7.6	7.4	106
KATE & ALLIE	C 9206	2314	13.1	25.1	115	1483	9.6	16.1	84	4709	11.7	51.2	103	802	14.1	8.7	124
KNIGHT RIDER	N 7076	1488	8.4	21.0	96	1262	8.2	17.8	93	3608	9.0	51.0	103	516	9.1	7.3	104
LOVE BOAT	A 12219	2491	14.1	20.4	93	2234	14.5	18.3	96	5731	14.3	46.9	94	911	16.0	7.5	106
MAGNUM PI	C 11199	2389	13.5	21.3	98	1922	12.4	17.2	90	5781	14.4	51.6	104	726	12.8	6.5	92
MAMA'S FAMILY	N 6057	1477	8.4	24.4	112	1157	7.5	19.1	100	3113	7.7	51.4	104	596	10.5	9.8	140
MASTER, THE	N 3598	730	4.1	20.3	93	629	4.1	17.5	92	1942	4.8	54.0	109	*249	4.4	6.9	99
MATT HOUSTON	A 6344	1333	7.5	21.0	96	1150	7.4	18.1	95	3078	7.7	48.5	98	566	10.0	8.9	127
NBC MONDAY NIGHT MOVIE	N 11994	2595	14.7	21.6	99	2135	13.8	17.8	93	6049	15.0	50.4	102	796	14.0	6.6	95
NBC NIGHTLY NEWS	N 5132	1087	6.1	21.2	97	863	5.6	16.8	88	2492	6.2	48.6	98	347	6.1	6.8	96
NBC NIGHTLY NEWS-SAT	N 3375	676	3.8	20.0	92	572	3.7	16.9	89	1476	3.7	43.7	88	*167	2.9	4.9	70
NBC NIGHTLY NEWS-SUN	N 3130	584	3.3	18.7	85	436	2.8	13.9	73	1331	3.3	42.5	86	*129	2.3	4.1	59
NBC SUNDAY NIGHT MOVIE	N 8284	1643	9.3	19.8	91	1322	8.6	16.0	84	4275	10.6	51.6	104	684	12.0	8.3	118
NEWMART	C 9240	2439	13.8	26.4	121	1551	10.0	16.8	88	4539	11.3	49.1	99	697	12.3	7.5	107
ONE DAY AT A TIME	C 7288	1397	7.9	19.2	88	1267	8.2	17.4	91	3497	8.7	48.0	97	478	8.4	6.6	93
PEOPLE ARE FUNNY	N 4855	1214	6.9	25.0	115	968	6.3	19.9	105	2586	6.4	53.3	107	437	7.7	9.0	128
REAL PEOPLE	N 8869	2053	11.6	23.1	106	1478	9.6	16.7	87	4406	11.0	49.7	100	510	9.0	5.8	82
REMINGTON STEELE	N 7743	1927	10.9	24.9	114	1338	8.7	17.3	91	3905	9.7	50.4	102	576	10.1	7.4	106
RIPLY'S BELIEVE IT - NOT	A 5345	1196	6.8	22.4	102	1143	7.4	21.4	112	2952	7.3	55.2	111	385	6.8	7.2	103
RIPTIDE	N 6988	1731	9.8	24.8	113	1238	8.0	17.7	93	3711	9.2	53.1	107	474	8.3	6.8	97
SCARECROW & MRS. KING	C 10002	2260	12.8	22.6	103	1594	10.3	15.9	84	4751	11.8	47.5	96	620	10.9	6.2	88
SIMON & SIMON	C 10638	2419	13.7	22.7	104	1969	12.7	18.5	97	5658	14.1	53.2	107	588	10.3	5.5	79
60 MINUTES	C 13293	2850	16.1	21.4	98	2355	15.2	17.7	93	6542	16.3	49.2	99	1140	20.0	8.6	122
ST. ELSEWHERE	N 7017	1807	10.2	25.8	118	1348	8.7	19.2	101	3685	9.2	52.5	106	534	9.4	7.6	108
THREE'S COMPANY	A 10917	2392	13.5	21.9	100	2057	13.3	18.8	99	5490	13.7	50.3	101	786	13.8	7.2	103
T.J. HOOKER	A 9204	1794	10.1	19.5	89	1579	10.2	17.2	90	4590	11.4	49.9	100	629	11.1	6.8	97
TONIGHT SHOW</																	

	TOTAL U.S. '000	CONTADINA				DEL MONTE				HUNTS				PROGRESSO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	17310	100.0	21.4	100	8301	100.0	10.2	100	22406	100.0	27.7	100	4426	100.0	5.5	100
18 - 24	9282	1260	7.3	13.6	64	1110	13.4	12.0	117	2619	11.7	28.2	102	*318	7.2	3.4	63
25 - 34	19072	4552	26.3	23.9	112	2220	26.7	11.6	114	6156	27.5	32.3	117	1130	25.5	5.9	108
35 - 44	14591	3659	21.1	25.1	117	1725	20.8	11.8	115	4251	19.0	29.1	105	915	20.7	6.3	115
45 - 54	11345	2787	16.1	24.6	115	1173	14.1	10.3	101	3198	14.3	28.2	102	708	16.0	6.2	114
55 - 64	11635	2869	16.6	24.7	115	1013	12.2	8.7	85	3228	14.4	27.7	100	735	16.6	6.3	116
65 OR OLDER	15061	2183	12.6	14.5	68	1061	12.8	7.0	69	2954	13.2	19.6	71	620	14.0	4.1	75
18 - 34	28354	5812	33.6	20.5	96	3330	40.1	11.7	115	8775	39.2	30.9	112	1448	32.7	5.1	93
18 - 49	48339	10630	61.4	22.0	103	5663	68.2	11.7	114	14697	65.6	30.4	110	2779	62.8	5.7	105
25 - 54	45008	10997	63.5	24.4	114	5118	61.7	11.4	111	13604	60.7	30.2	109	2754	62.2	6.1	112
35 - 49	19985	4818	27.8	24.1	113	2332	28.1	11.7	114	5922	26.4	29.6	107	1331	30.1	6.7	122
50 OR OLDER	32647	6680	38.6	20.5	96	2639	31.8	8.1	79	7708	34.4	23.6	85	1648	37.2	5.0	92
GRADUATED COLLEGE	11155	2917	16.9	26.1	122	1408	17.0	12.6	123	3744	16.7	33.6	121	1014	22.9	9.1	166
ATTENDED COLLEGE	13682	3667	21.2	26.8	125	1693	20.4	12.4	121	4546	20.3	33.2	120	992	22.4	7.3	133
GRADUATED HIGH SCHOOL	33880	7714	44.6	22.8	107	3565	42.9	10.5	103	9444	42.1	27.9	101	1697	38.3	5.0	92
DID NOT GRADUATE HIGH SCHOOL	22270	3013	17.4	13.5	63	1634	19.7	7.3	72	4672	20.9	21.0	76	723	16.3	3.2	59
EMPLOYED	40306	8959	51.8	22.2	104	4734	57.0	11.7	115	12691	56.6	31.5	114	2749	62.1	6.8	125
EMPLOYED FULL-TIME	32850	7150	41.3	21.8	102	3825	46.1	11.6	114	10323	46.1	31.4	114	2164	48.9	6.6	121
EMPLOYED PART-TIME	7456	1809	10.5	24.3	114	909	11.0	12.2	119	2368	10.6	31.8	115	*585	13.2	7.8	144
NOT EMPLOYED	40680	8351	48.2	20.5	96	3567	43.0	8.8	86	9715	43.4	23.9	86	1678	37.9	4.1	75
PROFESSIONAL/MANAGER	10392	2400	13.9	23.1	108	1256	15.1	12.1	118	3472	15.5	33.4	121	836	18.9	8.0	147
TECH/CLERICAL/SALES	17574	4532	26.2	25.8	121	2273	27.4	12.9	126	5713	25.5	32.5	118	1323	29.9	7.5	138
PRECISION/CRAFT	985	**225	1.3	22.8	107	**88	1.1	8.9	87	*364	1.6	37.0	134	*36	0.8	3.7	67
OTHER EMPLOYED	11354	1802	10.4	15.9	74	1117	13.5	9.8	96	3142	14.0	27.7	100	553	12.5	4.9	89
SINGLE	9863	1591	9.2	16.1	75	974	11.7	9.9	96	2577	11.5	26.1	94	454	10.3	4.6	84
MARRIED	51375	12080	69.8	23.5	110	5571	67.1	10.8	106	15298	68.3	29.8	108	3104	70.1	6.0	111
DIVORCED/SEPARATED/WIDOWED	19748	3639	21.0	18.4	86	1756	21.2	8.9	87	4530	20.2	22.9	83	868	19.6	4.4	80
PARENTS	32590	7602	43.9	23.3	109	4102	49.4	12.6	123	9652	43.1	29.6	107	1843	41.6	5.7	103
WHITE	70416	16013	92.5	22.7	106	7204	86.8	10.2	100	20024	89.4	28.4	103	4079	92.2	5.8	106
BLACK	8778	943	5.4	10.7	50	838	10.1	9.5	93	2003	8.9	22.8	82	*212	4.8	2.4	44
OTHER	1791	**354	2.0	19.8	92	**260	3.1	14.5	142	**379	1.7	21.2	76	**136	3.1	7.6	139
NORTHEAST-CENSUS	17786	5361	31.0	30.1	141	1412	17.0	7.9	77	5480	24.5	30.8	111	2210	49.9	12.4	227
NORTH CENTRAL	20741	5739	33.2	27.7	129	1814	21.9	8.7	85	5965	26.6	28.8	104	*433	9.8	2.1	38
SOUTH	27775	3193	18.4	11.5	54	3113	37.5	11.2	109	7498	33.5	27.0	98	775	17.5	2.8	51
WEST	14683	3018	17.4	20.6	96	1961	23.6	13.4	130	3463	15.5	23.6	85	1009	22.8	6.9	126
NORTHEAST-MKTG.	17961	4868	28.1	27.1	127	1403	16.9	7.8	76	5195	23.2	28.9	105	2115	47.8	11.8	215
EAST CENTRAL	11885	3256	18.8	27.4	128	881	10.6	7.4	72	3225	14.4	27.1	98	*466	10.5	3.9	72
WEST CENTRAL	14090	3713	21.5	26.4	123	1379	16.6	9.8	95	4471	20.0	31.7	115	*259	5.9	1.8	34
SOUTH	24081	2795	16.1	11.6	54	2857	34.4	11.9	116	6538	29.2	27.2	98	660	14.9	2.7	50
PACIFIC	12969	2679	15.5	20.7	97	1781	21.5	13.7	134	2976	13.3	22.9	83	926	20.9	7.1	131
COUNTY SIZE A	32439	8045	46.5	24.8	116	3090	37.2	9.5	93	8161	36.4	25.2	91	2325	52.5	7.2	131
COUNTY SIZE B	24915	5294	30.6	21.2	99	2666	32.1	10.7	104	7480	33.4	30.0	109	1476	33.3	5.9	108
COUNTY SIZE C	12930	2373	13.7	18.4	86	1372	16.5	10.6	104	3768	16.8	29.1	105	*509	11.5	3.9	72
COUNTY SIZE D	10703	1598	9.2	14.9	70	1174	14.1	11.0	107	2996	13.4	28.0	101	**117	2.6	1.1	20
METRO CENTRAL CITY	24518	5301	30.6	21.6	101	2451	29.5	10.0	98	6647	29.7	27.1	98	1355	30.6	5.5	101
METRO SUBURBAN	35919	8827	51.0	24.6	115	3555	42.8	9.9	97	10135	45.2	28.2	102	2567	58.0	7.1	131
NON METRO	20549	3182	18.4	15.5	72	2296	27.7	11.2	109	5624	25.1	27.4	99	*504	11.4	2.5	45
TOP 5 ADI'S	18341	4881	28.2	26.6	125	1849	22.3	10.1	98	4559	20.3	24.9	90	1657	37.4	9.0	165
TOP 10 ADI'S	25378	6306	36.4	24.8	116	2417	29.1	9.5	93	6176	27.6	24.3	88	2125	48.0	8.4	153
TOP 20 ADI'S	36488	8812	50.9	24.2	113	3656	44.0	10.0	98	9677	43.2	26.5	96	2628	59.4	7.2	132
HSGLD INC. \$50,000 OR MORE	6612	1935	11.2	29.3	137	864	10.4	13.1	127	2389	10.7	36.1	131	*604	13.6	9.1	167
\$40,000 OR MORE	12659	3471	20.1	27.4	128	1484	17.9	11.7	114	4471	20.0	35.3	128	1137	25.7	9.0	164
\$30,000 OR MORE	24698	6775	39.1	27.4	128	2883	34.7	11.7	114	8157	36.4	33.0	119	1826	41.3	7.4	135
\$25,000 OR MORE	32077	8544	49.4	26.6	125	3622	43.6	11.3	110	10401	46.4	32.4	117	2358	53.3	7.4	135
\$20,000 - \$24,999	9144	2092	12.1	22.9	107	1124	13.5	12.3	120	2570	11.5	28.1	102	*533	12.0	5.8	107
\$15,000 - \$19,999	8728	1914	11.1	21.9	103	849	10.2	9.7	95	2633	11.8	30.2	109	628	14.2	7.2	132
\$10,000 - \$14,999	12562	2459	14.2	19.6	92	1155	13.9	9.2	90	2997	13.4	23.9	86	*441	10.0	3.5	64
UNDER \$10,000	18475	2302	13.3	12.5	58	1551	18.7	8.4	82	3804	17.0	20.6	74	466	10.5	2.5	46
HOUSEHOLD OF 1 PERSON	11987	2048	11.8	17.1	80	963	11.6	8.0	78	2466	11.0	20.6	74	538	12.2	4.5	82
2 PEOPLE	26577	5686	32.8	21.4	100	2391	28.8	9.0	88	7017	31.3	26.4	95	1299	29.3	4.9	89
3 OR 4 PEOPLE	30617	6721	38.8	22.0	103	3175	38.2	10.4	101	9629	43.0	31.4	114	1832	41.4	6.0	109
5 OR MORE PEOPLE	11804	2856	16.5	24.2	113	1772	21.3	15.0	146	3294	14.7	27.9	101	*757	17.1	6.4	117
NO CHILD IN HSHLD	46165	9461	54.7	20.5	96	3969	47.8	8.6	84	12147	54.2	26.3	95	2523	57.0	5.5	100
CHILD(REN) UNDER 2 YRS	5325	970	5.6	18.2	85	*723	8.7	13.6	132	1714	7.6	32.2	116	**234	5.3	4.4	80
2 - 5 YEARS	14221	2881	16.6	20.3	95	1794	21.6	12.6	123	3901	17.4	27.4	99	704	15.9	5.0	91
6 - 11 YEARS	15117	3435	19.8	22.7	106	1917	23.1	12.7	124	4568	20.4	30.2	109	851	19.2	5.6	103
12 - 17 YEARS	16611	4110	23.7	24.7	116	2202	26.5	13.3	129	4711	21.0	28.4	103	961	21.7	5.8	106
RESIDENCE OWNED	55884	13100	75.7	23.4	110	6061	73.0	10.8	106	16181	72.2	29.0	105	3260	73.7	5.8	107
VALUE: \$50,000 OR MORE	31744	8421	48.6	26.5	124	3583	43.2	11.3	110	9549	42.6	30.1	109	2292	51.8	7.2	132
VALUE: UNDER \$50,000	24140	4678	27.0	19.4	91	2478	29.9	10.3	100	6632	29.6	27.5	99	968	21.9	4.0	73

		TOTAL U.S. '000	CONTADINA				DEL MONTE				HUNTS				PROGRESSO			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	17310	100.0	21.4	100	8301	100.0	10.2	100	22406	100.0	27.7	100	4426	100.0	5.5	100
MAGAZINES	QUINTILE 1	15799	4295	24.8	27.2	127	1984	23.9	12.6	123	4991	22.3	31.6	114	1415	32.0	9.0	164
	QUINTILE 2	17259	4346	25.1	25.2	118	1585	19.1	9.2	90	5125	22.9	29.7	107	1028	23.2	6.0	109
	QUINTILE 3	13545	3282	19.0	24.2	113	1380	16.6	10.2	99	3965	17.7	29.3	106	759	17.1	5.6	103
	QUINTILE 4	15133	2895	16.7	19.1	90	1485	17.9	9.8	96	4064	18.1	26.9	97	639	14.4	4.2	77
	QUINTILE 5	19250	2493	14.4	13.0	61	1868	22.5	9.7	95	4261	19.0	22.1	80	586	13.2	3.0	56
NEWSPAPERS	QUINTILE 1	12413	3616	20.9	29.1	136	1210	14.6	9.7	95	3763	16.8	30.3	110	1109	25.1	8.9	163
	QUINTILE 2	24116	6126	35.4	25.4	119	2703	32.6	11.2	109	6889	30.7	28.6	103	1525	34.5	6.3	116
	QUINTILE 3	11261	2300	13.3	20.4	96	1350	16.3	12.0	117	3476	15.5	30.9	112	521	11.8	4.6	85
	QUINTILE 4	20255	3754	21.7	18.5	87	1833	22.1	9.0	88	5498	24.5	27.1	98	926	20.9	4.6	84
	QUINTILE 5	12940	1514	8.7	11.7	55	1206	14.5	9.3	91	2780	12.4	21.5	78	*345	7.8	2.7	49
OUTDOOR	QUINTILE 1	14852	3548	20.5	23.9	112	1497	18.0	10.1	98	4511	20.1	30.4	110	860	19.4	5.8	106
	QUINTILE 2	15725	3519	20.3	22.4	105	1817	21.9	11.6	113	4569	20.4	29.1	105	902	20.4	5.7	105
	QUINTILE 3	16330	3463	20.0	21.2	99	1653	19.9	10.1	99	4682	20.9	28.7	104	884	20.0	5.4	99
	QUINTILE 4	16744	3500	20.2	20.9	98	1688	20.3	10.1	98	4502	20.1	26.9	97	1045	23.6	6.2	114
	QUINTILE 5	17334	3279	18.9	18.9	89	1645	19.8	9.5	93	4142	18.5	23.9	86	735	16.6	4.2	78
RADIO-DRIVE TIME	QUINTILE 1	15911	3640	21.0	22.9	107	1952	23.5	12.3	120	5024	22.4	31.6	114	1105	25.0	6.9	127
	QUINTILE 2	14837	3230	18.7	21.8	102	1377	16.6	9.3	91	4218	18.8	28.4	103	792	17.9	5.3	98
	QUINTILE 3	15339	3104	17.9	20.2	95	1957	23.6	12.8	124	4502	20.1	29.4	106	879	19.9	5.7	105
	QUINTILE 4	16723	3821	22.1	22.8	107	1303	15.7	7.8	76	4445	19.8	26.6	96	812	18.3	4.9	89
	QUINTILE 5	18176	3515	20.3	19.3	90	1713	20.6	9.4	92	4217	18.8	23.2	84	838	18.9	4.6	84
RADIO-MID- DAY	TERCILE 1	21020	4976	28.7	23.7	111	2204	26.6	10.5	102	6081	27.1	28.9	105	1226	27.7	5.8	107
	TERCILE 2	21610	4834	27.9	22.4	105	2122	25.6	9.8	96	6161	27.5	28.5	103	1081	24.4	5.0	92
	TERCILE 3	38355	7500	43.3	19.6	91	3976	47.9	10.4	101	10164	45.4	26.5	96	2119	47.9	5.5	101
RADIO-TOTAL	QUINTILE 1	15988	3614	20.9	22.6	106	1806	21.8	11.3	110	4663	20.8	29.2	105	983	22.2	6.1	113
	QUINTILE 2	15626	3287	19.0	21.0	98	1532	18.5	9.8	96	4771	21.3	30.5	110	799	18.1	5.1	94
	QUINTILE 3	16723	3494	20.2	20.9	98	1898	22.9	11.3	111	4835	21.6	28.9	105	982	22.2	5.9	107
	QUINTILE 4	16342	3845	22.2	23.5	110	1519	18.3	9.3	91	4226	18.9	25.9	93	961	21.7	5.9	108
	QUINTILE 5	16306	3070	17.7	18.8	88	1546	18.6	9.5	92	3911	17.5	24.0	87	701	15.8	4.3	79
TV-PRIME TIME	QUINTILE 1	15953	3490	20.2	21.9	102	1391	16.8	8.7	85	4447	19.8	27.9	101	949	21.4	5.9	109
	QUINTILE 2	16137	3966	22.9	24.6	115	1579	19.0	9.8	95	4685	20.9	29.0	105	1017	23.0	6.3	115
	QUINTILE 3	16420	3653	21.1	22.2	104	1654	19.9	10.1	98	4674	20.9	28.5	103	1013	22.9	6.2	113
	QUINTILE 4	16687	3397	19.6	20.4	95	1878	22.6	11.3	110	4643	20.7	27.8	101	852	19.2	5.1	93
	QUINTILE 5	15789	2805	16.2	17.8	83	1800	21.7	11.4	111	3956	17.7	25.1	91	595	13.4	3.8	69
TV-DAYTIME	TERCILE 1	27736	5694	32.9	20.5	96	2654	32.0	9.6	93	7081	31.6	25.5	92	1101	24.9	4.0	73
	TERCILE 2	26489	5544	32.0	20.9	98	2624	31.6	9.9	97	7667	34.2	28.9	105	1456	32.9	5.5	101
	TERCILE 3	26761	6073	35.1	22.7	106	3024	36.4	11.3	110	7658	34.2	28.6	103	1869	42.2	7.0	128
TV-TOTAL	QUINTILE 1	16345	3302	19.1	20.2	95	1532	18.5	9.4	91	3996	17.8	24.4	88	727	16.4	4.4	81
	QUINTILE 2	16447	3674	21.2	22.3	105	1561	18.8	9.5	93	4621	20.6	28.1	102	914	20.7	5.6	102
	QUINTILE 3	15980	3751	21.7	23.5	110	1418	17.1	8.9	87	4531	20.2	28.4	102	881	19.9	5.5	101
	QUINTILE 4	15887	3445	19.9	21.7	101	1805	21.7	11.4	111	4771	21.3	30.0	109	1017	23.0	6.4	117
	QUINTILE 5	16326	3138	18.1	19.2	90	1985	23.9	12.2	119	4487	20.0	27.5	99	886	20.0	5.4	99
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	6119	35.3	29.5	138	2432	29.3	11.7	115	6319	28.2	30.5	110	1677	37.9	8.1	148
	NEWSPAPER IMPERATIVE	19186	4047	23.4	21.1	99	1912	23.0	10.0	97	5892	26.3	30.7	111	1044	23.6	5.4	100
		21899	4776	27.6	21.8	102	2257	27.2	10.3	101	6171	27.5	28.2	102	1139	25.7	5.2	95
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	3975	23.0	25.7	120	1702	20.5	11.0	107	4635	20.7	30.0	108	1020	23.0	6.6	121
	OUTDOOR IMPERATIVE	25953	6489	37.5	25.0	117	2677	32.2	10.3	101	7602	33.9	29.3	106	1829	41.3	7.0	129
		24400	4720	27.3	19.3	91	2472	29.8	10.1	99	6734	30.1	27.6	100	1023	23.1	4.2	77
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	4167	24.1	23.1	108	1879	22.6	10.4	102	5818	26.0	32.2	117	1038	23.5	5.8	105
	RADIO IMPERATIVE	23571	6481	37.4	27.5	129	2530	30.5	10.7	105	6878	30.7	29.2	105	1768	39.9	7.5	137
		23278	4267	24.7	18.3	86	2497	30.1	10.7	105	6230	27.8	26.8	97	1089	24.6	4.7	86
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	3958	22.9	25.6	120	1510	18.2	9.8	95	4674	20.9	30.2	109	1061	24.0	6.9	126
	TELEVISION IMPERATIVE	25829	6704	38.7	26.0	121	2881	34.7	11.2	109	7957	35.5	30.8	111	1859	42.0	7.2	132
		26039	4684	27.1	18.0	84	2351	28.3	9.0	88	6134	27.4	23.6	85	880	19.9	3.4	62
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	4556	26.3	27.4	128	1768	21.3	10.6	104	5179	23.1	31.2	113	1206	27.2	7.3	133
	OUTDOOR IMPERATIVE	26834	6629	38.3	24.7	116	2845	34.3	10.6	103	7625	34.0	28.4	103	1754	39.6	6.5	120
		23346	4045	23.4	17.3	81	2300	27.7	9.9	96	6466	28.9	27.7	100	1000	22.6	4.3	78
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	4502	26.0	26.3	123	1695	20.4	9.9	97	5327	23.8	31.1	112	1155	26.1	6.7	123
	RADIO IMPERATIVE	25892	6652	38.4	25.7	120	2860	34.5	11.0	108	7277	32.5	28.1	102	1792	40.5	6.9	127
		23167	3783	21.9	16.3	76	2483	29.9	10.7	105	6420	28.7	27.7	100	1026	23.2	4.4	81
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	4869	28.1	28.4	133	1688	20.3	9.8	96	4888	21.8	28.5	103	1191	26.9	6.9	127
	TELEVISION IMPERATIVE	26214	6398	37.0	24.4	114	2980	35.9	11.4	111	7797	34.8	29.7	108	1803	40.7	6.9	126
		23412	3605	20.8	15.4	72	2184	26.3	9.3	91	5898	26.3	25.2	91	772	17.4	3.3	60
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	3314	19.1	21.7	101	1799	21.7	11.8	115	4654	20.8	30.4	110	863	19.5	5.6	103
	RADIO IMPERATIVE	24901	5697	32.9	22.9	107	2516	30.3	10.1	99	6995	31.2	28.1	102	1392	31.5	5.6	102
		26492	5519	31.9	20.8	97	2692	32.4	10.2	99</								

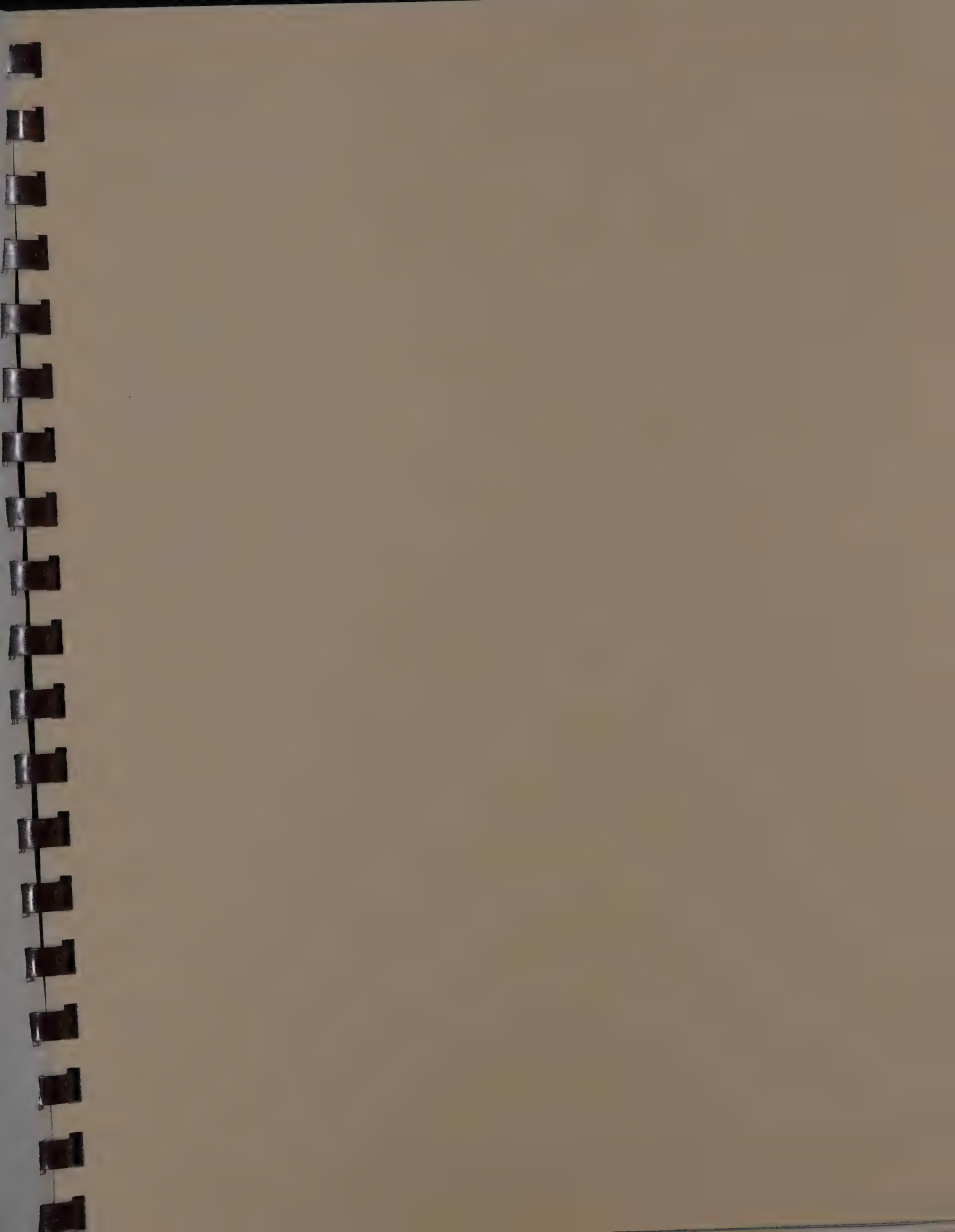
	TOTAL U.S. '000	CONTADINA				DEL MONTE				HUNTS				PROGRESSO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	20444	17310	100.0	21.4	100	8301	100.0	10.2	100	22406	100.0	27.7	100	4426	100.0	5.5	100
ATLANTIC MONTHLY	415	*124	0.7	29.9	140	**9	0.1	2.2	21	*148	0.7	35.7	129	**49	1.1	11.8	216
BARRON'S	453	*172	1.0	38.0	178	**70	0.8	15.5	151	**202	0.9	44.6	161	**107	2.4	23.6	432
BETTER HOMES & GARDENS	16256	4406	25.5	27.1	127	1738	20.9	10.7	104	4796	21.4	29.5	107	1071	24.2	6.6	121
BON APPETIT	2535	872	5.0	34.4	161	369	4.4	14.6	142	823	3.7	32.5	117	375	8.5	14.8	271
BUSINESS WEEK	1278	324	1.9	25.4	119	**103	1.2	8.1	79	399	1.8	31.2	113	**77	1.7	6.0	110
CAR AND DRIVER	378	**84	0.5	22.2	104	**101	1.2	26.7	261	**113	0.5	29.9	108	**52	1.2	13.8	252
CBS MAGAZINE NETWORK (GROSS)	1498	458	2.6	30.6	143	*223	2.7	14.9	145	524	2.3	35.0	126	*184	4.2	12.3	225
CHANGING TIMES	1505	497	2.9	33.0	155	*212	2.6	14.1	137	457	2.0	30.4	110	*157	3.5	10.4	191
COLONIAL HOMES	1231	344	2.0	27.9	131	*199	2.4	16.2	158	409	1.8	33.2	120	**112	2.5	9.1	166
CONDE NAST MAG. PKG. (GROSS)	14146	3809	22.0	26.9	126	1402	16.9	9.9	97	4650	20.8	32.9	119	1148	25.9	8.1	148
CONSUMERS DIGEST	1323	467	2.7	35.3	165	**131	1.6	9.9	97	410	1.8	31.0	112	**122	2.8	9.2	169
COSMOPOLITAN	7102	1769	10.2	24.9	117	730	8.8	10.3	100	2182	9.7	30.7	111	545	12.3	7.7	140
COUNTRY LIVING	2481	605	3.5	24.4	114	*216	2.6	8.7	85	632	2.8	25.5	92	*140	3.2	5.6	103
CUISINE	1472	436	2.5	29.6	139	*212	2.6	14.4	141	529	2.4	35.9	130	*159	3.6	10.8	198
CYCLE WORLD	425	**149	0.9	35.1	164	**68	0.8	16.0	156	**160	0.7	37.6	136	**80	1.8	18.8	344
DCI: CREATIVE IDEAS FOR LIV	2510	632	3.7	25.2	118	352	4.2	14.0	137	711	3.2	28.3	102	**150	3.4	6.0	109
DCI: CREAT. IDEA/SO. LIV (GROSS)	6694	1424	8.2	21.3	100	931	11.2	13.9	136	2182	9.7	32.6	118	376	8.5	5.6	103
DISCOVER	894	258	1.5	28.9	135	**62	0.7	6.9	68	253	1.1	28.3	102	**39	0.9	4.4	80
EBONY	3507	506	2.9	14.4	68	331	4.0	9.4	92	805	3.6	23.0	83	*115	2.6	3.3	60
ESQUIRE	1083	258	1.5	23.8	111	**103	1.2	9.5	93	291	1.3	26.9	97	**67	1.5	6.2	113
ESSENCE	1830	326	1.9	17.8	83	*205	2.5	11.2	109	483	2.2	26.4	95	**49	1.1	2.7	49
FAMILY CIRCLE	15930	4378	25.3	27.5	129	1674	20.2	10.5	103	4969	22.2	31.2	113	1225	27.7	7.7	141
THE FAMILY HANDYMAN	1126	366	2.1	32.5	152	**131	1.6	11.6	114	391	1.7	34.7	126	**78	1.8	6.9	127
FAMILY WEEKLY	11468	2603	15.0	22.7	106	1308	15.8	11.4	111	3485	15.6	30.4	110	618	14.0	5.4	99
FIELD & STREAM	2234	514	3.0	23.0	108	*215	2.6	9.6	94	777	3.5	34.8	126	**143	3.2	6.4	117
FOOD & WINE	579	*146	0.8	25.2	118	**82	1.0	14.2	138	*166	0.7	28.7	104	**45	1.0	7.8	142
FORBES	728	270	1.6	37.1	174	**132	1.6	18.1	177	*291	1.3	40.0	144	**114	2.6	15.7	287
FORTUNE	906	334	1.9	36.9	172	**152	1.8	16.8	164	388	1.7	42.8	155	**108	2.4	11.9	218
GENTLEMEN'S QUARTERLY	791	*189	1.1	23.9	112	**149	1.8	18.8	184	*259	1.2	32.7	118	**61	1.4	7.7	141
GLAMOUR	5265	1478	8.5	28.1	131	502	6.0	9.5	93	1774	7.9	33.7	122	386	8.7	7.3	134
GOLF DIGEST	636	*176	1.0	27.7	129	**30	0.4	4.7	46	*241	1.1	37.9	137	**52	1.2	8.2	150
GOLF DIGEST/TENNIS (GROSS)	1186	366	2.1	30.9	144	**120	1.4	10.1	99	421	1.9	35.5	128	**86	1.9	7.3	133
GOLF MAGAZINE	441	**149	0.9	33.8	158	**41	0.5	9.3	91	**142	0.6	32.2	116	**63	1.4	14.3	261
GOLF MAGAZINE/SKI (GROSS)	922	*244	1.4	26.5	124	**104	1.3	11.3	110	*277	1.2	30.0	109	**114	2.6	12.4	226
GOOD HOUSEKEEPING	16487	4548	26.3	27.6	129	1635	19.7	9.9	97	4993	22.3	30.3	109	1189	26.9	7.2	132
HARPER'S BAZAAR	2423	721	4.2	29.8	139	300	3.6	12.4	121	730	3.3	30.1	109	*280	6.3	11.6	211
HEALTH	1994	501	2.9	25.1	118	*226	2.7	11.3	111	574	2.6	28.8	104	**197	4.5	9.9	181
HEARST MAG CORP. BUY (GROSS)	44101	11844	18.4	26.9	126	4473	53.9	10.1	99	13427	59.9	30.4	110	3120	70.5	7.1	129
HEARST MAN POWER (GROSS)	1993	539	3.1	27.0	127	*181	2.2	9.1	89	649	2.9	32.6	118	**112	2.5	5.6	103
HEARST WOMAN POWER (GROSS)	31274	8268	48.8	26.4	124	3136	37.8	10.0	98	9554	42.6	30.5	110	2190	49.5	7.0	128
HOUSE BEAUTIFUL	3623	1032	6.0	28.5	133	357	4.3	9.9	96	1076	4.8	29.7	107	*193	4.4	5.3	97
INC.	283	*137	0.8	48.4	226	**64	0.8	22.6	221	**99	0.4	35.0	126	**58	1.3	20.5	375
JET	2928	405	2.3	13.8	65	281	3.4	9.6	94	712	3.2	24.3	88	**82	1.9	2.8	51
LADIES' HOME JOURNAL	11918	3071	17.7	25.8	121	1258	15.2	10.6	103	3535	15.8	29.7	107	821	18.5	6.9	126
LHJ FAMILY GRP COMBO (GROSS)	16764	4340	25.1	25.9	121	1804	21.7	10.8	105	5025	22.4	30.0	108	1180	26.7	7.0	129
LIFE	4254	1177	6.8	27.7	129	455	5.5	10.7	104	1234	5.5	29.0	105	348	7.9	8.2	150
L.A. TIMES HOME MAGAZINE	1145	328	1.9	28.6	134	*220	2.7	19.2	187	402	1.8	35.1	127	**116	2.6	10.1	185
MADMOISELLE	2884	690	4.0	23.9	112	*277	3.3	9.6	94	967	4.3	33.5	121	*234	5.3	8.1	148
MC CALL'S	13460	3274	18.9	24.3	114	1552	18.7	11.5	112	4275	19.1	31.8	115	841	19.0	6.2	114
MC CALL'S/WRK MOTHER (GROSS)	14606	3564	20.6	24.4	114	1773	21.4	12.1	118	4761	21.2	32.6	118	918	20.7	6.3	115
MECHANIX ILLUSTRATED	772	*240	1.4	31.1	145	**94	1.1	12.2	119	*321	1.4	41.6	150	**76	1.7	9.8	180
METROPOLITAN HOME	967	288	1.7	29.8	139	**71	0.9	7.3	72	301	1.3	31.1	113	**63	1.4	6.5	119
MONEY	1588	548	3.2	34.5	161	**155	1.9	9.8	95	600	2.7	37.8	137	**146	3.3	9.2	168
MOTHER EARTH NEWS	1002	264	1.5	26.3	123	**85	1.0	8.5	83	280	1.2	27.9	101	**27	0.6	2.7	49
MS.	825	228	1.3	27.6	129	**86	1.0	10.4	102	250	1.1	30.3	110	**19	0.4	2.3	42
NATIONAL ENQUIRER	10336	2161	12.5	20.9	98	1133	13.6	11.0	107	2951	13.2	28.6	103	437	9.9	4.2	77
NATIONAL GEOGRAPHIC	9597	2622	15.1	27.3	128	1165	14.0	12.1	118	2682	12.0	27.9	101	869	19.6	9.1	166
NATIONAL SUNDAY MAGAZINE PKG	49558	12451	71.9	25.1	118	5073	61.1	10.2	100	14361	64.1	29.0	105	3143	71.0	6.3	116
NATURAL HISTORY	573	*216	1.2	37.7	176	**35	0.4	6.1	60	*164	0.7	28.6	103	**86	1.9	15.0	275
NEW WOMAN	1699	378	2.2	22.2	104	*268	3.2	15.8	154	559	2.5	32.9	119	**99	2.2	5.8	107
NEW YORK INCLUDING CUE	443	*118	0.7	26.6	125	**42	0.5	9.5	92	*184	0.8	41.5	150	**24	0.5	5.4	99
THE NEW YORKER	1270	367	2.1	28.9	135	*148	1.8	11.7	114	399	1.8	31.4	114	*124	2.8	9.8	179
NEWSWEEK	6277	1760	10.2	28.0	131	673	8.1	10.7	105	2002	8.9	31.9	115	548	12.4	8.7	160
THE N.Y. TIMES DAILY EDITION	1205	352	2.0	29.2	137	**138	1.7	11.5	112	365	1.6	30.3	109	*208	4.7	17.3	316
THE N.Y. TIMES MAGAZINE	2081	591	3.4	28.4	133	*271	3.3	13.0	127	673	3.0	32.3	117	386	8.7	18.5	339
OMNI	788	*216	1.2	27.4	128	**87	1.0	11.0	108	*197	0.9	25.0	90	**79	1.8	10.0	183
ON CABLE	1158	*379	2.2	32.7	153	**102	1.2	8.8	86	360	1.6	31.1	112	**61	1.4	5.3	96
1001 HOME IDEAS	2852	768	4.4	26.9	126	321	3.9	11.3	110	915	4.1	32.1	116	**162	3.7	5.7	104
ORGANIC GARDENING	1658	425	2.5	25.6	120	*149	1.8	9.0	88	482	2.2	29.1	105	**171	3.9	10.3	189
OUTDOOR LIFE	836	248	1.4	27.7	129	**84	1.0	9.4	91	*248	1.1	27.7	100	**34	0.8	3.8	69
PARADE MAGAZINE	24275	6172	35.7	25.4	119	2214	26.7	9.1	89	7135	31.8	29.4	106	1948	44.0	8.0	147

	TOTAL U.S. '000	CONTADINA				DEL MONTE				HUNTS				PROGRESSO			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOME MAKERS	80986	17310	100.0	21.4	100	8301	100.0	10.2	100	22406	100.0	27.7	100	4426	100.0	5.5	100
PARENTS	3845	959	5.5	24.9	117	442	5.3	11.5	112	1261	5.6	32.8	119	*227	5.1	5.9	108
PENTHOUSE	831	*206	1.2	24.8	116	**140	1.7	16.8	164	*253	1.1	30.4	110	**49	1.1	5.9	108
PEOPLE	11645	2934	16.9	25.2	118	1294	15.6	11.1	108	3607	16.1	31.0	112	764	17.3	6.6	120
PLAYBOY	2006	514	3.0	25.6	120	*184	2.2	9.2	89	508	2.3	25.3	92	*145	3.3	7.2	132
POPULAR HOT RODDING	297	**74	0.4	24.9	117	**12	0.1	4.0	39	**62	0.3	20.9	75	**5	0.1	1.7	31
POPULAR MECHANICS	1018	*270	1.6	26.5	124	**115	1.4	11.3	110	*325	1.5	31.9	115	**67	1.5	6.6	120
POPULAR SCIENCE	878	*232	1.3	26.4	124	**100	1.2	11.4	111	*309	1.4	35.2	127	**43	1.0	4.9	90
PREVENTION	3913	930	5.4	23.8	111	358	4.3	9.1	89	1021	4.6	26.1	94	*197	4.5	5.0	92
PSYCHOLOGY TODAY	1710	588	3.4	34.4	161	*162	2.0	9.5	92	489	2.2	28.6	103	**154	3.5	9.0	165
READER'S DIGEST	22204	5374	31.0	24.2	113	2196	26.5	9.9	96	6463	28.8	29.1	105	1412	31.9	6.4	116
REDBOOK	7684	1950	11.3	25.4	119	771	9.3	10.0	98	2379	10.6	31.0	112	457	10.3	5.9	109
ROAD & TRACK	410	**80	0.5	19.5	91	**114	1.4	27.8	271	**135	0.6	32.9	119	**54	1.2	13.2	241
ROLLING STONE	969	297	1.7	30.7	143	**125	1.5	12.9	126	*339	1.5	35.0	126	**95	2.1	9.8	179
RUNNER'S WORLD	298	**72	0.4	24.2	113	**30	0.4	10.1	98	**105	0.5	35.2	127	**32	0.7	10.7	196
SATURDAY EVENING POST	1169	297	1.7	25.4	119	*129	1.6	11.0	108	325	1.5	27.8	100	**60	1.4	5.1	94
SCIENCE 84	587	*199	1.1	33.9	159	**69	0.8	11.8	115	*198	0.9	33.7	122	**31	0.7	5.3	97
SCIENCE DIGEST	482	*150	0.9	31.1	146	**34	0.4	7.1	69	*153	0.7	31.7	115	**31	0.7	6.4	118
SCIENTIFIC AMERICAN	594	*186	1.1	31.3	147	**19	0.2	3.2	31	*166	0.7	27.9	101	**32	0.7	5.4	99
SELF	2089	598	3.5	28.6	134	*239	2.9	11.4	112	800	3.6	38.3	138	*163	3.7	7.8	143
SEVENTEEN	2411	595	3.4	24.7	115	*278	3.3	11.5	112	757	3.4	31.4	113	**144	3.3	6.0	109
SKI	480	**96	0.6	20.0	94	**63	0.8	13.1	128	**135	0.6	28.1	102	**51	1.2	10.6	194
SMITHSONIAN	2760	718	4.1	26.0	122	264	3.2	9.6	93	884	3.9	32.0	116	*174	3.9	6.3	115
SOAP OPERA DIGEST	3013	729	4.2	24.2	113	*343	4.1	11.4	111	842	3.8	27.9	101	**127	2.9	4.2	77
SOUTHERN LIVING	4184	792	4.6	18.9	89	578	7.0	13.8	135	1472	6.6	35.2	127	*226	5.1	5.4	99
SPORT	559	*156	0.9	27.9	131	**59	0.7	10.6	103	*176	0.8	31.5	114	**34	0.8	6.1	111
THE SPORTING NEWS	436	**124	0.7	28.4	133	**28	0.3	6.4	63	**78	0.3	17.9	65	**25	0.6	5.7	105
SPORTS AFIELD	493	*120	0.7	24.3	114	*131	0.4	6.3	61	*171	0.8	34.7	125	**14	0.3	2.8	52
SPORTS ILLUSTRATED	2758	793	4.6	28.8	135	330	4.0	12.0	117	953	4.3	34.6	125	*187	4.2	6.8	124
STAR	7456	1763	10.2	23.6	111	781	9.4	10.5	102	2245	10.0	30.1	109	384	8.7	5.2	94
SUNDAY	24936	6683	38.6	26.8	125	2309	27.8	9.3	90	6952	31.0	27.9	101	1659	37.5	6.7	122
SUNSET	2124	675	3.9	31.8	149	362	4.4	17.0	166	651	2.9	30.6	111	*266	6.0	12.5	229
TV GUIDE	21661	4835	27.9	22.3	104	2182	26.3	10.1	98	6477	28.9	29.9	108	1282	29.0	5.9	108
TENNIS	550	*190	1.1	34.5	162	**91	1.1	16.5	161	*180	0.8	32.7	118	*34	0.8	6.2	113
TIME	8880	2572	14.9	29.0	136	938	11.3	10.6	103	2738	12.2	30.8	111	794	17.9	8.9	164
TOWN & COUNTRY	917	294	1.7	32.1	150	**75	0.9	8.2	80	321	1.4	35.0	127	**69	1.6	7.5	138
TRAVEL & LEISURE	972	227	1.3	23.4	109	**94	1.1	9.7	94	306	1.4	31.5	114	**54	1.2	5.6	102
TRUE STORY	3356	591	3.4	17.6	82	399	4.8	11.9	116	977	4.4	29.1	105	*74	1.7	2.2	40
U.S. NEWS & WORLD REPORT	3410	844	4.9	24.8	116	399	4.8	11.7	114	1136	5.1	33.3	120	*276	6.2	8.1	148
USA TODAY	1759	565	3.3	32.1	150	*146	1.8	8.3	81	650	2.9	37.0	134	**150	3.4	8.5	156
US	1873	554	3.2	29.6	138	*259	3.1	13.8	135	668	3.0	35.7	129	**108	2.4	5.8	106
VOGUE	3909	1043	6.0	26.7	125	384	4.6	9.8	96	1108	4.9	28.3	102	366	8.3	9.4	171
WALL STREET JOURNAL	1886	515	3.0	27.3	128	*192	2.3	10.2	99	612	2.7	32.4	117	*178	4.0	9.4	173
WEIGHT WATCHERS	2120	587	3.4	27.7	130	*211	2.5	10.0	97	595	2.7	28.1	101	*136	3.1	6.4	117
WOMAN'S DAY	14172	4109	23.7	29.0	136	1535	18.5	10.8	106	4394	19.6	31.0	112	1071	24.2	7.6	138
WORKING WOMAN	1146	290	1.7	25.3	118	*221	2.7	19.3	188	486	2.2	42.4	153	**77	1.7	6.7	123
WORKING WOMAN	1322	373	2.2	28.2	132	**113	1.4	8.5	83	445	2.0	33.7	122	**96	2.2	7.3	133
WORLD TENNIS	*163	**87	0.5	53.4	250	**13	0.2	8.0	78	**53	0.2	32.5	118	**12	0.3	7.4	135
ZIFF-DAVIS MAG NETHK (GROSS)	2532	725	4.2	28.6	134	298	3.6	11.8	115	809	3.6	32.0	115	*191	4.3	7.5	138
BLAIR INSERTS	43657	11163	64.5	25.6	120	4225	50.9	9.7	94	12899	57.6	29.5	107	3106	70.2	7.1	130
DAILY NEWSPAPERS																	
READ ANY	51633	12445	71.9	24.1	113	5560	67.0	10.8	105	15050	67.2	29.1	105	3299	74.5	6.4	117
READ ONE	43463	10240	59.2	23.6	110	4616	55.6	10.6	104	12748	56.9	29.3	106	2585	58.4	5.9	109
READ TWO OR MORE	8170	2205	12.7	27.0	126	944	11.4	11.6	113	2302	10.3	28.2	102	714	16.1	8.7	160
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	13048	75.4	24.8	116	5449	65.6	10.3	101	15362	68.6	29.2	105	3399	76.8	6.5	118
READ ONE	46126	10986	63.5	23.8	111	4755	57.3	10.3	101	13288	59.3	28.8	104	2808	63.4	6.1	111
READ TWO OR MORE	6552	2063	11.9	31.5	147	694	8.4	10.6	103	2074	9.3	31.7	114	591	13.4	9.0	165
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.96				27.84				29.76				29.30			
30 DAY REACH	71455	15384	88.9	21.5	101	7331	88.3	10.3	100	20013	89.3	28.0	101	3984	90.0	5.6	102
50 SHWG - 30 DAY AV FREQ	14.56	15.28				14.48				15.54				15.44			
30 DAY REACH	67742	14617	84.4	21.6	101	7061	85.1	10.4	102	19231	85.8	28.4	103	3787	85.6	5.6	102
25 SHWG - 30 DAY AV FREQ	7.94	8.22				7.85				8.38				8.09			
30 DAY REACH	62117	13574	78.4	21.9	102	6538	78.8	10.5	103	17755	79.2	28.6	103	3610	81.6	5.8	106
CABLE TV: HOME WIRED	32077	7803	45.1	24.3	114	3744	45.1	11.7	114	9955	44.4	31.0	112	1942	43.9	6.1	111
HOME NOT WIRED	48904	9507	54.9	19.4	91	4557	54.9	9.3	91	12451	55.6	25.5	92	2484	56.1	5.1	93
HAVE PAY CABLE	15935	4080	23.6	25.6	120	2138	25.8	13.4	131	5383	24.0	33.8	122	1257	28.4	7.9	144

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80996	17310	100.0	21.4	100	8301	100.0	10.2	100	22406	100.0	27.7	100	4426	100.0	5.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	9949	57.5	22.7	106	4730	57.0	10.8	105	13276	59.3	30.2	109	2711	61.3	6.2	113
10:00 AM - 3:00 PM	30659	7133	41.2	23.3	109	3057	36.8	10.0	97	8877	39.6	29.0	105	1705	38.5	5.6	102
3:00 PM - 7:00 PM	31045	7033	40.6	22.7	106	3577	43.1	11.5	112	9546	42.6	30.7	111	1826	41.3	5.9	108
7:00 PM - MIDNIGHT	15767	3234	18.7	20.5	96	1728	20.8	11.0	107	4685	20.9	29.7	107	811	18.3	5.1	94
MIDNIGHT - 6:00 AM	9120	2130	12.3	23.4	109	922	11.1	10.1	99	2493	11.1	27.3	99	576	13.0	6.3	116
6:00 AM - MIDNIGHT	58527	13233	76.4	22.6	106	6186	74.5	10.6	103	17135	76.5	29.3	106	3363	76.0	5.7	105
ENTIRE DAY	59311	13405	77.4	22.6	106	6269	75.5	10.6	103	17303	77.2	29.2	105	3428	77.5	5.8	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4094	23.7	25.3	118	1712	20.6	10.6	103	4923	22.0	30.4	110	1017	23.0	6.3	115
ALL NEWS	2256	651	3.8	28.9	135	*226	2.7	10.0	98	559	2.5	24.8	90	*277	6.3	12.3	225
AOR/PROGRESSIVE	3874	946	5.5	24.4	114	526	6.3	13.6	132	1301	5.8	33.6	121	327	7.4	8.4	154
BEAUTIFUL MUSIC	5660	1527	8.8	27.0	126	578	7.0	10.2	100	1626	7.3	28.7	104	296	6.7	5.2	96
BLACK	2204	374	2.2	17.0	79	213	2.6	9.7	94	660	2.9	29.9	108	**80	1.8	3.6	66
CLASSICAL	1418	349	2.0	24.6	115	*217	2.6	15.3	149	445	2.0	31.4	113	*175	4.0	12.3	226
CHR/ROCK	9538	2407	13.9	25.2	118	1039	12.5	10.9	106	2846	12.7	29.8	108	584	13.2	6.1	112
COUNTRY	12448	2450	14.2	19.4	91	1342	16.2	10.6	104	3635	16.2	28.7	104	533	12.0	4.2	77
GOLDEN OLDIES	1191	*155	0.9	13.0	61	**89	1.1	7.5	73	353	1.6	29.6	107	**93	2.1	7.8	143
MOR/NOSTALGIA	4757	1133	6.5	23.8	111	593	7.1	12.5	122	1531	6.8	32.2	116	372	8.4	7.8	143
NEWS/TALK	3843	1044	6.0	27.0	126	380	4.6	9.8	96	978	4.4	25.3	92	249	5.6	6.4	118
RELIGIOUS	3054	622	3.6	20.2	94	305	3.7	9.9	96	778	3.5	25.2	91	**85	1.9	2.8	50
SOFT ROCK	521	*115	0.7	22.1	103	**84	1.0	16.1	157	*213	1.0	40.9	148	**32	0.7	6.1	112
URBAN CONTEMPORARY	1585	258	1.5	16.3	76	**180	2.2	11.4	111	437	2.0	27.6	100	**75	1.7	4.7	87
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	745	4.3	22.8	107	*310	3.7	9.5	93	902	4.0	27.7	100	*173	3.9	5.3	97
ABC DIRECTION	2316	543	3.1	23.4	110	*228	2.7	9.8	96	591	2.6	25.5	92	*145	3.3	6.3	115
ABC ENTERTAINMENT	4834	1100	6.4	22.8	106	528	6.4	10.9	107	1516	6.8	31.4	113	344	7.8	7.1	130
ABC NEWS	2202	474	2.7	21.5	101	*178	2.1	8.1	79	686	3.1	31.2	113	**86	1.9	3.9	71
ABC INFORMATION	5425	1476	8.5	27.2	127	602	7.3	11.1	108	1510	6.7	27.8	101	345	7.8	6.4	116
ABC ROCK	1677	405	2.3	24.2	113	*207	2.5	12.3	120	551	2.5	32.9	119	**121	2.7	7.2	132
CBS	4430	1176	6.8	26.5	124	488	5.9	11.0	107	1374	6.1	31.0	112	*322	7.3	7.3	133
MUTUAL	4992	1251	7.2	25.1	117	556	6.7	11.1	109	1633	7.3	32.7	118	*312	7.0	6.3	114
NBC	4679	1422	8.2	30.4	142	487	5.9	10.4	102	1334	6.0	28.5	103	399	9.0	8.5	156
RADIORADIO	1994	481	2.8	24.1	113	*183	2.2	9.2	90	585	2.6	29.3	106	*138	3.1	6.9	127
RKO ONE	2270	397	2.3	17.3	81	*259	3.1	11.3	110	731	3.3	31.8	115	**57	1.3	2.5	45
RKO TWO	3311	663	3.8	20.0	94	302	3.6	9.1	89	989	4.4	29.9	108	*131	3.0	4.0	72
THE SOURCE	2114	526	3.0	24.9	116	423	5.1	20.0	195	789	3.5	37.3	135	**143	3.2	6.8	124
NON-WIRED: BLAIR	8654	2019	11.7	23.3	109	992	12.0	11.5	112	2604	11.6	30.1	109	534	12.1	6.2	113
INTERNET	12025	2865	16.6	23.8	111	1462	17.6	12.2	119	3405	15.2	28.3	102	802	18.1	6.7	122
KATZ RADIO GROUP	15359	4045	23.4	26.3	123	1661	20.0	10.8	106	4598	20.5	29.9	108	1053	23.8	6.9	125
SUPERNET	10628	2387	13.8	22.5	105	1140	13.7	10.7	105	3125	13.9	29.4	106	660	14.9	6.2	114
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	11659	1716	9.9	19.8	93	945	11.4	10.9	106	2165	9.7	25.0	90	497	11.2	5.7	105
WKDAY 9:00 AM - 1:00 PM	12163	2440	14.1	20.1	94	1200	14.5	9.9	96	2986	13.3	24.5	89	485	11.0	4.0	73
WKDAY 1:00 PM - 4:30 PM	16150	3267	18.9	20.2	95	1557	18.8	9.6	94	4283	19.1	26.5	96	610	13.8	3.8	69
WKDAY 4:30 PM - 7:30 PM	22463	4638	26.8	20.6	97	2051	24.7	9.1	89	5680	25.4	25.3	91	1140	25.8	5.1	93
WKDAY 7:30 PM - 8:00 PM	31795	6777	39.2	21.3	100	2923	35.2	9.2	90	8391	37.4	26.4	95	1609	36.4	5.1	93
WKDAY 11:00 PM - 11:30 PM	23977	5676	32.8	23.7	111	2400	28.9	10.0	98	6798	30.3	28.4	102	1323	29.9	5.5	101
WKDAY 11:30 PM - 1:00 AM	7703	1892	10.9	24.6	115	752	9.1	9.8	95	2198	9.8	28.5	103	374	8.5	4.9	89
M-SAT 8-11 PM+SUN 7-11 PM	33800	7576	43.8	22.4	105	3317	40.0	9.8	96	9530	42.5	28.2	102	2026	45.8	6.0	110
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1470	8.5	22.5	105	706	8.5	10.8	105	1819	8.1	27.8	101	358	8.1	5.5	100
ANOTHER WORLD	N 4620	979	5.7	21.2	99	496	6.0	10.7	105	1152	5.1	24.9	90	192	4.3	4.2	76
AS THE WORLD TURNS	C 5614	1002	5.8	17.8	84	579	7.0	10.3	101	1565	7.0	27.9	101	125	2.8	2.2	41
CAPITOL	C 3396	573	3.3	16.9	79	375	4.5	11.0	108	981	4.4	28.9	104	*77	1.7	2.3	41
CBS MORN. NEWS 1	C 1446	268	1.6	18.6	87	113	1.4	7.8	76	298	1.3	20.6	74	*37	0.8	2.6	47
CBS MORN. NEWS 2	C 1207	214	1.2	17.7	83	*80	1.0	6.6	65	263	1.2	21.8	79	**38	0.9	3.1	58
DAYS OF OUR LIVES	N 5877	1246	7.2	21.2	99	574	6.9	9.8	95	1479	6.6	25.2	91	242	5.5	4.1	75
FACTS OF LIFE - DAYTIME	N 2290	529	3.1	23.1	108	136	1.6	5.9	58	419	1.9	18.3	66	*66	1.5	2.9	53
FAMILY FEUD	A 3023	504	2.9	16.7	78	328	4.0	10.9	106	728	3.2	24.1	87	*109	2.5	3.6	66
GENERAL HOSPITAL	A 6097	1293	7.5	21.2	99	436	5.3	7.2	70	1625	7.3	26.7	96	276	6.2	4.5	83
GOOD MORNING, AMERICA-730 A	3515	716	4.1	20.4	95	440	5.3	12.5	122	940	4.2	26.7	97	222	5.0	6.3	116
GOOD MORNING, AMERICA-830 A	2818	685	4.0	24.3	114	272	3.3	9.7	94	746	3.3	26.5	96	159	3.6	5.6	103
GUIDING LIGHT	C 5339	924	5.3	17.3	81	488	5.9	9.1	89	1475	6.6	27.6	100	211	4.8	4.0	72
ONE LIFE TO LIVE	A 4478	898	5.2	20.0	94	436	5.3	9.7	95	1258	5.6	28.1	102	124	2.8	2.8	51
PRESS YOUR LUCK	C 2244	512	3.0	22.8	107	156	1.9	7.0	68	582	2.6	25.9	94	*62	1.4	2.8	51
PRICE IS RIGHT 1	C 4348	764	4.4	17.6	82	423	5.1	9.7	95	1218	5.4	28.0	101	155	3.5	3.6	65
PRICE IS RIGHT 2	C 5014	890	5.1	17.8	83	473	5.7	9.4	92	1394	6.2	27.8	100	174	3.9	3.5	63
RYAN'S HOPE	A 3150	736	4.3	23.4	109	251	3.0	8.0	78	847	3.8	26.9	97	*139	3.1	4.4	81
SALE OF THE CENTURY	N 2695	600	3.5	22.3	104	183	2.2	6.8	66	557	2.5	20.7	75	*96	2.2	3.6	65
SEARCH FOR TOMORROW	N 2319	381	2.2	16.4	77	286	3.4	12.3	120	566	2.5	24.4	88	*121	2.7	5.2	95
TODAY SHOW 1	N 2693	471	2.7	17.5	82	219	2.6	8.1	79	603	2.7	22.4	81	173	3.9	6.4	118
TODAY SHOW 2	N 2498	441	2.5	17.7	83	177	2.1	7.1	69	618	2.8	24.7	89	146	3.3	5.8	107
\$25,000 PYRAMID	C 2753	616	3.6	22.4	105	204	2.5	7.4	72	673	3.0	24.4	88	*85	1.9	3.1	56
WHEEL OF FORTUNE	N 4388	991	5.7	22.6	106	445	5.4	10.1	99	980	4.4	22.3	81	184	4.2	4.2	77
YOUNG AND THE RESTLESS	C 5695	903	5.2	15.9	74	583	7.0	10.2	100	1434	6.4	25.2	91	91	2.1	1.6	29
WEEKEND DAYTIME NTKW PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	386	2.2	21.9	103	158	1.9	9.0	88	498	2.2	28.3	102	*97			

		TOTAL	CONTADINA				DEL MONTE				HUNTS				PROGRESSO			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	17310	100.0	21.4	100	8301	100.0	10.2	100	22406	100.0	27.7	100	4426	100.0	5.5	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	5118	29.6	19.6	92	2292	27.6	8.8	86	6633	29.6	25.4	92	1283	29.0	4.9	90
NETWORK AFFILIATES - LATE		20261	4738	27.4	23.4	109	1955	23.6	9.6	94	5589	24.9	27.6	100	1103	24.9	5.4	100
INDEPENDENTS - LATE		2076	501	2.9	24.1	113	271	3.3	13.1	127	596	2.7	28.7	104	292	6.6	14.1	257
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2162	12.5	20.7	97	867	10.4	8.3	81	3158	14.1	30.2	109	439	9.9	4.2	77
ABC MONDAY NIGHT MOVIE	A	6412	1442	8.3	22.5	105	641	7.7	10.0	98	1869	8.3	29.1	105	339	7.7	5.3	97
ABC SUNDAY NIGHT MOVIE	A	12407	2769	16.0	22.3	104	1247	15.0	10.1	98	3662	16.3	29.5	107	733	16.6	5.9	108
ABC WORLD NEWS TONIGHT	A	6176	1118	6.5	18.1	85	556	6.7	9.0	88	1502	6.7	24.3	88	231	5.2	3.7	68
AFTERMASH	C	5863	1242	7.2	21.2	99	601	7.2	10.3	100	1498	6.7	25.6	92	*362	8.2	6.2	113
ALICE	C	9594	2073	12.0	21.6	101	899	10.8	9.4	91	2620	11.7	27.3	99	624	14.1	6.5	119
AMERICAN PARADE	C	6622	1383	8.0	20.9	98	649	7.8	9.8	96	1790	8.0	27.0	98	379	8.6	5.7	105
BENSON	A	10886	2520	14.6	23.1	108	1011	12.2	9.3	91	2802	12.5	25.7	93	522	11.8	4.8	88
BLUE THUNDER	A	5036	1084	6.3	21.5	101	520	6.3	10.3	101	1556	6.9	30.9	112	*226	5.1	4.5	82
CAGNEY & LACEY	C	9965	2458	14.2	24.7	115	899	10.8	9.0	88	2668	11.9	26.8	97	521	11.8	5.2	96
CBS EVENING NEWS-DEAN	C	3491	738	4.3	21.1	99	299	3.6	8.6	84	889	4.0	25.5	92	*290	6.6	8.3	152
CBS EVENING NEWS-RATHER	C	7123	1640	9.5	23.0	108	565	6.8	7.9	77	1913	8.5	26.9	97	422	9.5	5.9	108
CBS SAT. NEWS-SCHIEFFER	C	3621	704	4.1	19.4	91	254	3.1	7.0	68	928	4.1	25.6	93	122	2.8	3.4	62
CBS SATURDAY NIGHT MOVIE	C	5436	1223	7.1	22.5	105	497	6.0	9.1	89	1672	7.5	30.8	111	243	5.5	4.5	82
CBS WEDNESDAY NIGHT MOVIE	C	6100	1180	6.8	19.3	91	585	7.0	9.6	94	1701	7.6	27.9	101	336	7.6	5.5	101
CHEERS	N	8889	2498	14.4	28.1	131	797	9.6	9.0	87	2491	11.1	28.0	101	615	13.9	6.9	127
DALLAS	C	22109	5144	29.7	23.3	109	2222	26.8	10.1	98	6064	27.1	27.4	99	1393	31.5	6.3	115
DIFF'RENT STROKES	N	6940	1420	8.2	20.5	96	561	6.8	8.1	79	1745	7.8	25.1	91	360	8.1	5.2	95
DOUBLE TROUBLE	N	7223	1569	9.1	21.7	102	697	8.4	9.6	94	2081	9.3	28.8	104	369	8.3	5.1	93
DUCK FACTORY	N	5595	1394	8.1	24.9	117	430	5.2	7.7	75	1628	7.3	29.1	105	336	7.6	6.0	110
DUKES OF HAZZARD	C	5768	1064	6.1	18.4	86	460	5.5	8.0	78	1606	7.2	27.8	101	258	5.8	4.5	82
DYNASTY	A	20053	4204	24.3	21.0	98	1955	23.6	9.7	95	5516	24.6	27.5	99	1069	24.2	5.3	98
FACTS OF LIFE	N	8087	1830	10.6	22.6	106	723	8.7	8.9	87	2125	9.5	26.3	95	329	7.4	4.1	74
FALCON CREST	C	20046	4514	26.1	22.5	105	2017	24.3	10.1	98	5397	24.1	26.9	97	1227	27.7	6.1	112
FALL GUY	A	9084	1916	11.1	21.1	99	852	10.3	9.4	92	2811	12.5	30.9	112	394	8.9	4.3	79
FAMILY TIES	N	7964	2009	11.6	25.2	118	648	7.8	8.1	79	2192	9.8	27.5	99	440	9.9	5.5	101
FANTASY ISLAND	A	7687	1455	8.4	18.9	89	664	8.0	8.6	84	1963	8.8	25.5	92	360	8.1	4.7	86
FOULUPS, BLEEPES & BLUNDERS	A	8861	1746	10.1	19.7	92	872	10.5	9.8	96	2422	10.8	27.3	99	435	9.8	4.9	90
FOUR SEASONS	C	5095	1124	6.5	22.1	103	505	6.1	9.9	97	1333	5.9	26.2	95	*312	7.0	6.1	112
GIMME A BREAK	N	8838	2057	11.9	23.3	109	677	8.2	7.7	75	2248	10.0	25.4	92	451	10.2	5.1	93
HART TO HART	A	8978	1905	11.0	21.2	99	807	9.7	9.0	88	2342	10.5	26.1	94	408	9.2	4.5	83
HILL STREET BLUES	N	8590	2217	12.8	25.8	121	911	11.0	10.6	103	2471	11.0	28.8	104	587	13.3	6.8	125
HOTEL	A	14085	3410	19.7	24.2	113	1528	18.4	10.8	106	3760	16.8	26.7	96	889	20.1	6.3	115
JEFFERSONS	C	9360	1980	11.4	21.2	99	918	11.1	9.8	96	2449	10.9	26.2	95	560	12.7	6.0	109
JENNIFER SLEPT HERE	N	5841	1230	7.1	21.1	99	509	6.1	8.7	85	1579	7.0	27.0	98	*300	6.8	5.1	94
KATE & ALLIE	C	9206	2181	12.6	23.7	111	816	9.8	8.9	86	2588	11.6	28.1	102	570	12.9	6.2	113
KNIGHT RIDER	N	7076	1494	8.6	21.1	99	695	8.4	9.8	96	2038	9.1	28.8	104	422	9.5	6.0	109
LOVE BOAT	A	12219	2524	14.6	20.7	97	1097	13.2	9.0	88	3066	13.7	25.1	91	630	14.2	5.2	94
MAGNUM PI	C	11199	2432	14.0	21.7	102	1072	12.9	9.6	93	3117	13.9	27.8	101	559	12.6	5.0	91
MAMA'S FAMILY	N	6057	1372	7.9	22.7	106	600	7.2	9.9	97	1712	7.6	28.3	102	449	10.1	7.4	136
MASTER, THE	N	3598	774	4.5	21.5	101	335	4.0	9.3	91	1092	4.9	30.4	110	*201	4.5	5.6	102
MATT HOUSTON	A	6344	1493	8.6	23.5	110	651	7.8	10.3	100	2011	9.0	31.7	115	406	9.2	6.4	117
NBC MONDAY NIGHT MOVIE	N	11994	2711	15.7	22.6	106	1164	14.0	9.7	95	3585	16.0	29.9	108	685	15.5	5.7	105
NBC NIGHTLY NEWS	N	5132	1123	6.5	21.9	102	450	5.4	8.8	86	1349	6.0	26.3	95	269	6.1	5.2	96
NBC NIGHTLY NEWS-SAT	N	3375	677	3.9	20.1	94	269	3.2	8.0	78	765	3.4	22.7	82	*148	3.3	4.4	80
NBC NIGHTLY NEWS-SUN	N	3130	634	3.7	20.3	95	*240	2.9	7.7	75	587	2.6	18.8	68	*146	3.3	4.7	85
NBC SUNDAY NIGHT MOVIE	N	8284	1855	10.7	22.4	105	778	9.4	9.4	92	2497	11.1	30.1	109	*510	11.5	6.2	113
NEWMART	C	9240	2300	13.3	24.9	116	836	10.1	9.0	88	2602	11.6	28.2	102	509	11.5	5.5	101
ONE DAY AT A TIME	C	7288	1405	8.1	19.3	90	671	8.1	9.2	90	1926	8.6	26.4	96	338	7.6	4.6	85
PEOPLE ARE FUNNY	N	4855	1066	6.2	22.0	103	453	5.5	9.3	91	1465	6.5	30.2	109	*304	6.9	6.3	115
REAL PEOPLE	N	8869	1887	10.9	21.3	100	750	9.0	8.5	83	2190	9.8	24.7	89	367	8.3	4.1	76
REMINGTON STEELE	N	7743	1707	9.9	22.0	103	825	9.9	10.7	104	2313	10.3	29.9	108	435	9.8	5.6	103
RIPLY'S BELIEVE IT - NOT	A	5345	1236	7.1	23.1	108	559	6.7	10.5	102	1677	7.5	31.4	113	*251	5.7	4.7	86
RIPIDE	N	6988	1706	9.9	24.4	114	761	9.2	10.9	106	2223	9.9	31.8	115	397	9.0	5.7	104
SCARECROW & MRS. KING	C	10002	1991	11.5	19.9	93	788	9.5	7.9	77	2619	11.7	26.2	95	323	7.3	3.2	59
SIMON & SIMON	C	10638	2252	13.0	21.2	99	971	11.7	9.1	89	2869	12.8	27.0	97	432	9.8	4.1	74
60 MINUTES	C	13293	2818	16.3	21.2	99	1217	14.7	9.2	89	3340	14.9	25.1	91	933	21.1	7.0	128
ST. ELSEWHERE	N	7017	1754	10.1	25.0	117	853	10.3	12.2	119	2081	9.3	29.7	107	370	8.4	5.3	96
THREE'S COMPANY	A	10917	2304	13.3	21.1	99	1009	12.2	9.2	90	3034	13.5	27.8	100	499	11.3	4.6	84
T.J. HOOKER	A	9204	1741	10.1	18.9	88												





CANNED OR JARRED VEGETABLES

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-4

		'000	%	UNWEIGHTED						
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?										
	YES	62546	77.2	7200						
	NO	18440	22.8	2235						
		ALL		SOLE		PRIMARY		SECONDARY		
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES										
1B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?										
	CANNED	60108	74.2	52131	64.4	7471	9.2	506	.6	6862
	JARRED	9979	12.3	2002	2.5	3473	4.3	4504	5.6	1129
	DO NOT KNOW	436	.5							69
1C. WHAT KINDS ARE USED BY YOUR HOUSEHOLD?										
	NO/LOW SALT	7868	9.7	3607	4.5	1902	2.3	2359	2.9	921
	REGULAR	57388	70.9	53127	65.6	3359	4.1	902	1.1	6510
	DO NOT KNOW	1551	1.9							211
		'000	%	UNWEIGHTED						
1D. ABOUT HOW MANY CANS OR JARS OF VEGETABLES WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?										
	16 OR MORE	H	8465	10.5	818					
	13 - 15	H	3661	4.5	395					
	10 - 12	H	8775	10.8	924					
	7 - 9	M	10812	13.4	1180					
	4 - 6	M	14290	17.6	1694					
	2 - 3	L	12539	15.5	1647					
	1 OR LESS	L	3041	3.8	408					
	NONE	L	963	1.2	134					

CANNED OR JARRED VEGETABLES: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TEN OR MORE				MEDIUM USERS FOUR - NINE				LIGHT USERS THREE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	62546	100.0	77.2	100	20900	100.0	25.8	100	25102	100.0	31.0	100	16543	100.0	20.4	100
18 - 24	9282	6904	11.0	74.4	96	2307	11.0	24.9	96	2594	10.3	27.9	90	2003	12.1	21.6	106
25 - 34	19072	14693	23.5	77.0	100	5186	24.8	27.2	105	5831	23.2	30.6	99	3677	22.2	19.3	94
35 - 44	14591	11605	18.6	79.5	103	4764	22.8	32.7	127	4313	17.2	29.6	95	2529	15.3	17.3	85
45 - 54	11345	9152	14.6	80.7	104	3219	15.4	28.4	110	3878	15.4	34.2	110	2054	12.4	18.1	89
55 - 64	11635	9155	14.6	78.7	102	3129	15.0	26.9	104	3539	14.1	30.4	98	2488	15.0	21.4	105
65 OR OLDER	15061	11036	17.6	73.3	95	2296	11.0	15.2	59	4948	19.7	32.9	106	3792	22.9	25.2	123
18 - 34	28354	21597	34.5	76.2	99	7493	35.9	26.4	102	8424	33.6	29.7	96	5680	34.3	20.0	98
18 - 49	48339	37627	60.2	77.8	101	13810	66.1	28.6	111	14559	58.0	30.1	97	9258	56.0	19.2	94
25 - 54	45008	35450	56.7	78.8	102	13169	63.0	29.3	113	14022	55.9	31.2	101	8260	49.9	18.4	90
35 - 49	19985	16030	25.6	80.2	104	6317	30.2	31.6	122	6135	24.4	30.7	99	3578	21.6	17.9	88
50 OR OLDER	32647	24919	39.8	76.3	99	7091	33.9	21.7	84	10543	42.0	32.3	104	7285	44.0	22.3	109
GRADUATED COLLEGE	11155	8007	12.8	71.8	93	1955	9.4	17.5	68	3372	13.4	30.2	98	2680	16.2	24.0	118
ATTENDED COLLEGE	13682	10858	17.4	79.4	103	3519	16.8	25.7	100	4073	16.2	29.8	96	3266	19.7	23.9	117
GRADUATED HIGH SCHOOL	33880	27005	43.2	79.7	103	9976	47.7	29.4	114	10786	43.0	31.8	103	6243	37.7	18.4	90
DID NOT GRADUATE HIGH SCHOOL	22270	16676	26.7	74.9	97	5450	26.1	24.5	95	6871	27.4	30.9	100	4355	26.3	19.6	96
EMPLOYED	40306	31201	49.9	77.4	100	10300	49.3	25.6	99	12043	48.0	29.9	96	8858	53.5	22.0	108
EMPLOYED FULL-TIME	32850	25293	40.4	77.0	100	8365	40.0	25.5	99	9847	39.2	30.0	97	7081	42.8	21.6	106
EMPLOYED PART-TIME	7456	5908	9.4	79.2	103	1935	9.3	26.0	101	2196	8.7	29.5	95	1777	10.7	23.8	117
NOT EMPLOYED	40680	31344	50.1	77.1	100	10600	50.7	26.1	101	13059	52.0	32.1	104	7685	46.5	18.9	92
PROFESSIONAL/MANAGER	10392	7939	12.7	76.4	99	2289	11.0	22.0	85	3079	12.3	29.6	96	2572	15.5	24.7	121
TECH/CLERICAL/SALES	17574	13749	22.0	78.2	101	4707	22.5	26.8	104	5138	20.5	29.2	94	3904	23.6	22.2	109
PRECISION/CRAFT	985	803	1.3	81.5	106	**230	1.1	23.4	90	**393	1.6	39.9	129	**179	1.1	18.2	89
OTHER EMPLOYED	11354	8711	13.9	76.7	99	3074	14.7	27.1	105	3433	13.7	30.2	98	2203	13.3	19.4	95
SINGLE	9863	7008	11.2	71.1	92	1549	7.4	15.7	61	2744	10.9	27.8	90	2714	16.4	27.5	135
MARRIED	51375	40780	65.2	79.4	103	15699	75.1	30.6	118	16325	65.0	31.8	103	8756	52.9	17.0	83
DIVORCED/SEPARATED/WIDOWED	19748	14758	23.6	74.7	97	3652	17.5	18.5	72	6033	24.0	30.5	99	5073	30.7	25.7	126
PARENTS	32590	25942	41.5	79.6	103	11034	52.8	33.9	131	9991	39.8	30.7	99	4917	29.7	15.1	74
WHITE	70416	55136	88.2	78.3	101	18850	90.2	26.8	104	21861	87.1	31.0	100	14425	87.2	20.5	100
BLACK	8778	6306	10.1	71.8	93	1817	8.7	20.7	80	2678	10.7	30.5	98	1810	10.9	20.6	101
OTHER	1791	1104	1.8	61.6	80	**233	1.1	13.0	50	**562	2.2	31.4	101	**308	1.9	17.2	84
NORTHEAST-CENSUS	17786	13109	21.0	73.7	95	4189	20.0	23.6	91	5282	21.0	29.7	96	3639	22.0	20.5	100
NORTH CENTRAL	20741	16819	26.9	81.1	105	6350	30.4	30.6	119	6433	25.6	31.0	100	4036	24.4	19.5	95
SOUTH	27775	22132	35.4	79.7	103	7982	38.2	28.7	111	8958	35.7	32.3	104	5193	31.4	18.7	92
WEST	14683	10485	16.8	71.4	92	2380	11.4	16.2	63	4429	17.6	30.2	97	3677	22.2	25.0	123
NORTHEAST-MKTG.	17961	13236	21.2	73.7	95	4090	19.6	22.8	88	5284	21.1	29.4	95	3863	23.4	21.5	105
EAST CENTRAL	11885	9588	15.3	80.7	104	3884	18.6	32.7	127	3658	14.6	30.8	99	2045	12.4	17.2	84
WEST CENTRAL	14090	11423	18.3	81.1	105	3972	19.0	28.2	109	4438	17.7	31.5	102	3013	18.2	21.4	105
SOUTH	24081	19179	30.7	79.6	103	6933	33.2	28.8	112	7882	31.4	32.7	106	4365	26.4	18.1	89
PACIFIC	12969	9119	14.6	70.3	91	2021	9.7	15.6	60	3840	15.3	29.6	96	3258	19.7	25.1	123
COUNTY SIZE A	32439	24054	38.5	74.2	96	7159	34.3	22.1	86	9634	38.4	29.7	96	7262	43.9	22.4	110
COUNTY SIZE B	24915	19404	31.0	77.9	101	6796	32.5	27.3	106	8054	32.1	32.3	104	4554	27.5	18.3	89
COUNTY SIZE C	12930	10437	16.7	80.7	105	3804	18.2	29.4	114	4016	16.0	31.1	100	2617	15.8	20.2	99
COUNTY SIZE D	10703	8651	13.8	80.8	105	3142	15.0	29.4	114	3398	13.5	31.7	102	2111	12.8	19.7	97
METRO CENTRAL CITY	24518	18327	29.3	74.7	97	5632	26.9	23.0	89	7223	28.8	29.5	95	5472	33.1	22.3	109
METRO SUBURBAN	35919	27797	44.4	77.4	100	9062	43.4	25.2	98	11445	45.6	31.9	103	7291	44.1	20.3	99
NON METRO	20549	16422	26.3	79.9	103	6207	29.7	30.2	117	6435	25.6	31.3	101	3780	22.8	18.4	90
TOP 5 ADI'S	18341	12972	20.7	70.7	92	3430	16.4	18.7	72	5369	21.4	29.3	94	4173	25.2	22.8	111
TOP 10 ADI'S	25378	18580	29.7	73.2	95	5153	24.7	20.3	79	7657	30.5	30.2	97	5770	34.9	22.7	111
TOP 20 ADI'S	36488	27091	43.3	74.2	96	7895	37.8	21.6	84	10962	43.7	30.0	97	8234	49.8	22.6	110
HSGLD INC. \$50,000 OR MORE	6612	5193	8.3	78.5	102	1541	7.4	23.3	90	2327	9.3	35.2	114	1325	8.0	20.0	98
\$40,000 OR MORE	12659	10061	16.1	79.5	103	3161	15.1	25.0	97	4250	16.9	33.6	108	2650	16.0	20.9	102
\$30,000 OR MORE	24698	19334	30.9	78.3	101	6523	31.2	26.4	102	7888	31.4	31.9	103	4923	29.8	19.9	98
\$25,000 OR MORE	32077	25139	40.2	78.4	101	8804	42.1	27.4	106	9996	39.8	31.2	101	6338	38.3	19.8	97
\$20,000 - \$24,999	9144	7030	11.2	76.9	100	2571	12.3	28.1	109	2703	10.8	29.6	95	1757	10.6	19.2	94
\$15,000 - \$19,999	8728	6909	11.0	79.2	102	2172	10.4	24.9	96	2940	11.7	33.7	109	1798	10.9	20.6	101
\$10,000 - \$14,999	12562	9603	15.4	76.4	99	3299	15.8	26.3	102	3806	15.2	30.3	98	2498	15.1	19.9	97
UNDER \$10,000	18475	13865	22.2	75.0	97	4055	19.4	21.9	85	5657	22.5	30.6	99	4153	25.1	22.5	110
HOUSEHOLD OF 1 PERSON	11987	8404	13.4	70.1	91	1116	5.3	9.3	36	3226	12.9	26.9	87	4063	24.6	33.9	166
2 PEOPLE	26577	20393	32.6	76.7	99	5403	25.9	20.3	79	8729	34.8	32.8	106	6261	37.8	23.6	115
3 OR 4 PEOPLE	30617	24160	38.6	78.9	102	9600	45.9	31.4	121	9717	38.7	31.7	102	4843	29.3	15.8	77
5 OR MORE PEOPLE	11804	9589	15.3	81.2	105	4782	22.9	40.5	157	3430	13.7	29.1	94	1376	8.3	11.7	57
NO CHILD IN HSHLD	46165	34867	55.7	75.5	98	9125	43.7	19.8	77	14436	57.5	31.3	101	11306	68.3	24.5	120
CHILD(REN) UNDER 2 YRS	5325	4055	6.5	76.2	99	1851	8.9	34.8	135	1427	5.7	26.8	86	777	4.7	14.6	71
2 - 5 YEARS	14221	11036	17.6	77.6	100	4831	23.1	34.0	132	4103	16.3	28.9	93	2101	12.7	14.8	72
6 - 11 YEARS	15117	11864	19.0	78.5	102	5269	25.2	34.9	135	4499	17.9	29.8	96	2097	12.7	13.9	68
12 - 17 YEARS	16611	13624	21.8	82.0	106	6073	29.1	36.6	142	5248	20.9	31.6	102	2303	13.9	13.9	68
RESIDENCE OWNED	55884	44155	70.6	79.0	102	14958	71.6	26.8	104	18269	72.8	32.7	105	10928	66.1	19.6	96
VALUE: \$50,000 OR MORE	31744	24538	39.2	77.3	100	7663	36.7	24.1	94	10282	41.0	32.4	105	6594	39.9	20.8	102
VALUE: UNDER \$50,000	24140	19617	31.4	81.3	105	7295	34.9	30.2	117	7988	31.8	33.1	107	4334	26.2	18.0	88

CANNED OR JARRED VEGETABLES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS TEN OR MORE				MEDIUM USERS FOUR - NINE				LIGHT USERS THREE OR LESS			
			A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	62546	100.0	77.2	100	20900	100.0	25.8	100	25102	100.0	31.0	100	16543	100.0	20.4	100
MAGAZINES	QUINTILE 1	15799	12588	20.1	79.7	103	4067	19.5	25.7	100	5236	20.9	33.1	107	3285	19.9	20.8	102
	QUINTILE 2	17259	13428	21.5	77.8	101	4668	22.3	27.0	105	5525	22.0	32.0	103	3235	19.6	18.7	92
	QUINTILE 3	13545	10623	17.0	78.4	102	3721	17.8	27.5	106	3860	15.4	28.5	92	3042	18.4	22.5	110
	QUINTILE 4	15133	11913	19.0	78.7	102	4078	19.5	26.9	104	4734	18.9	31.3	101	3101	18.7	20.5	100
	QUINTILE 5	19250	13994	22.4	72.7	94	4366	20.9	22.7	88	5747	22.9	29.9	96	3880	23.5	20.2	99
NEWSPAPERS	QUINTILE 1	12413	9772	15.6	78.7	102	3265	15.6	26.3	102	3784	15.1	30.5	98	2723	16.5	21.9	107
	QUINTILE 2	24116	18929	30.3	78.5	102	6518	31.2	27.0	105	7561	30.1	31.4	101	4850	29.3	20.1	98
	QUINTILE 3	11261	8702	13.9	77.3	100	3081	14.7	27.4	106	3582	14.3	31.8	103	2039	12.3	18.1	89
	QUINTILE 4	20255	15472	24.7	76.4	99	4866	23.3	24.0	93	6319	25.2	31.2	101	4287	25.9	21.2	104
	QUINTILE 5	12940	9670	15.5	74.7	97	3170	15.2	24.5	95	3856	15.4	29.8	96	2644	16.0	20.4	100
OUTDOOR	QUINTILE 1	14852	11359	18.2	76.5	99	3679	17.6	24.8	96	4791	19.1	32.3	104	2889	17.5	19.5	95
	QUINTILE 2	15725	12520	20.0	79.6	103	4360	20.9	27.7	107	4707	18.8	29.9	97	3454	20.9	22.0	108
	QUINTILE 3	16330	12417	19.9	76.0	98	4247	20.3	26.0	101	4798	19.1	29.4	95	3372	20.4	20.6	101
	QUINTILE 4	16744	12986	20.8	77.6	100	4468	21.4	26.7	103	5149	20.5	30.8	99	3369	20.4	20.1	99
	QUINTILE 5	17334	13264	21.2	76.5	99	4147	19.8	23.9	93	5658	22.5	32.6	105	3460	20.9	20.0	98
RADIO-DRIVE TIME	QUINTILE 1	15911	12579	20.1	79.1	102	4402	21.1	27.7	107	4978	19.8	31.3	101	3199	19.3	20.1	98
	QUINTILE 2	14837	11166	17.9	75.3	97	3938	18.8	26.5	103	4338	17.3	29.2	94	2891	17.5	19.5	95
	QUINTILE 3	15339	12047	19.3	78.5	102	3894	18.6	25.4	98	4895	19.5	31.9	103	3257	19.7	21.2	104
	QUINTILE 4	16723	13000	20.8	77.7	101	4491	21.5	26.9	104	5228	20.8	31.3	101	3281	19.8	19.6	96
	QUINTILE 5	18176	13754	22.0	75.7	98	4176	20.0	23.0	89	5663	22.6	31.2	101	3915	23.7	21.5	105
RADIO-MID- DAY	TERCILE 1	21020	16370	26.2	77.9	101	6047	28.9	28.8	111	6404	25.5	30.5	98	3919	23.7	18.6	91
	TERCILE 2	21610	16833	26.9	77.9	101	5760	27.6	26.7	103	6691	26.7	31.0	100	4383	26.5	20.3	99
	TERCILE 3	38355	29342	46.9	76.5	99	9093	43.5	23.7	92	12007	47.8	31.3	101	8241	49.8	21.5	105
	QUINTILE 1	15988	12503	20.0	78.2	101	4636	22.2	29.0	112	4700	18.7	29.4	95	3167	19.1	19.8	97
	QUINTILE 2	15626	12060	19.3	77.2	100	4031	19.3	25.8	100	4952	19.7	31.7	102	3076	18.6	19.7	96
RADIO-TOTAL	QUINTILE 3	16723	12842	20.5	76.8	99	4349	20.8	26.0	101	5067	20.2	30.3	98	3426	20.7	20.5	100
	QUINTILE 4	16342	12822	20.5	78.5	102	4205	20.1	25.7	100	5248	20.9	32.1	104	3369	20.4	20.6	101
	QUINTILE 5	16306	12319	19.7	75.5	98	3680	17.6	22.6	87	5134	20.5	31.5	102	3505	21.2	21.5	105
TV-PRIME TIME	QUINTILE 1	15953	12611	20.2	79.1	102	4198	20.1	26.3	102	5306	21.1	33.3	107	3107	18.8	19.5	95
	QUINTILE 2	16137	12444	19.9	77.1	100	4283	20.5	26.5	103	5096	20.3	31.6	102	3066	18.5	19.0	93
	QUINTILE 3	16420	12418	19.9	75.6	98	4210	20.1	25.6	99	4756	18.9	29.0	93	3452	20.9	21.0	103
	QUINTILE 4	16687	13143	21.0	78.8	102	4630	22.2	27.7	108	5109	20.4	30.6	99	3405	20.6	20.4	100
	QUINTILE 5	15789	11930	19.1	75.6	98	3580	17.1	22.7	88	4835	19.3	30.6	99	3514	21.2	22.3	109
TV-DAYTIME	TERCILE 1	27736	21304	34.1	76.8	99	7367	35.2	26.6	103	8817	35.1	31.8	103	5121	31.0	18.5	90
	TERCILE 2	26489	20753	33.2	78.3	101	7626	36.5	28.8	112	7978	31.8	30.1	97	5149	31.1	19.4	95
	TERCILE 3	26761	20489	32.8	76.6	99	5907	28.3	22.1	86	8307	31.1	31.0	100	6274	37.9	23.4	115
	QUINTILE 1	16345	12657	20.2	77.4	100	4103	19.6	25.1	97	5267	21.0	32.2	104	3286	19.9	20.1	98
	QUINTILE 2	16447	12746	20.4	77.5	100	4480	21.4	27.2	106	5388	21.5	32.8	106	2878	17.4	17.5	86
TV-TOTAL	QUINTILE 3	15980	12339	19.7	77.2	100	4542	21.7	28.4	110	4886	19.5	30.6	99	2910	17.6	18.2	89
	QUINTILE 4	15887	12204	19.5	76.8	99	3826	18.3	24.1	93	4589	18.3	28.9	93	3789	22.9	23.8	117
	QUINTILE 5	16326	12600	20.1	77.2	100	3949	18.9	24.2	94	4971	19.8	30.4	98	3680	22.2	22.5	110
MAGAZINES-NEWSPAPERS: DUAL		20721	16275	26.0	78.5	102	5285	25.3	25.5	99	6874	27.4	33.2	107	4116	24.9	19.9	97
MAGAZINE IMPERATIVE		19186	15075	24.1	78.6	102	5183	24.8	27.0	105	5864	23.4	30.6	99	4028	24.3	21.0	103
NEWSPAPER IMPERATIVE		21899	17084	27.3	78.0	101	6146	29.4	28.1	109	6419	25.6	29.3	95	4519	27.3	20.6	101
MAGAZINES-OUTDOOR: DUAL		15451	12373	19.8	80.1	104	4268	20.4	27.6	107	5004	19.9	32.4	104	3102	18.8	20.1	98
MAGAZINE IMPERATIVE		25453	20148	32.2	77.6	101	6797	32.5	26.2	101	8150	32.5	31.4	101	5201	31.4	20.0	98
OUTDOOR IMPERATIVE		24400	18480	29.5	75.7	98	6119	29.3	25.1	97	7086	28.2	29.0	94	5275	31.9	21.6	106
MAGAZINES-RADIO: DUAL		18049	14374	23.0	79.6	103	4835	23.1	26.8	104	5936	23.6	32.9	106	3603	21.8	20.0	98
MAGAZINE IMPERATIVE		23571	18383	29.4	78.0	101	6212	29.7	26.4	102	7255	28.9	30.8	99	4916	29.7	20.9	102
RADIO IMPERATIVE		23278	17674	28.3	75.9	98	6289	30.1	27.0	105	6713	26.7	28.8	93	4673	28.2	20.1	98
MAGAZINES-TELEVISION: DUAL		15459	12229	19.6	79.1	102	4128	19.8	26.7	103	5182	20.6	33.5	108	2920	17.7	18.9	92
MAGAZINE IMPERATIVE		25829	20244	32.4	78.4	101	6794	32.5	26.3	102	7788	31.0	30.2	97	5662	34.2	21.9	107
TELEVISION IMPERATIVE		26039	19861	31.8	76.3	99	6771	32.4	26.0	101	8090	32.2	31.1	100	5001	30.2	19.2	94
NEWSPAPERS-OUTDOOR: DUAL		16605	13002	20.8	78.3	101	4404	21.1	26.5	103	5010	20.0	30.2	97	3588	21.7	21.6	106
NEWSPAPER IMPERATIVE		26834	20956	33.5	78.1	101	7152	34.2	26.7	103	8450	33.7	31.5	102	5354	32.4	20.0	98
OUTDOOR IMPERATIVE		23346	17726	28.3	75.9	98	5993	28.7	25.7	99	7077	28.2	30.3	98	4655	28.1	19.9	98
NEWSPAPERS-RADIO: DUAL		17133	13530	21.6	79.0	102	4782	22.9	27.9	108	5425	21.6	31.7	102	3323	20.1	19.4	95
NEWSPAPER IMPERATIVE		25892	20199	32.3	78.0	101	6692	32.0	25.8	100	8056	32.1	31.1	100	5451	33.0	21.1	103
RADIO IMPERATIVE		23167	17760	28.4	76.7	99	6254	29.9	27.0	105	6871	27.4	29.7	96	4634	28.0	20.0	98
NEWSPAPERS-TELEVISION: DUAL		17159	13478	21.5	78.5	102	4849	23.2	28.3	110	5481	21.8	31.9	103	3148	19.0	18.3	90
NEWSPAPER IMPERATIVE		26214	20530	32.8	78.3	101	6739	32.2	25.7	100	8138	32.4	31.0	100	5653	34.2	21.6	106
TELEVISION IMPERATIVE		23412	17741	28.4	75.8	98	5818	27.8	24.9	96	7512	29.9	32.1	104	4411	26.7	18.8	92
OUTDOOR-RADIO: DUAL		15303	12019	19.2	78.5	102	4121	19.7	26.9	104	4587	18.3	30.0	97	3312	20.0	21.6	106
OUTDOOR IMPERATIVE		24902																

CANNED OR JARRED VEGETABLES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TEN OR MORE				MEDIUM USERS FOUR - NINE				LIGHT USERS THREE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEMAKERS	80986	62546	100.0	77.2	100	20900	100.0	25.8	100	25102	100.0	31.0	100	16543	100.0	20.4	100
ATLANTIC MONTHLY	415	292	0.5	70.4	91	**74	0.4	17.8	69	**155	0.6	37.3	120	**62	0.4	14.9	73
BARRON'S	453	*311	0.5	68.7	89	**87	0.4	19.2	74	**167	0.7	36.9	119	**57	0.3	12.6	62
BETTER HOMES & GARDENS	16256	12643	20.3	78.0	101	4587	21.9	28.2	109	4745	18.9	29.2	94	3351	20.3	20.6	101
BON APPETIT	2535	1936	3.1	76.4	99	492	2.4	19.4	75	791	3.2	31.2	101	653	3.9	25.8	126
BUSINESS WEEK	1278	903	1.4	70.6	91	*163	0.8	12.8	49	383	1.5	30.0	97	356	2.2	27.9	136
CAR AND DRIVER	378	317	0.5	83.9	109	**86	0.4	22.8	88	**120	0.5	31.7	102	**111	0.7	29.4	144
CBS MAGAZINE NETWORK (GROSS)	1498	1250	2.0	83.4	108	339	1.6	22.6	88	*50	1.8	30.0	97	461	2.8	30.8	151
CHANGING TIMES	1505	1190	1.9	79.1	102	350	1.7	23.3	90	487	1.9	32.4	104	354	2.1	23.5	115
COLONIAL HOMES	1231	1010	1.6	82.0	106	305	1.5	24.8	96	430	1.7	34.9	113	276	1.7	22.4	110
CONDE NAST MAG. PKG. (GROSS)	14146	10887	17.4	77.0	100	3110	14.9	22.0	85	4491	17.9	31.7	102	3287	19.9	23.2	114
CONSUMERS DIGEST	1323	1059	1.7	82.3	107	318	1.5	24.0	93	*60	1.8	34.8	112	312	1.9	23.6	115
COSMOPOLITAN	7102	5371	8.6	75.6	98	1774	8.5	25.0	97	2079	8.3	29.3	94	1519	9.2	21.4	105
COUNTRY LIVING	2481	1967	3.1	79.3	103	626	3.0	25.2	98	*05	3.2	32.4	105	535	3.2	21.6	106
CUISINE	1472	1046	1.7	71.1	92	270	1.3	18.3	71	*40	1.8	29.9	96	336	2.0	22.8	112
CYCLE WORLD	425	377	0.6	88.7	115	**117	0.6	27.5	107	**118	0.5	27.8	90	**143	0.9	33.6	165
DCI:CREATIVE IDEAS FOR LIV	2510	2051	3.3	81.7	106	661	3.2	26.3	102	975	3.9	38.8	125	415	2.5	16.5	81
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5352	8.9	82.9	107	1829	8.8	27.3	106	2533	10.1	37.8	122	1190	7.2	17.8	87
DISCOVER	844	*435	1.1	78.1	101	*170	0.8	19.0	74	*86	1.1	32.0	103	*242	1.5	27.1	133
ENEMY	3507	2573	4.1	73.4	95	732	3.5	20.9	81	1080	4.3	30.8	99	761	4.6	21.7	106
ESQUIRE	1083	755	1.2	69.7	90	326	1.6	30.1	117	256	1.0	23.6	76	*173	1.0	16.0	78
ESSENCE	1530	1387	2.2	75.5	98	377	1.8	20.6	80	681	2.7	37.2	120	325	2.0	17.8	87
FAMILY CIRCLE	15930	12798	20.5	80.3	104	4529	21.7	28.4	110	4977	19.8	31.2	101	3292	19.9	20.7	101
THE FAMILY HANDYMAN	1126	*224	1.5	82.5	107	319	1.5	28.3	110	393	1.6	34.9	113	*217	1.3	19.3	94
FAMILY WEEKLY	11468	9201	14.7	80.2	104	3088	14.8	26.9	104	3752	14.9	32.7	106	2361	14.3	20.6	101
FIELD & STREAM	2234	1872	3.0	83.8	109	663	3.2	29.7	115	*04	3.2	36.2	117	401	2.4	17.9	88
FOOD & WINE	579	443	0.7	76.5	99	**77	0.4	13.3	52	*217	0.9	37.5	121	*149	0.9	25.7	126
FORBES	728	535	0.9	73.5	95	**116	0.6	15.9	62	*227	0.9	31.2	101	*192	1.2	26.4	129
FORTUNE	906	706	1.1	77.9	101	*166	0.8	18.3	71	*276	1.1	30.5	98	*264	1.6	29.1	143
GENTLEMEN'S QUARTERLY	791	*508	1.0	76.9	100	**111	0.5	14.0	54	*293	1.2	37.0	120	*203	1.2	25.7	126
GLAMOUR	5265	4232	6.8	80.4	104	1239	5.9	23.5	91	1725	6.9	32.8	106	1267	7.7	24.1	118
GOLF DIGEST	636	581	0.9	91.4	118	*205	1.0	32.2	125	*261	1.0	41.0	132	**116	0.7	18.2	89
GOLF DIGEST/TENNIS (GROSS)	1186	1003	1.6	84.6	110	280	1.3	23.6	91	467	1.9	39.4	127	*256	1.5	21.6	106
GOLF MAGAZINE	441	410	0.7	93.0	120	**102	0.5	23.1	90	*230	0.9	52.2	168	**78	0.5	17.7	87
GOLF MAGAZINE/SKI (GROSS)	922	787	1.3	85.4	111	*212	1.0	23.0	89	391	1.6	42.4	137	*184	1.1	20.0	98
GOOD HOUSEKEEPING	16487	13124	21.0	79.6	103	4301	20.6	26.1	101	5359	21.3	32.5	105	3464	20.9	21.0	103
HARPER'S BAZAAR	2423	1856	3.0	76.6	99	486	2.3	20.1	78	702	2.8	29.0	93	668	4.0	27.6	135
HEALTH	1994	1594	2.5	79.9	104	476	2.3	23.9	93	634	2.5	31.8	103	484	2.9	24.3	119
HEARST MAG CORP. BUY (GROSS)	44101	34712	55.5	78.7	102	11343	54.3	25.7	100	14202	56.6	32.2	104	9166	55.4	20.8	102
HEARST MAN POWER (GROSS)	1993	1641	2.6	82.3	107	612	2.9	30.7	119	*63	2.7	34.3	111	346	2.1	17.4	85
HEARST WOMAN POWER (GROSS)	31274	24672	39.4	78.9	102	8212	39.3	26.3	102	9972	39.7	31.9	103	6487	39.2	20.7	102
HOUSE BEAUTIFUL	3623	2734	4.4	75.5	98	908	4.3	25.1	97	1226	4.9	33.8	109	600	3.6	16.6	81
INC.	283	*239	0.4	84.5	109	**79	0.4	27.9	108	**87	0.3	30.7	99	**73	0.4	25.8	126
JET	2928	2165	3.5	73.9	96	669	3.2	22.8	89	*29	3.7	31.7	102	568	3.4	19.4	95
LADIES' HOME JOURNAL	11918	9649	15.4	81.0	105	3328	15.9	27.9	108	*88	15.5	32.6	105	2432	14.7	20.4	100
LHJ FAMILY GRP COMBO(GROSS)	16764	13439	21.5	80.2	104	4575	21.9	27.3	106	5463	21.8	32.6	105	3401	20.6	20.3	99
LIFE	4254	3311	5.3	77.8	101	898	4.3	21.1	82	1418	5.6	33.3	108	994	6.0	23.4	114
L.A. TIMES HOME MAGAZINE	1145	721	1.2	63.0	82	**131	0.6	11.4	44	316	1.3	27.6	89	273	1.7	23.8	117
MADEMOISELLE	2884	2235	3.6	77.5	100	600	2.9	20.8	81	947	3.8	32.8	106	688	4.2	23.9	117
MC CALL'S	13460	10752	17.2	79.9	103	3685	17.6	27.4	106	4495	17.9	33.4	108	2572	15.5	19.1	94
MC CALL'S/WRK MOTHER (GROSS)	14606	11653	18.6	79.8	103	4085	19.5	28.0	108	4799	19.1	32.9	106	2770	16.7	19.0	93
MECHANIX ILLUSTRATED	772	664	1.1	86.0	111	*229	1.1	29.7	115	*287	1.1	37.2	120	*148	0.9	19.2	94
METROPOLITAN HOME	967	743	1.2	76.8	99	*107	0.5	11.1	43	296	1.2	30.6	99	340	2.1	35.2	172
MONEY	1588	1257	2.0	79.2	102	345	1.7	21.7	84	449	1.8	28.3	91	462	2.8	29.1	142
MOTHER EARTH NEWS	1002	*552	1.4	85.0	110	338	1.6	33.7	131	337	1.3	33.6	109	*177	1.1	17.7	86
MS.	825	611	1.0	74.1	96	*186	0.9	22.5	87	*200	0.8	24.2	78	225	1.4	27.3	134
NATIONAL ENQUIRER	10336	5280	13.2	80.1	104	3248	15.5	31.4	122	3282	13.1	31.8	102	1751	10.6	16.9	83
NATIONAL GEOGRAPHIC	9597	7339	11.7	76.5	99	2283	10.9	23.8	92	2932	11.7	30.6	99	2124	12.8	22.1	108
NATIONAL SUNDAY MAGAZINE PKG	49558	38564	61.7	77.8	101	12943	61.9	26.1	101	15536	61.9	31.3	101	10084	61.0	20.3	100
NATURAL HISTORY	573	462	0.7	80.6	104	**126	0.6	22.0	85	*167	0.7	29.1	94	*168	1.0	29.3	144
NEW WOMAN	1699	1341	2.1	78.9	102	386	1.8	22.7	88	479	1.9	28.2	91	475	2.9	28.0	137
NEW YORK INCLUDING CUE	443	304	0.5	68.6	89	**77	0.4	17.4	67	*110	0.4	24.8	80	*117	0.7	26.4	129
THE NEW YORKER	1270	916	1.5	72.1	93	*267	1.3	21.0	81	310	1.2	24.4	79	340	2.1	26.8	131
NEWSWEEK	6277	4647	7.4	74.0	96	1510	7.2	24.1	93	1792	7.1	28.5	92	1345	8.1	21.4	105
THE N.Y. TIMES DAILY EDITION	1205	*866	1.4	71.9	93	*190	0.9	15.8	61	341	1.4	28.3	91	335	2.0	27.8	136
THE N.Y. TIMES MAGAZINE	2081	1439	2.3	69.1	90	287	1.4	13.8	53	515	2.1	24.7	80	636	3.8	30.6	150
OHIO	788	656	1.0	83.2	108	*208	1.0	26.4	102	*191	0.8	24.2	78	*257	1.6	32.6	160
ON CABLE	1158	920	1.5	79.4	103	369	1.8	31.9	123	393	1.6	33.9	109	*158	1.0	13.6	67
1001 HOME IDEAS	2852	2196	3.5	77.0	100	771	3.7	27.0	105	941	3.7	33.0	106	484	2.9	17.0	83
ORGANIC GARDENING	1658	1370	2.2	82.6	107	486	2.3	29.3	114	518	2.1	31.2	101	366	2.2	22.1	108
OUTDOOR LIFE	896	730	1.2	81.5	105	*219	1.0	24.4	95	343	1.4	38.3	124	*167	1.0	18.6	91
PARADE MAGAZINE	24275	18943	30.3	78.0	101	6366	30.5	26.2	102	7714	30.7	31.8	103	4863	29.4	20.0	98

CANNED OR JARRED VEGETABLES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TEN OR MORE				MEDIUM USERS FOUR - NINE				LIGHT USERS THREE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	62546	100.0	77.2	100	20900	100.0	25.8	100	25102	100.0	31.0	100	16543	100.0	20.4	100
PARENTS	3845	3031	4.8	78.8	102	955	4.6	24.8	96	1155	4.6	30.0	97	921	5.6	24.0	117
PENTHOUSE	831	592	0.9	71.2	92	*175	0.8	21.1	82	*187	0.7	22.5	73	*231	1.4	27.8	136
PEOPLE	11645	9134	14.6	78.4	102	2833	13.6	24.3	94	3735	14.9	32.1	103	2566	15.5	22.0	108
PLAYBOY	2006	1586	2.5	79.1	102	518	2.5	25.8	100	587	2.3	29.3	94	481	2.9	24.0	117
POPULAR HOT RODDING	297	*239	0.4	80.5	104	*80	0.4	26.9	104	*111	0.4	37.4	121	*49	0.3	16.5	81
POPULAR MECHANICS	1018	859	1.4	84.4	109	*352	1.7	34.6	134	360	1.4	35.4	114	*146	0.9	14.3	70
POPULAR SCIENCE	878	711	1.1	81.0	105	*210	1.0	23.9	93	*327	1.3	37.2	120	*175	1.1	19.9	98
PREVENTION	3913	3075	4.9	78.6	102	1057	5.1	27.0	105	1270	5.1	32.5	105	748	4.5	19.1	94
PSYCHOLOGY TODAY	1710	1280	2.0	74.9	97	484	2.3	28.3	110	462	1.8	27.0	87	334	2.0	19.5	96
READER'S DIGEST	22204	17761	28.4	80.0	104	5968	28.6	26.9	104	7273	29.0	32.8	106	4521	27.3	20.4	100
REDBOOK	7684	6176	9.9	80.4	104	2138	10.2	27.8	108	2535	10.1	33.0	106	1504	9.1	19.6	96
ROAD & TRACK	410	341	0.5	83.2	108	*91	0.4	22.2	86	*123	0.5	30.0	97	*127	0.8	31.0	152
ROLLING STONE	969	795	1.3	82.0	106	336	1.6	34.7	134	167	0.7	17.2	56	291	1.8	30.0	147
RUNNER'S WORLD	298	*232	0.4	77.9	101	*54	0.3	18.1	70	*72	0.3	24.2	78	*106	0.6	35.6	174
SATURDAY EVENING POST	1169	979	1.6	83.7	108	298	1.4	25.5	99	404	1.6	34.6	111	276	1.7	23.6	116
SCIENCE 84	587	472	0.8	80.4	104	*140	0.7	23.9	92	*195	0.8	33.2	107	*137	0.8	23.3	114
SCIENCE DIGEST	482	402	0.6	83.4	108	*139	0.7	28.8	112	*161	0.6	33.4	108	*102	0.6	21.2	104
SCIENTIFIC AMERICAN	594	410	0.7	69.0	89	*94	0.4	15.8	61	*145	0.6	24.4	79	*170	1.0	28.6	140
SELF	2089	1551	2.5	74.2	96	481	2.3	23.0	89	623	2.5	29.8	96	447	2.7	21.4	105
SEVENTEEN	2411	1819	2.9	75.4	98	617	3.0	25.6	99	722	2.9	29.9	97	479	2.9	19.9	97
SKI	480	377	0.6	78.5	102	*110	0.5	22.9	89	*161	0.6	33.5	108	*106	0.6	22.1	108
SMITHSONIAN	2760	2125	3.4	77.0	100	512	2.4	18.6	72	785	3.1	28.4	92	828	5.0	30.0	147
SOAP OPERA DIGEST	3013	2441	3.9	81.0	105	1078	5.2	35.8	139	923	3.7	30.6	99	441	2.7	14.6	72
SOUTHERN LIVING	4184	3501	5.6	83.7	108	1168	5.6	27.9	108	1558	6.2	37.2	120	775	4.7	18.5	91
SPORT	559	431	0.7	77.1	100	*73	0.3	13.1	51	*271	1.1	48.5	156	*87	0.5	15.6	76
THE SPORTING NEWS	436	*349	0.6	80.0	104	*187	0.9	42.9	166	*112	0.4	25.7	83	*50	0.3	11.5	56
SPORTS AFIELD	493	379	0.6	76.9	100	*120	0.6	24.3	94	*161	0.6	32.7	105	*98	0.6	19.9	97
SPORTS ILLUSTRATED	2758	2181	3.5	79.1	102	693	3.3	25.1	97	1001	4.0	36.3	117	488	2.9	17.7	87
STAR	7456	5949	9.5	79.8	103	2445	11.7	32.8	127	2340	9.3	31.4	101	1165	7.0	15.6	76
SUNDAY	24936	19118	30.6	76.7	99	6432	30.8	25.8	100	7330	29.2	29.4	95	5356	32.4	21.5	105
SUNSET	2124	1452	2.3	68.4	89	*230	1.1	10.8	42	674	2.7	31.7	102	548	3.3	25.8	126
TV GUIDE	21661	17303	27.7	79.9	103	6077	29.1	28.1	109	6993	27.9	32.3	104	4233	25.6	19.5	96
TENNIS	550	422	0.7	76.7	99	*75	0.4	13.6	53	*206	0.8	37.5	121	*141	0.9	25.6	126
TIME	8880	6774	10.8	76.3	99	2088	10.0	23.5	91	2794	11.1	31.5	102	1892	11.4	21.3	104
TOWN & COUNTRY	917	705	1.1	76.9	100	*115	0.6	12.5	49	344	1.4	37.5	121	246	1.5	26.8	131
TRAVEL & LEISURE	972	768	1.2	79.0	102	*258	1.2	26.5	103	283	1.1	29.1	94	227	1.4	23.4	114
TRUE STORY	3356	2854	4.6	85.0	110	1175	5.6	35.0	136	1073	4.3	32.0	103	605	3.7	18.0	88
U.S. NEWS & WORLD REPORT	3410	2548	4.1	74.7	97	711	3.4	20.9	81	1131	4.5	33.2	107	705	4.3	20.7	101
USA TODAY	1759	1362	2.2	77.4	100	376	1.8	21.4	83	594	2.4	33.8	109	392	2.4	22.3	109
US	1873	1471	2.4	78.5	102	496	2.4	26.5	103	577	2.3	30.8	99	398	2.4	21.2	104
VOGUE	3909	2869	4.6	73.4	95	790	3.8	20.2	78	1196	4.8	30.6	99	884	5.3	22.6	111
MALL STREET JOURNAL	1886	1413	2.3	74.9	97	407	1.9	21.6	84	500	2.0	26.5	86	506	3.1	26.8	131
WEIGHT WATCHERS	2120	1670	2.7	78.8	102	593	2.8	28.0	108	650	2.6	30.7	99	426	2.6	20.1	98
WOMAN'S DAY	14172	11453	18.3	80.8	105	4216	20.2	29.7	115	4503	17.9	31.8	103	2734	16.5	19.3	94
WORKING MOTHER	1146	902	1.4	78.7	102	400	1.9	34.9	135	304	1.2	26.5	86	*198	1.2	17.3	85
WORKING WOMAN	1322	965	1.5	73.0	95	299	1.4	22.6	88	353	1.4	26.7	86	314	1.9	23.8	116
WORLD TENNIS	*163	*112	0.2	68.7	89	*29	0.1	17.8	69	*37	0.1	22.7	73	*46	0.3	28.2	138
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2051	3.3	81.0	105	638	3.1	25.2	98	842	3.4	33.3	107	571	3.5	22.6	110
BLAIR INSERTS	43657	33733	53.9	77.3	100	11150	53.3	25.5	99	13505	53.8	30.9	100	9078	54.9	20.8	102
DAILY NEWSPAPERS																	
READ ANY	51633	40415	64.6	78.3	101	13736	65.7	26.6	103	16122	64.2	31.2	101	10558	63.8	20.4	100
READ ONE	43463	34033	54.4	78.3	101	11686	55.9	26.9	104	13593	54.2	31.3	101	8754	52.9	20.1	99
READ TWO OR MORE	8170	6383	10.2	78.1	101	2050	9.8	25.1	97	2528	10.1	30.9	100	1804	10.9	22.1	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	40984	65.5	77.8	101	13876	66.4	26.3	102	16375	65.2	31.1	100	10734	64.9	20.4	100
READ ONE	46126	35728	57.1	77.5	100	12228	58.5	26.5	103	14341	57.1	31.1	100	9159	55.4	19.9	97
READ TWO OR MORE	6552	5256	8.4	80.2	104	1647	7.9	25.1	97	2034	8.1	31.0	100	1575	9.5	24.0	118
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.38				27.84				27.49				26.64			
30 DAY REACH	71455	55271	88.4	77.4	100	18423	88.1	25.8	100	22142	88.2	31.0	100	14707	88.9	20.6	101
50 SHWG - 30 DAY AV FREQ	14.56	14.49				14.60				14.60				14.18			
30 DAY REACH	67742	52354	83.7	77.3	100	17632	84.4	26.0	101	20882	83.2	30.8	99	13840	83.7	20.4	100
25 SHWG - 30 DAY AV FREQ	7.94	7.87				7.85				8.06				7.61			
30 DAY REACH	62117	48172	77.0	77.6	100	16349	78.2	26.3	102	18974	75.6	30.5	99	12849	77.7	20.7	101
CABLE TV: HOME WIRED	32077	25476	40.7	79.4	103	9016	43.1	28.1	109	10645	42.4	33.2	107	5816	35.2	18.1	89
HOME NOT WIRED	48909	37069	59.3	75.8	98	11885	56.9	24.3	94	14457	57.6	29.6	95	10728	64.8	21.9	107
HAVE PAY CABLE	15935	12941	20.7	81.2	105	4892	23.4	30.7	119	5212	20.8	32.7	106	2837	17.1	17.8	87

CANNED OR JARRED VEGETABLES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TEN OR MORE				MEDIUM USERS FOUR - NINE				LIGHT USERS THREE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS
TOTAL FEMALE HOMEMAKERS	80986	62546	100.0	77.2	100	20900	100.0	25.8	100	15107	100.0	31.0	100	16543	100.0	20.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	34321	54.9	78.1	101	11706	56.0	26.7	103	13532	53.9	30.8	99	9083	54.9	20.7	101
10:00 AM - 3:00 PM	30659	23904	38.2	78.0	101	8574	41.0	28.0	108	9448	37.6	30.8	99	5882	35.6	19.2	94
3:00 PM - 7:00 PM	31045	24087	38.5	77.6	100	8327	39.8	26.8	104	9520	37.9	30.7	99	6240	37.7	20.1	98
7:00 PM - MIDNIGHT	15767	12099	19.3	76.7	99	4214	20.2	26.7	104	4453	17.7	28.2	91	3432	20.7	21.8	107
MIDNIGHT - 6:00 AM	9120	7297	11.7	80.0	104	2364	11.3	25.9	100	2487	11.3	31.0	100	2106	12.7	23.1	113
6:00 AM - MIDNIGHT	58527	45617	72.9	77.9	101	15672	75.0	26.8	104	18044	71.9	30.8	99	11901	71.9	20.3	100
ENTIRE DAY	59311	46210	73.9	77.9	101	15880	76.0	26.8	104	18310	72.9	30.9	100	12020	72.7	20.3	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12687	20.3	78.5	102	4441	21.2	27.5	106	4895	19.5	30.3	98	3351	20.3	20.7	101
ALL NEWS	2256	1630	2.6	72.3	94	395	1.9	17.5	68	444	2.7	29.7	96	566	3.4	25.1	123
AOR/PROGRESSIVE	3874	2919	4.7	75.3	98	852	4.1	22.0	85	1244	5.0	32.1	104	822	5.0	21.2	104
BEAUTIFUL MUSIC	5660	4572	7.3	80.8	105	1476	7.1	26.1	101	1944	7.7	34.3	111	1152	7.0	20.4	100
BLACK	2204	1670	2.7	75.8	98	565	2.7	25.6	99	709	2.8	32.2	104	396	2.4	18.0	88
CLASSICAL	1418	1039	1.7	73.3	95	*216	1.0	15.2	59	424	1.7	29.9	96	399	2.4	28.1	138
CHR/ROCK	9538	7519	12.0	78.8	102	2794	13.4	29.3	114	2967	11.8	31.1	100	1757	10.6	18.4	90
COUNTRY	12648	10302	16.5	81.5	105	3697	17.7	29.2	113	4156	16.6	32.9	106	2450	14.8	19.4	95
GOLDEN OLDIES	1191	811	1.3	68.8	89	*273	1.3	22.9	89	332	1.3	27.9	90	*214	1.3	18.0	88
MOR/NOSTALGIA	4757	3719	5.9	78.2	101	1100	5.3	23.1	90	1471	5.9	30.9	100	1148	6.9	24.1	118
NEWS/TALK	3863	2851	4.6	73.8	96	879	4.2	22.8	88	1070	4.3	27.7	89	902	5.5	23.3	114
RELIGIOUS	3084	2324	3.7	75.4	98	782	3.7	25.4	98	841	3.4	27.3	88	701	4.2	22.7	111
SOFT ROCK	521	367	0.6	70.4	91	*152	0.7	29.2	113	**105	0.4	20.2	65	**110	0.7	21.1	103
URBAN CONTEMPORARY	1585	1124	1.8	70.9	92	444	2.1	28.0	109	489	1.5	24.5	79	291	1.8	18.4	90
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2557	4.1	78.3	101	894	4.3	27.4	106	1028	4.1	31.5	102	630	3.8	19.3	95
ABC DIRECTION	2316	1878	3.0	81.1	105	643	3.1	27.8	108	743	3.0	32.1	104	491	3.0	21.2	104
ABC ENTERTAINMENT	4834	3821	6.1	79.0	102	1351	6.5	27.9	108	1527	6.1	31.6	102	943	5.7	19.5	95
ABC FM	2202	1753	2.8	79.6	103	675	3.2	30.7	119	822	2.6	30.1	97	416	2.5	18.9	92
ABC INFORMATION	5425	4316	6.9	79.6	103	1482	7.1	27.3	106	1674	6.7	30.9	100	1159	7.0	21.4	105
ABC ROCK	1677	1313	2.1	78.3	101	357	1.7	21.3	82	599	2.4	35.7	115	358	2.2	21.3	105
CBS	4430	3419	5.5	77.2	100	1197	5.7	27.0	105	1191	4.7	26.9	87	1030	6.2	23.3	114
MUTUAL	4992	3895	6.2	78.0	101	1484	7.1	29.7	115	1342	5.3	26.9	87	1070	6.5	21.4	105
NBC	4679	3728	6.0	79.7	103	1122	5.4	24.0	93	1607	6.4	34.3	111	999	6.0	21.4	105
RADIO RADIO	1994	1550	2.5	77.7	101	612	2.9	30.7	119	571	2.3	28.6	92	368	2.2	18.5	90
RKO ONE	2298	1769	2.8	77.0	100	598	2.9	26.0	101	752	3.0	32.7	106	420	2.5	18.3	89
RKO TWO	3311	2546	4.1	77.5	100	866	4.1	26.2	101	1038	4.1	31.2	101	668	4.0	20.2	99
THE SOURCE	2114	1581	2.5	74.8	97	557	2.7	26.3	102	681	2.7	32.2	104	344	2.1	16.3	80
NON-WIRED: BLAIR	8654	7047	11.3	81.4	105	2545	12.2	29.4	114	2809	11.2	32.5	105	1693	10.2	19.6	96
INTERNET	12025	9022	14.4	75.0	97	2881	13.8	24.0	93	3626	14.4	30.2	97	2515	15.2	20.9	102
KATZ RADIO GROUP	15359	11928	19.1	77.7	101	3794	18.2	24.7	96	4872	19.4	31.7	102	3263	19.7	21.2	104
SUPERNET	10628	8274	13.2	77.9	101	2811	13.4	26.4	102	3131	12.5	29.5	95	2332	14.1	21.9	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	6462	10.3	74.6	97	2002	9.6	23.1	90	2794	11.1	32.3	104	1667	10.1	19.3	94
WKDAY 9:00 AM - 1:00 PM	12163	9298	14.9	76.4	99	3154	15.1	25.9	100	3839	15.3	31.6	102	2305	13.9	19.0	93
WKDAY 1:00 PM - 4:30 PM	16150	12413	19.8	76.9	100	4439	21.2	27.5	107	4984	19.9	30.9	100	2990	18.1	18.5	91
WKDAY 4:30 PM - 7:30 PM	22463	17186	27.5	76.5	99	5454	26.1	24.3	94	7126	28.4	31.7	102	4606	27.8	20.5	100
WKDAY 7:30 PM - 8:00 PM	31795	24601	39.3	77.4	100	8193	39.2	25.8	100	10044	40.0	31.6	102	6365	38.5	20.0	98
WKDAY 11:00 PM - 11:30 PM	23977	18844	30.1	78.6	102	6466	30.9	27.0	104	7484	29.8	31.2	101	4894	29.6	20.4	100
WKDAY 11:30 PM - 1:00 AM	7703	6056	9.7	78.6	102	2197	10.5	28.5	111	2361	9.4	30.7	99	1499	9.1	19.5	95
M-SAT 8-11 PM-SUN 7-11 PM	33800	26266	42.0	77.7	101	8879	42.5	26.3	102	10659	42.5	31.5	102	6729	40.7	19.9	97
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	4886	7.8	74.5	96	1755	8.4	26.8	104	1972	7.9	30.2	97	1141	6.9	17.5	85
ANOTHER WORLD	N 4620	3489	5.6	75.5	98	1183	5.7	25.6	99	1475	5.9	31.9	103	832	5.0	18.0	88
AS THE WORLD TURNS	C 5614	4380	7.0	78.0	101	1677	8.0	29.9	116	1728	6.9	30.8	99	976	5.9	17.4	85
CAPITOL	C 3396	2693	4.3	79.3	103	975	4.7	28.7	111	1055	4.2	31.1	100	663	4.0	19.5	96
CBS MORN. NEWS 1	C 1446	1041	1.7	72.0	93	320	1.5	22.1	86	477	1.9	33.0	106	244	1.5	16.9	83
CBS MORN. NEWS 2	C 1207	861	1.4	71.3	92	259	1.2	21.5	83	350	1.4	29.8	96	241	1.5	20.0	98
DAYS OF OUR LIVES	N 5877	4534	7.2	77.1	100	1639	7.8	27.9	108	1856	7.4	31.6	102	1039	6.3	17.7	87
FACTS OF LIFE - DAYTIME	N 2290	1701	2.7	74.3	96	599	2.9	26.2	101	706	2.8	30.8	99	395	2.4	17.2	84
FAMILY FEUD	A 3023	2261	3.6	74.8	97	672	3.2	22.2	86	1002	4.0	33.1	107	586	3.5	19.4	95
GENERAL HOSPITAL	A 6097	4622	7.4	75.8	98	1769	8.5	29.0	112	1794	7.1	29.4	95	1058	6.4	17.4	85
GOOD MORNING, AMERICA-730 A	3515	2685	4.3	76.5	99	920	4.4	26.2	101	1050	4.2	29.9	96	718	4.3	20.4	100
GOOD MORNING, AMERICA-830 A	2818	2137	3.4	75.8	98	788	3.8	28.0	108	855	3.4	30.4	98	491	3.0	17.4	85
GUIDING LIGHT	C 5339	4216	6.7	79.0	102	1509	7.2	28.3	110	1743	6.9	32.6	105	964	5.8	18.1	88
ONE LIFE TO LIVE	A 4478	3422	5.5	76.4	99	1242	5.9	27.7	107	1477	5.9	33.0	106	704	4.3	15.7	77
PRESS YOUR LUCK	C 2244	1823	2.9	81.2	105	665	3.2</										

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CANNED OR JARRED VEGETABLES - TYPES & KINDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	CANNED				JARRED				NO/LOW SALT				REGULAR			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	40105	100.0	74.2	100	9979	100.0	12.3	100	7868	100.0	9.7	100	57388	100.0	70.9	100
18 - 24	9282	6724	11.2	72.4	98	847	8.5	9.1	74	793	10.1	8.5	88	6534	11.4	70.4	99
25 - 34	19072	14244	23.7	74.7	101	2160	21.6	11.3	92	1909	24.3	10.0	103	13829	24.1	72.5	102
35 - 44	14591	11275	18.8	77.3	104	1703	17.1	11.7	95	976	12.4	6.7	69	10870	18.9	74.5	105
45 - 54	11345	8908	14.8	78.5	106	1408	14.1	12.4	101	1381	17.6	12.2	125	8408	14.7	74.1	105
55 - 64	11635	8673	14.4	74.5	100	1765	17.7	15.2	123	1186	15.1	10.2	105	8212	14.3	70.6	100
65 OR OLDER	15061	10284	17.1	68.3	92	2096	21.0	13.9	113	1624	20.6	10.8	111	9536	16.6	63.3	89
18 - 34	28354	20968	34.9	74.0	100	3007	30.1	10.6	86	2702	34.3	9.5	98	20363	35.5	71.8	101
18 - 49	48339	36588	60.9	75.7	102	5356	53.7	11.1	90	4385	55.7	9.1	93	35323	61.6	73.1	103
25 - 54	45008	34428	57.3	76.5	103	5271	52.8	11.7	95	4265	54.2	9.5	98	33107	57.7	73.6	104
35 - 49	19985	15620	26.0	78.2	105	2349	23.5	11.8	95	1684	21.4	8.4	87	14960	26.1	74.9	106
50 OR OLDER	32647	23520	39.1	72.0	97	4623	46.3	14.2	115	3483	44.3	10.7	110	22065	38.4	67.6	95
GRADUATED COLLEGE	11155	7705	12.8	69.1	93	1750	17.5	15.7	127	1371	17.4	12.3	127	7232	12.6	64.8	91
ATTENDED COLLEGE	13682	10596	17.6	77.4	104	1802	18.1	13.2	107	1523	19.4	11.1	115	10141	17.7	74.1	105
GRADUATED HIGH SCHOOL	33880	26089	43.4	77.0	104	3987	40.0	11.8	96	3298	41.9	9.7	100	25205	43.9	74.4	105
DID NOT GRADUATE HIGH SCHOOL	22270	15718	26.1	70.6	95	2440	24.5	11.0	89	1676	21.3	7.5	77	14810	25.8	66.5	94
EMPLOYED	40306	30259	50.3	75.1	101	4878	48.9	12.1	98	3899	49.6	9.7	100	29036	50.6	72.0	102
EMPLOYED FULL-TIME	32850	24500	40.8	74.6	100	4084	40.9	12.4	101	3058	38.9	9.3	96	23534	41.0	71.6	101
EMPLOYED PART-TIME	7456	5759	9.6	77.2	104	794	8.0	10.6	86	841	10.7	11.3	116	5502	9.6	73.8	104
NOT EMPLOYED	40580	29849	49.7	73.4	99	5101	51.1	12.5	102	3969	50.4	9.8	100	28352	49.4	69.7	98
PROFESSIONAL/MANAGER	10392	7835	13.0	75.4	102	1546	15.5	14.9	121	1301	16.5	12.5	129	7327	12.8	70.5	99
TECH/CLERICAL/SALES	17574	13223	22.0	75.2	101	2004	20.1	11.4	93	1779	22.6	10.1	104	12822	22.3	73.0	103
PRECISION/CRAFT	785	755	1.3	76.6	103	**228	2.3	23.1	188	**119	1.5	12.1	124	704	1.2	71.5	101
OTHER EMPLOYED	11354	8446	14.1	74.4	100	1100	11.0	9.7	79	700	8.9	6.2	63	8184	14.3	72.1	102
SINGLE	7563	4638	11.1	67.6	91	1087	10.9	11.0	89	991	12.6	10.0	103	6322	11.0	64.1	90
MARRIED	51375	39402	65.6	76.7	103	6671	66.9	13.0	105	5092	64.7	9.9	102	38010	66.2	74.0	104
DIVORCED/SEPARATED/WIDOWED	19748	14039	23.4	71.1	96	2221	22.3	11.2	91	1786	22.7	9.0	93	13056	22.8	66.1	93
PARENTS	32590	25322	42.1	77.7	105	3476	34.8	10.7	87	2571	31.7	7.9	81	24556	42.8	75.3	106
WHITE	70416	53184	88.5	75.5	102	8842	88.6	12.6	102	7128	90.6	10.1	104	50803	88.5	72.1	102
BLACK	8778	5884	9.8	67.0	90	867	8.7	9.9	80	611	7.8	7.0	72	5524	9.6	62.9	89
OTHER	1791	*1040	1.7	58.1	78	**270	2.7	15.1	122	**129	1.6	7.2	74	*1061	1.8	59.2	84
NORTHEAST-CENSUS	17786	12616	21.0	70.9	96	2423	24.3	13.6	111	2191	27.8	12.3	127	11661	20.3	65.6	93
NORTH CENTRAL	20741	16295	27.1	78.6	106	2113	21.2	10.2	83	1787	22.7	8.6	89	15695	27.3	75.7	107
SOUTH	27775	21211	35.3	76.4	103	3725	37.3	13.4	109	2425	30.8	8.7	90	20459	35.7	73.7	104
WEST	14683	9986	16.6	68.0	92	1719	17.2	11.7	95	1465	18.6	10.0	103	9573	16.7	65.2	92
NORTHEAST-MKTG.	17961	12358	20.6	68.8	93	2876	28.8	16.0	130	2233	28.4	12.4	128	11722	20.4	65.3	92
EAST CENTRAL	11885	7288	15.5	78.1	105	1381	13.8	11.6	94	1193	15.2	10.0	103	8791	15.3	74.0	104
WEST CENTRAL	14090	11106	18.5	78.8	106	1399	14.0	9.9	81	1192	15.1	8.5	87	10701	18.6	75.9	107
SOUTH	24081	18720	31.1	77.7	105	2759	27.6	11.5	93	1926	24.5	8.0	82	17868	31.1	74.2	105
PACIFIC	12969	8637	14.4	66.6	90	1564	15.7	12.1	98	1325	16.8	10.2	105	8305	14.5	64.0	90
COUNTY SIZE A	31439	22944	38.2	70.7	95	4558	45.7	14.1	114	3402	43.2	10.5	108	21718	37.8	67.0	94
COUNTY SIZE B	24915	18777	31.2	75.4	102	2484	24.9	10.0	81	2471	31.4	9.9	102	17914	31.2	71.9	101
COUNTY SIZE C	12930	10123	16.8	78.3	105	1645	16.5	12.7	103	1317	16.7	10.2	105	9556	16.7	73.9	104
COUNTY SIZE D	10703	8265	13.8	77.2	104	1292	12.9	12.1	98	678	8.6	6.3	65	8200	14.3	70.6	108
METRO CENTRAL CITY	24518	17734	29.5	72.3	97	2798	28.0	11.4	93	2627	33.4	10.7	110	16531	28.8	67.4	95
METRO SUBURBAN	35919	26613	44.3	74.1	100	4614	46.2	12.8	104	3603	45.8	10.0	103	25624	44.7	71.3	101
NON METRO	20549	15762	26.2	76.7	103	2567	25.7	12.5	101	1637	20.8	8.0	82	15233	26.5	74.1	105
TOP 5 ADI'S	18341	12432	20.7	67.8	91	2661	26.7	14.5	118	1911	24.3	10.4	107	11560	20.1	63.0	89
TOP 10 ADI'S	25378	17625	29.3	69.4	94	3719	37.3	14.7	119	2691	34.2	10.6	109	16616	29.0	65.5	92
TOP 20 ADI'S	36488	25714	42.8	70.5	95	5126	51.4	14.0	114	3773	48.0	10.3	106	24406	42.5	66.9	94
HSJLD INC. \$50,000 OR MORE	6612	5082	8.5	76.9	104	1067	10.7	16.1	131	765	9.7	11.6	119	4713	8.2	71.3	101
\$40,000 OR MORE	12659	9767	16.2	77.2	104	2071	20.8	16.4	133	1493	19.0	11.8	121	9284	16.2	73.3	103
\$30,000 OR MORE	24698	18662	31.0	75.6	102	3708	37.2	15.0	122	2889	36.7	11.7	120	17701	30.8	71.7	101
\$25,000 OR MORE	32077	24191	40.2	75.4	102	4607	46.2	14.4	117	3557	45.2	11.1	114	23259	40.5	72.5	102
\$20,000 - \$24,999	9144	6829	11.4	74.7	101	1197	12.0	13.1	106	926	11.8	10.1	104	6622	11.5	72.4	102
\$15,000 - \$19,999	8728	6650	11.1	76.2	103	903	9.0	10.3	84	953	12.1	10.9	112	6402	11.2	73.4	104
\$10,000 - \$14,999	12562	9217	15.3	73.4	99	1428	14.3	11.4	92	1082	13.8	8.6	89	8776	15.3	69.9	99
UNDER \$10,000	18475	13221	22.0	71.6	96	1845	18.5	10.0	81	1350	17.2	7.3	75	12329	21.5	66.7	94
HOUSEHOLD OF 1 PERSON	11987	7862	13.1	65.6	88	1276	12.8	10.6	86	1297	16.5	10.8	111	7260	12.7	60.6	85
2 PEOPLE	26577	19538	32.5	73.5	99	3750	37.6	14.1	115	2826	35.9	10.6	109	18467	32.2	69.5	98
3 OR 4 PEOPLE	30617	23405	38.9	76.4	103	3533	35.4	11.5	94	2780	35.3	9.1	93	22696	39.5	74.1	105
5 OR MORE PEOPLE	11804	9303	15.5	78.8	106	1421	14.2	12.0	98	965	12.3	8.2	84	8965	15.6	75.9	107
NO CHILD IN HSHLD	46165	33166	55.2	71.8	97	6326	63.4	13.7	111	5112	55.0	11.1	114	31247	54.4	67.7	96
CHILD(REN) UNDER 2 YRS	5325	3889	6.6	74.9	101	*609	6.1	11.4	93	*368	4.7	6.9	71	3876	6.8	72.8	103
2 - 5 YEARS	14221	10665	17.7	75.0	101	1299	13.0	9.1	74	1147	14.6	8.1	83	10422	18.2	73.3	103
6 - 11 YEARS	15117	11517	19.2	76.2	103	1618	16.2	10.7	87	1021	13.0	6.8	70	11134	19.4	73.7	104
12 - 17 YEARS	16611	13294	22.1	80.0	108	1913	19.2	11.5	93	1360	17.3	8.2	84	12761	22.2	76.8	108
RESIDENCE OWNED	55884	42566	70.8	76.2	103	7252	72.7	13.0	105	5737	72.9	10.3	106	40862	71.2	73.1	103
VALUE: \$50,000 OR MORE	31744	23479	39.1	74.0	100	4699	47.1	14.8	120	3347	42.5	10.5	109	22752	39.6	71.7	101
VALUE: UNDER \$50,000	24140	19086	31.8	79.1	107	2554	25.6	10.6	86	2390	30.4	9.9	102	18110	31.6	75.0	106

CANNED OR JARRED VEGETABLES - TYPES & KINDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	60108	100.0	74.2	100	9979	100.0	12.3	100	7868	100.0	9.7	100	57388	100.0	70.9	100
MAGAZINES	QUINTILE 1	15799	12195	20.3	77.2	104	2277	22.8	14.4	117	1991	25.3	12.6	130	11519	20.1	72.9	103
	QUINTILE 2	17259	12983	21.6	75.2	101	2373	23.8	13.7	112	1835	23.3	10.6	109	12219	21.3	70.8	100
	QUINTILE 3	13545	10238	17.0	75.6	102	1617	16.2	11.9	97	1179	15.0	8.7	90	9889	17.2	73.0	103
	QUINTILE 4	15133	11424	19.0	75.5	102	1582	15.9	10.5	85	1312	16.7	8.7	89	11022	19.2	72.8	103
	QUINTILE 5	19250	13268	22.1	68.9	93	2129	21.3	11.1	90	1550	19.7	8.1	83	12739	22.2	66.2	93
NEWSPAPERS	QUINTILE 1	12413	9464	15.7	76.2	103	1860	18.6	15.0	122	1328	16.9	10.7	110	8790	15.3	70.8	100
	QUINTILE 2	24116	18202	30.3	75.5	102	3178	31.8	13.2	107	2538	32.3	10.5	108	17386	30.3	72.1	102
	QUINTILE 3	11261	8403	14.0	74.6	101	1198	12.0	10.6	86	1136	14.4	10.1	104	7929	13.8	70.4	99
	QUINTILE 4	20255	14891	24.8	73.5	99	2193	22.0	10.8	88	1893	24.1	9.3	96	14419	25.1	71.2	100
	QUINTILE 5	12940	9147	15.2	70.7	95	1550	15.5	12.0	97	974	12.4	7.5	77	8865	15.4	68.5	97
OUTDOOR	QUINTILE 1	14852	10932	18.2	73.6	99	2206	22.1	14.9	121	1499	19.1	10.1	104	10615	18.5	71.5	101
	QUINTILE 2	15725	12037	20.0	76.5	103	1932	19.4	12.3	100	1363	17.3	8.7	89	11405	19.9	72.5	102
	QUINTILE 3	16330	12099	20.1	74.1	100	1694	17.0	10.4	84	1652	21.0	10.1	104	11283	19.7	69.1	98
	QUINTILE 4	16744	12546	20.9	74.9	101	1919	19.2	11.5	93	1635	20.8	9.8	101	12020	20.9	71.8	101
	QUINTILE 5	17334	12494	20.8	72.1	97	2228	22.3	12.9	104	1720	21.9	9.9	102	12066	21.0	69.6	98
RADIO-DRIVE TIME	QUINTILE 1	15911	12169	20.2	76.5	103	2145	21.5	13.5	109	1591	20.2	10.0	103	11622	20.3	73.0	103
	QUINTILE 2	14837	10819	18.0	72.9	98	1721	17.2	11.6	94	1177	15.0	7.9	82	10307	18.0	69.5	98
	QUINTILE 3	15339	11711	19.5	76.3	103	1781	17.8	11.6	94	1520	19.3	9.9	102	11045	19.2	72.0	102
	QUINTILE 4	16723	12438	20.7	74.4	100	2101	21.1	12.6	102	1528	19.4	9.1	94	12155	21.2	72.7	103
	QUINTILE 5	18176	12972	21.6	71.4	96	2232	22.4	12.3	100	2052	26.1	11.3	116	12259	21.4	67.4	95
RADIO-MID- DAY	TERCILE 1	21020	15805	26.3	75.2	101	2628	26.3	12.5	101	1989	25.3	9.5	97	15037	26.2	71.5	101
	TERCILE 2	21610	16219	27.0	75.1	101	2666	26.7	12.3	100	2151	27.3	10.0	102	15487	27.0	71.7	101
	TERCILE 3	38355	28084	46.7	73.2	99	4685	46.9	12.2	99	3729	47.4	9.7	100	26864	46.8	70.0	99
RADIO-TOTAL	QUINTILE 1	15988	12098	20.1	75.7	102	2034	20.4	12.7	103	1660	21.1	10.4	107	11336	19.8	70.9	100
	QUINTILE 2	15626	11628	19.3	74.4	100	1798	18.0	11.5	93	1462	18.6	9.4	96	11209	19.5	71.7	101
	QUINTILE 3	16723	12457	20.7	74.5	100	2134	21.4	12.8	104	1398	17.8	8.4	86	11952	20.8	71.5	101
	QUINTILE 4	16342	12293	20.5	75.2	101	2050	20.5	12.5	102	1591	20.2	9.7	100	11792	20.5	72.2	102
	QUINTILE 5	16306	11632	19.4	71.3	96	1962	19.7	12.0	98	1757	22.3	10.8	111	11099	19.3	68.1	96
TV-PRIME TIME	QUINTILE 1	15953	12061	20.1	75.6	102	2176	21.8	13.6	111	1418	18.0	8.9	91	11550	20.1	72.4	102
	QUINTILE 2	16137	11981	19.9	74.2	100	1993	20.0	12.4	100	1652	21.0	10.2	105	11437	19.9	70.9	100
	QUINTILE 3	16420	12055	20.1	73.4	99	1936	19.4	11.8	96	1777	22.6	10.8	111	11365	19.8	69.2	98
	QUINTILE 4	16687	12591	20.9	75.5	102	2116	21.2	12.7	103	1577	20.0	9.5	97	12186	21.2	73.0	103
	QUINTILE 5	15789	11420	19.0	72.3	97	1758	17.6	11.1	90	1444	18.4	9.1	94	10850	18.9	68.7	97
TV-DAYTIME	TERCILE 1	27736	20483	34.1	73.8	100	3348	33.6	12.1	98	2444	31.1	8.8	91	19553	34.1	70.5	99
	TERCILE 2	26489	19935	33.2	75.3	101	3275	32.8	12.4	100	2607	33.1	9.8	101	19077	33.2	72.0	102
	TERCILE 3	26761	19689	32.8	73.6	99	3356	33.6	12.5	102	2817	35.8	10.5	108	18758	32.7	70.1	99
TV-TOTAL	QUINTILE 1	16345	12103	20.1	74.0	100	2096	21.0	12.8	104	1428	18.1	8.7	90	11513	20.1	70.4	99
	QUINTILE 2	16447	12276	20.4	74.6	101	2148	21.5	13.1	106	1630	20.7	9.9	102	11687	20.4	71.1	100
	QUINTILE 3	15980	11936	19.9	74.7	101	1759	17.6	11.0	89	1553	19.7	9.7	100	11428	19.9	71.5	101
	QUINTILE 4	15887	11766	19.6	74.1	100	2035	20.4	12.8	104	1715	21.8	10.8	111	11098	19.3	69.9	99
	QUINTILE 5	16326	12027	20.0	73.7	99	1941	19.5	11.9	96	1542	19.6	9.4	97	11661	20.3	71.4	101
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	15679	26.1	75.7	102	3071	30.8	14.8	120	2547	32.4	12.3	127	14693	25.6	70.9	100
		19186	14581	24.3	76.0	102	2409	24.1	12.6	102	1921	24.4	10.0	103	14002	24.4	73.0	103
		21899	16451	27.4	75.1	101	2498	25.0	11.4	93	1882	23.9	8.6	88	15692	27.3	71.7	101
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	12120	20.2	78.4	106	2230	22.3	14.4	117	1789	22.7	11.6	119	11291	19.7	73.1	103
		25953	19350	32.2	74.6	100	3398	34.1	13.1	106	2760	35.1	10.6	109	18489	32.2	71.2	101
		24400	17623	29.3	72.2	97	2672	26.8	11.0	89	1864	23.7	7.6	79	17104	29.8	70.1	99
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	14001	23.3	77.6	105	2462	24.7	13.6	111	2010	25.5	11.1	115	13068	22.8	72.4	102
		23571	17661	29.4	74.9	101	3289	33.0	14.0	113	2553	32.4	10.8	111	16856	29.4	71.5	101
		23278	16976	28.2	72.9	98	2583	25.9	11.1	90	1889	24.0	8.1	84	16472	28.7	70.8	100
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	11712	19.5	75.8	102	2422	24.3	15.7	127	1657	21.1	10.7	110	11067	19.3	71.6	101
		25829	19633	32.7	76.0	102	3217	32.2	12.5	101	2921	37.1	11.3	116	18677	32.5	72.3	102
		26039	19067	31.7	73.2	99	2660	26.7	10.2	83	2156	27.4	8.3	85	18354	32.0	70.5	99
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	12637	21.0	76.1	103	2331	23.4	14.0	114	1719	21.8	10.4	107	11744	20.5	70.7	100
		26834	20079	33.4	74.8	101	3344	33.5	12.5	101	2842	36.1	10.6	109	19146	33.4	71.3	101
		23346	16959	28.2	72.6	98	2753	27.6	11.8	96	1964	25.0	8.4	87	16525	28.8	70.8	100
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	13101	21.8	76.5	103	2302	23.1	13.4	109	1779	22.6	10.4	107	12246	21.3	71.5	101
		25892	19404	32.3	74.9	101	3437	34.4	13.3	108	2795	35.5	10.8	111	18494	32.2	71.4	101
		23167	17151	28.5	74.0	100	2474	24.8	10.7	87	1982	25.2	8.6	88	16572	28.9	71.5	101
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	12994	21.6	75.7	102	2672	26.8	15.6	126	1716	21.8	10.0	103	12307	21.4	71.7	101
		26214	19795	32.9	75.5	102	3189	32.0	12.2	99	2921	37.1	11.1	115	18631	32.5	71.1	100
		23412	17015	28.3	72.7	98	2379	23.8	10.2	82	2034	25.9	8.7	89	16301	28.4	69.6	98
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		15303</																

CANNED OR JARRED VEGETABLES - TYPES & KINDS
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	CANNED				JARRED				NO/LOW SALT				REGULAR			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	80108	100.0	74.2	100	9979	100.0	12.3	100	7868	100.0	9.7	100	57388	100.0	70.9	100
ATLANTIC MONTHLY	415	270	0.4	65.1	88	**71	0.7	17.1	139	**93	1.2	22.4	231	236	0.4	56.9	80
BARRON'S	453	*297	0.5	65.6	88	**78	0.8	17.2	140	**42	0.5	9.3	95	*270	0.5	59.6	84
BETTER HOMES & GARDENS	16256	12242	20.4	75.3	101	2251	22.6	13.8	112	1623	20.6	10.0	103	11725	20.4	72.1	102
BON APPETIT	2535	1884	3.1	74.3	100	504	5.1	19.9	161	368	4.7	14.5	149	1799	3.1	71.0	100
BUSINESS WEEK	1278	847	1.4	66.3	89	*169	1.7	13.2	107	*119	1.5	9.3	96	818	1.4	64.0	90
CAR AND DRIVER	378	304	0.5	81.0	109	**85	0.9	22.5	182	**52	0.7	13.8	142	297	0.5	78.6	111
CBS MAGAZINE NETWORK (GROSS)	1498	1205	2.0	80.4	108	*276	2.8	18.4	150	*144	1.8	9.6	99	1144	2.0	76.4	108
CHANGING TIMES	1505	1169	1.9	77.7	105	*252	2.5	16.7	136	*189	2.4	12.6	129	1127	2.0	74.9	106
COLONIAL HOMES	1231	975	1.6	79.2	107	*217	2.2	17.6	143	*182	2.3	14.8	152	956	1.7	77.7	110
CONDE NAST MAG. PKG. (GROSS)	14146	10481	17.4	74.1	100	2133	21.4	15.1	122	1484	18.9	10.5	108	10040	17.5	71.0	100
CONSUMERS DIGEST	1323	1023	1.7	77.3	104	*212	2.1	16.0	130	*202	2.6	15.3	157	982	1.7	74.2	105
COSMOPOLITAN	7102	5159	8.6	72.6	98	895	9.0	12.6	102	618	7.9	8.7	90	4992	8.7	70.3	99
COUNTRY LIVING	2481	1895	3.2	76.5	103	330	3.3	13.3	108	288	3.7	11.6	119	1748	3.0	70.5	99
CUISINE	1472	1020	1.7	69.3	93	282	2.8	19.2	155	*197	2.5	13.4	138	947	1.7	64.3	91
CYCLE WORLD	425	373	0.6	87.8	118	**90	0.9	21.2	172	**37	0.5	8.7	90	357	0.6	84.0	119
DCI:CREATIVE IDEAS FOR LIV	2510	1964	3.3	78.2	105	368	3.7	14.7	119	*260	3.3	10.4	107	1904	3.3	75.9	107
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5387	9.0	80.5	108	966	9.7	14.4	117	802	10.2	12.0	123	5071	8.8	75.8	107
DISCOVER	894	670	1.1	74.9	101	*122	1.2	13.6	111	*98	1.2	11.0	113	631	1.1	70.6	100
EMMY	3507	2370	3.9	67.6	91	352	3.5	10.0	81	248	3.2	7.1	73	2269	4.0	64.7	91
ESQUIRE	1083	732	1.2	67.6	91	**130	1.3	12.0	97	*87	1.1	8.0	83	686	1.2	63.3	89
ESSENCE	1830	1293	2.2	70.7	95	*139	1.4	7.6	62	*92	1.2	5.0	52	1272	2.2	69.5	98
FAMILY CIRCLE	15930	12440	20.7	78.1	105	2043	20.5	12.8	104	1894	24.1	11.9	122	11651	20.3	73.1	103
THE FAMILY HANDYMAN	1126	911	1.5	80.9	109	*159	1.6	14.1	115	*186	2.4	16.5	170	866	1.5	76.9	109
FAMILY WEEKLY	11468	8964	14.9	78.2	105	1285	12.9	11.2	91	1145	14.6	10.0	103	8471	14.8	73.9	104
FIELD & STREAM	2234	1808	3.0	80.9	109	*285	2.9	12.8	104	*277	3.5	12.4	128	1730	3.0	77.4	109
FOOD & WINE	579	409	0.7	70.6	95	**86	0.9	14.9	121	**112	1.4	19.3	199	347	0.6	59.9	85
FORBES	728	517	0.9	71.0	96	**132	1.3	18.1	147	*126	1.6	17.3	178	429	0.7	58.9	83
FORTUNE	908	693	1.2	76.5	103	**99	1.0	10.9	89	**66	0.8	7.3	75	670	1.2	74.0	104
GENTLEMEN'S QUARTERLY	791	588	1.0	74.3	100	**129	1.3	16.3	132	**111	1.4	14.0	144	590	1.0	74.6	105
GLAMOUR	5265	4095	6.8	77.8	105	777	7.8	14.8	120	580	7.4	11.0	113	3919	6.8	74.4	105
GOLF DIGEST	536	561	0.9	88.2	119	**86	0.9	13.5	110	**125	1.6	19.7	202	495	0.9	77.8	110
GOLF DIGEST/TENNIS (GROSS)	1186	952	1.6	80.3	108	*164	1.6	13.8	112	*196	2.5	16.5	170	875	1.5	73.8	104
GOLF MAGAZINE	441	402	0.7	91.2	123	**108	1.1	24.5	199	**98	1.2	22.2	229	382	0.7	86.6	122
GOLF MAGAZINE/SKI (GROSS)	822	756	1.3	82.0	110	*193	1.9	20.9	170	**119	1.5	12.9	133	748	1.3	81.1	114
GOOD HOUSEKEEPING	16487	12750	21.2	77.3	104	2257	22.6	13.7	111	1762	22.4	10.7	110	12093	21.1	73.3	104
HARPER'S BAZAAR	2423	1746	2.9	72.1	97	386	3.9	15.9	129	*261	3.3	10.8	111	1764	3.1	72.8	103
HEALTH	1994	1545	2.6	77.5	104	*232	2.3	11.6	94	305	3.9	15.3	157	1409	2.5	70.7	100
HEARST MAG CORP. BUY (GROSS)	44101	33642	56.0	76.3	103	5976	59.9	13.6	110	4799	61.0	10.9	112	32052	55.9	72.7	103
HEARST MAN POWER (GROSS)	1993	1621	2.7	81.3	110	343	3.4	17.2	140	*248	3.2	12.4	128	1497	2.6	75.1	106
HEARST WOMAN POWER (GROSS)	31274	23946	39.8	76.6	103	4071	40.8	13.0	106	3299	41.9	10.5	109	22790	39.7	72.9	103
HOUSE BEAUTIFUL	3623	2662	4.4	73.5	99	439	4.4	12.1	98	403	5.1	11.1	114	2518	4.4	69.5	98
INC.	283	*223	0.4	78.8	106	**79	0.8	27.9	227	**41	0.5	14.5	149	*218	0.4	77.0	109
JET	2978	2012	3.3	68.7	93	346	3.5	11.8	96	228	2.9	7.8	80	1899	3.3	64.9	92
LADIES' HOME JOURNAL	11918	9367	15.6	78.6	106	1440	14.4	12.1	98	1300	16.5	10.9	112	8920	15.5	74.8	106
LHJ FAMILY GRP COMBO(GROSS)	16764	13036	21.7	77.8	105	2103	21.1	12.5	102	1919	24.4	11.4	118	12381	21.6	73.9	104
LIFE	4254	3159	5.3	74.3	100	629	6.3	14.8	120	457	5.8	10.7	111	3040	5.3	71.5	101
L.A. TIMES HOME MAGAZINE	1145	690	1.1	60.3	81	*214	2.1	18.7	152	*194	2.5	16.9	174	642	1.1	56.1	79
MADAMELLE	2884	2137	3.6	74.1	100	405	4.1	14.0	114	323	4.1	11.2	115	2063	3.6	71.5	101
MC CALL'S	13460	10439	17.4	77.6	104	1963	19.7	14.6	118	1415	18.0	10.5	108	10005	17.4	74.3	105
MC CALL'S/WRK MOTHER (GROSS)	14606	11316	18.8	77.5	104	2114	21.2	14.5	117	1516	19.3	10.4	107	10867	18.9	74.4	105
MECHANIX ILLUSTRATED	772	647	1.1	83.8	113	**174	1.7	22.5	183	*190	2.4	24.6	253	626	1.1	81.1	114
METROPOLITAN HOME	967	707	1.2	73.1	99	*226	2.3	23.4	190	**122	1.6	12.6	130	656	1.1	67.8	96
MONEY	1588	1203	2.0	75.8	102	360	3.6	22.7	184	*269	3.4	16.9	174	1080	1.9	68.0	96
MOTHER EARTH NEWS	1002	833	1.4	83.1	112	*131	1.3	13.1	106	**129	1.6	12.9	133	778	1.4	77.6	110
MS.	825	584	1.0	70.8	95	*112	1.1	13.6	110	**65	0.8	7.9	81	586	1.0	71.0	100
NATIONAL ENQUIRER	10336	8012	13.3	77.5	104	1027	10.3	9.9	81	914	11.6	8.8	91	7631	13.3	73.8	104
NATIONAL GEOGRAPHIC	9597	7093	11.8	73.9	100	1732	17.4	18.0	146	1166	14.8	12.1	125	6794	11.8	70.8	100
NATIONAL SUNDAY MAGAZINE PKG	49558	37246	62.0	75.2	101	6434	64.5	13.0	105	5247	66.7	10.6	109	35292	61.5	71.2	100
NATURAL HISTORY	573	450	0.7	78.5	106	*190	1.9	33.2	269	**111	1.4	19.4	199	417	0.7	72.8	103
NEW WOMAN	1699	1300	2.2	76.5	103	*234	2.3	13.8	112	*127	1.6	7.5	77	1275	2.2	75.0	106
NEW YORK INCLUDING CUE	443	299	0.5	67.5	91	**52	0.5	11.7	95	**31	0.4	7.0	72	282	0.5	63.7	90
THE NEW YORKER	1270	588	1.5	69.9	94	*248	2.5	19.5	158	*187	2.4	14.7	152	783	1.4	61.7	87
NEWSWEEK	6277	4392	7.3	70.0	94	966	9.7	15.4	125	804	10.2	12.8	132	4233	7.4	67.4	95
THE N.Y. TIMES DAILY EDITION	1205	833	1.4	69.1	93	230	2.3	19.1	155	**148	1.9	12.3	126	726	1.3	60.2	85
THE N.Y. TIMES MAGAZINE	2081	1361	2.3	65.4	88	483	4.8	23.2	188	*350	4.4	16.8	173	1253	2.2	60.2	85
OMNI	788	640	1.1	81.2	109	**133	1.3	16.9	137	**99	1.3	12.6	129	593	1.0	75.3	106
ON CABLE	1158	900	1.5	77.7	105	**110	1.1	9.5	77	**129	1.6	11.1	115	825	1.4	71.2	101
1001 HOME IDEAS	2852	2124	3.5	74.5	100	431	4.3	15.1	123	315	4.0	11.0	114	2053	3.6	72.0	102
ORGANIC GARDENING	1658	1287	2.1	77.6	105	329	3.3	19.8	161	*216	2.7	13.0	134	1247	2.2	75.2	106
OUTDOOR LIFE	836	678	1.1	75.7	102	**91	0.9	10.2	82	**54	0.7	6.0	62	681	1.2	76.0	107
PARADE MAGAZINE	24275	18198	20.3	75.0	101	3443	34.5	14.2	115	2638	33.5	10.9	112	17099	29.8	70.4	99

CANNED OR JARRED VEGETABLES - TYPES & KINDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	CANNED				JARRED				NO/LOW SALT				REGULAR			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	60108	100.0	74.2	100	9979	100.0	12.3	100	7868	100.0	9.7	100	57388	100.0	70.9	100
PARENTS	3845	2956	4.9	76.9	104	402	4.0	10.5	85	518	6.6	13.5	139	2794	4.9	72.7	103
PENTHOUSE	831	574	1.0	69.1	93	**78	0.8	9.4	76	**68	0.9	8.2	84	566	1.0	68.1	96
PEOPLE	11645	8786	14.6	75.4	102	1440	14.4	12.4	100	1195	15.2	10.3	106	8396	14.6	72.1	102
PLAYBOY	2006	1528	2.5	76.2	103	*210	2.1	10.5	85	*203	2.6	10.1	104	1441	2.5	71.8	101
POPULAR HOT RODDING	297	*232	0.4	78.1	105	**27	0.3	9.1	74	**37	0.5	12.5	128	*220	0.4	74.1	105
POPULAR MECHANICS	1018	854	1.4	83.9	113	*194	1.9	19.1	155	**183	2.3	18.0	185	744	1.3	73.1	103
POPULAR SCIENCE	878	708	1.2	80.6	109	*190	1.9	21.6	176	*125	1.6	14.2	147	655	1.1	74.6	105
PREVENTION	3913	2958	4.9	75.6	102	483	4.8	12.3	100	611	7.8	15.6	161	2658	4.6	67.9	96
PSYCHOLOGY TODAY	1710	1240	2.1	72.5	98	331	3.3	19.4	157	*228	2.9	13.3	137	1159	2.0	67.8	96
READER'S DIGEST	22204	17173	28.6	77.3	104	2825	28.3	12.7	103	2474	31.4	11.1	115	16232	28.3	73.1	103
REDBOOK	7684	6037	10.0	78.6	106	919	9.2	12.0	97	919	11.7	12.0	123	5705	9.9	74.2	105
ROAD & TRACK	410	*324	0.5	79.0	106	**76	0.8	18.5	150	**48	0.6	11.7	121	*311	0.5	75.9	107
ROLLING STONE	969	783	1.3	80.8	109	*127	1.3	13.1	106	**92	1.2	9.5	98	734	1.3	75.7	107
RUNNER'S WORLD	298	*230	0.4	77.2	104	**19	0.2	6.4	52	**33	0.4	11.1	114	*206	0.4	69.1	98
SATURDAY EVENING POST	1169	935	1.6	80.0	108	*242	2.4	20.7	168	*130	1.7	11.1	114	874	1.5	74.8	106
SCIENCE 84	587	459	0.8	78.2	105	**124	1.2	21.1	171	**115	1.5	19.6	202	386	0.7	65.8	93
SCIENCE DIGEST	482	388	0.6	80.5	108	**98	1.0	20.3	165	**36	0.5	7.5	77	388	0.7	80.5	114
SCIENTIFIC AMERICAN	594	403	0.7	67.8	91	**84	0.8	14.1	115	**51	0.6	8.6	88	386	0.7	65.0	92
SELF	2089	1504	2.5	72.0	97	*300	3.0	14.4	117	*202	2.6	9.7	100	1419	2.5	67.9	96
SEVENTEEN	2411	1728	2.9	71.7	97	363	3.6	15.1	122	*276	3.5	11.4	118	1674	2.9	69.4	98
SKI	480	354	0.6	73.8	99	**85	0.9	17.7	144	**21	0.3	4.4	45	367	0.6	76.5	108
SMITHSONIAN	2760	2030	3.4	73.6	99	647	6.5	23.4	190	538	6.8	19.5	201	1804	3.1	65.4	92
SOAP OPERA DIGEST	3013	2378	4.0	78.9	106	297	3.0	9.9	80	*190	2.4	6.3	65	2301	4.0	76.4	108
SOUTHERN LIVING	4184	3423	5.7	81.8	110	598	6.0	14.3	116	542	6.9	13.0	133	3167	5.5	75.7	107
SPORT	559	426	0.7	76.2	103	**35	0.4	6.3	51	**55	0.7	9.8	101	415	0.7	74.2	105
THE SPORTING NEWS	436	*349	0.6	80.0	108	**49	0.5	11.2	91	**71	0.9	16.3	168	*314	0.5	72.0	102
SPORTS AFIELD	493	379	0.6	76.9	104	**51	0.5	10.3	84	**28	0.4	5.7	58	365	0.6	74.0	104
SPORTS ILLUSTRATED	2758	2135	3.6	77.4	104	324	3.2	11.7	95	347	4.4	12.6	130	1992	3.5	72.2	102
STAR	7456	5797	9.6	77.7	105	777	7.8	10.4	85	754	9.6	10.1	104	5404	9.4	72.5	102
SUNDAY	24936	18303	30.5	73.4	99	3361	33.7	13.5	109	2688	34.2	10.8	111	17460	30.4	70.0	99
SUNSET	2124	1339	2.2	63.0	85	*341	3.4	16.1	130	*226	2.9	10.6	110	1376	2.4	64.8	91
TV GUIDE	21661	16653	27.7	76.9	104	2691	27.0	12.4	101	2101	26.7	9.7	100	15815	27.6	73.0	103
TENNIS	550	391	0.7	71.1	96	**79	0.8	14.4	117	*71	0.9	12.9	133	380	0.7	69.1	98
TIME	8880	6531	10.9	73.5	99	1437	14.4	16.2	131	1079	13.7	12.2	125	6118	10.7	68.9	97
TOWN & COUNTRY	917	667	1.1	72.7	98	*185	1.9	20.2	164	*104	1.3	11.3	117	661	1.2	72.1	102
TRAVEL & LEISURE	972	742	1.2	76.3	103	*169	1.7	17.4	141	**154	2.0	15.8	163	658	1.1	67.7	96
TRUE STORY	3356	2766	4.6	82.4	111	353	3.5	10.5	85	*144	1.8	4.3	44	2730	4.8	81.3	115
U.S. NEWS & WORLD REPORT	3410	2483	4.1	72.8	98	564	5.7	16.5	134	499	6.3	14.6	151	2249	3.9	66.0	93
USA TODAY	1759	1340	2.2	76.2	103	238	2.4	13.5	110	*213	2.7	12.1	125	1261	2.2	71.7	101
US	1873	1435	2.4	76.6	103	*166	1.7	8.9	72	*228	2.9	12.2	125	1392	2.4	74.3	105
VOGUE	3909	2745	4.6	70.2	95	651	6.5	16.7	135	379	4.8	9.7	100	2639	4.6	67.5	95
WALL STREET JOURNAL	1886	1380	2.3	73.2	99	321	3.2	17.0	138	*226	2.9	12.0	123	1257	2.2	66.6	94
WEIGHT WATCHERS	2120	1637	2.7	77.2	104	310	3.1	14.6	119	220	2.8	10.4	107	1518	2.6	71.6	101
WOMAN'S DAY	14172	11055	18.4	78.0	105	2045	20.5	14.4	117	1615	20.5	11.4	117	10564	18.4	74.5	105
WORKING MOTHER	1146	877	1.5	76.5	103	**151	1.5	13.2	107	**101	1.3	8.8	91	861	1.5	75.1	106
WORKING WOMAN	1322	935	1.6	70.7	95	*163	1.6	12.3	100	*160	2.0	12.1	125	904	1.6	68.4	96
WORLD TENNIS	*163	*106	0.2	65.0	88	**8	0.1	4.9	40	**0	0.0	0.0	0	*112	0.2	68.7	97
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1975	3.3	78.0	105	444	4.4	17.5	142	318	4.0	12.6	129	1856	3.2	73.3	103
BLAIR INSERTS	43657	32508	54.1	74.5	100	5912	59.2	13.5	110	4646	59.0	10.6	110	30798	53.7	70.5	100
DAILY NEWSPAPERS																	
READ ANY	51633	38897	64.7	75.3	102	6509	65.2	12.6	102	5288	67.2	10.2	105	36904	64.3	71.5	101
READ ONE	43463	32713	54.4	75.3	101	5283	52.9	12.2	99	4414	56.1	10.2	105	31117	54.2	71.6	101
READ TWO OR MORE	8170	6185	10.3	75.7	102	1226	12.3	15.0	122	874	11.1	10.7	110	5786	10.1	70.8	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	39591	65.9	75.2	101	6901	69.2	13.1	106	5455	69.3	10.4	107	37516	65.4	71.2	101
READ ONE	46126	34523	57.4	74.8	101	5737	57.5	12.4	101	4648	59.1	10.1	104	32791	57.1	71.1	100
READ TWO OR MORE	6552	5068	8.4	77.4	104	1164	11.7	17.8	144	806	10.2	12.3	127	4725	8.2	72.1	102
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.39				29.75				27.03				27.55			
30 DAY REACH	71455	53307	88.7	74.6	101	8726	87.4	12.2	99	6891	87.6	9.6	99	50855	88.6	71.2	100
50 SHWG - 30 DAY AV FREQ	14.56	14.48				15.81				14.49				14.56			
30 DAY REACH	67742	50521	84.1	74.6	100	8250	82.7	12.2	99	6452	82.0	9.5	98	48244	84.1	71.2	101
25 SHWG - 30 DAY AV FREQ	7.94	7.86				8.61				7.86				7.93			
30 DAY REACH	62117	46542	77.4	74.9	101	7608	76.2	12.2	99	5926	75.3	9.5	98	44267	77.1	71.3	101
CABLE TV: HOME WIRED	32077	24944	41.5	77.8	105	3969	39.8	12.4	100	3263	41.5	10.2	105	23622	41.2	73.6	104
HOME NOT WIRED	48909	35164	58.5	71.9	97	6010	60.2	12.3	100	4605	58.5	9.4	97	33766	58.8	69.0	97
HAVE PAY CABLE	15935	12700	21.1	79.7	107	2113	21.2	13.3	108	1723	21.9	10.8	111	12081	21.1	75.8	107

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CANNED OR JARRED VEGETABLES - TYPES & KINDS
(FEMALE HOMEMAkers)

		TOTAL	CANNED				JARRED				NO/LOW SALT				REGULAR			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	60108	100.0	74.2	100	9979	100.0	12.3	100	7868	100.0	9.7	100	57388	100.0	70.9	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	19085	31.8	73.2	99	3341	33.5	12.8	104	2636	33.5	10.1	104	17999	31.4	69.1	97
NETWORK AFFILIATES - LATE		20261	15438	25.7	76.2	103	2326	23.3	11.5	93	1839	23.4	9.1	93	14648	25.5	72.3	102
INDEPENDENTS - LATE		2076	1486	2.5	71.6	96	330	3.3	15.9	129	300	3.8	14.5	149	1419	2.5	68.4	96
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	8128	13.5	77.8	105	1168	11.7	11.2	91	951	12.1	9.1	94	7757	13.5	74.2	105
ABC MONDAY NIGHT MOVIE	A	6412	4774	7.9	74.5	100	706	7.1	11.0	89	594	7.5	9.3	95	4595	8.0	71.7	101
ABC SUNDAY NIGHT MOVIE	A	12407	9210	15.3	74.2	100	1511	15.1	12.2	99	1175	14.9	9.5	97	8778	15.3	70.8	100
ABC WORLD NEWS TONIGHT	A	6176	4520	7.5	73.2	99	807	8.1	13.1	106	633	8.0	10.2	105	4211	7.3	68.2	99
AFTERMASH	C	5863	4238	7.1	72.3	97	935	9.4	15.9	129	612	7.8	10.4	107	3977	6.9	67.8	96
ALICE	C	9594	7027	11.7	73.2	99	1286	12.9	13.4	109	975	12.4	10.2	105	6553	11.4	68.3	96
AMERICAN PARADE	C	6622	4685	7.8	70.7	95	984	9.9	14.9	121	731	9.3	11.0	114	4421	7.7	66.8	94
BENSON	A	10886	7675	12.8	70.5	95	1405	14.1	12.9	105	1136	14.4	10.4	107	7211	12.6	66.2	93
BLUE THUNDER	A	5036	3938	6.6	78.2	105	536	5.4	10.6	86	460	5.8	9.1	94	3779	6.6	75.0	106
CAGNEY & LACEY	C	9965	7535	12.5	75.6	102	1103	11.1	11.1	90	886	11.3	8.9	92	7218	12.6	72.4	102
CBS EVENING NEWS-DEAN	C	3491	2426	4.0	69.5	94	535	5.4	15.3	124	335	4.3	9.6	99	2272	4.0	65.1	92
CBS EVENING NEWS-RATHER	C	7123	5311	8.8	74.6	100	935	9.4	13.1	107	640	8.1	9.0	92	5065	8.8	71.1	100
CBS SAT. NEWS-SCHIEFFER	C	3621	2587	4.3	71.4	96	532	5.3	14.7	119	422	5.4	11.7	120	2397	4.2	66.2	93
CBS SATURDAY NIGHT MOVIE	C	5436	4060	6.8	74.7	101	635	6.4	11.7	95	631	8.0	11.6	119	3889	6.8	71.5	101
CBS WEDNESDAY NIGHT MOVIE	C	6100	4643	7.7	76.1	103	802	8.0	13.1	107	584	7.4	9.6	99	4350	7.6	71.3	101
CHEERS	N	8889	6698	11.1	75.4	102	1081	10.8	12.2	99	710	9.0	8.0	82	6460	11.3	72.7	103
DALLAS	C	22109	16250	27.0	73.5	99	2697	27.0	12.2	99	1834	23.3	8.3	85	15669	27.3	70.9	100
DIFF'RENT STROKES	N	6940	5108	8.5	73.6	99	807	8.1	11.6	94	592	7.5	8.5	88	4791	8.3	69.0	97
DOUBLE TROUBLE	N	7223	5469	9.1	75.7	102	875	8.8	12.1	98	601	7.6	8.3	86	5123	8.9	70.9	100
DUCK FACTORY	N	5595	4243	7.1	75.8	102	576	5.8	10.3	84	392	5.0	7.0	72	4097	7.1	73.2	103
DUKES OF HAZZARD	C	5768	4478	7.4	77.6	105	627	6.3	10.9	88	442	5.6	7.7	79	4317	7.5	74.8	106
DYNASTY	A	20053	14631	24.3	73.0	98	2346	23.5	11.7	95	1737	22.1	8.7	89	14063	24.5	70.1	99
FACTS OF LIFE	N	8087	6067	10.1	75.0	101	1077	10.8	13.3	108	776	9.9	9.6	99	5647	9.8	69.8	99
FALCON CREST	C	20046	14908	24.8	74.4	100	2540	25.5	12.7	103	1654	21.0	8.3	85	14391	25.1	71.8	101
FALL GUY	A	9084	7040	11.7	77.5	104	1087	10.9	12.0	97	808	10.3	8.9	92	6793	11.8	74.8	106
FAMILY TIES	N	7964	5872	9.8	73.7	99	860	8.6	10.8	88	614	7.8	7.7	79	5675	9.9	71.3	101
FANTASY ISLAND	A	7687	5696	9.5	74.1	100	939	9.4	12.2	99	608	7.7	7.9	81	5470	9.5	71.2	100
FOULUPS, BLEEPs & BLUNDERS	A	8861	6564	10.9	74.1	100	1198	12.0	13.5	110	730	9.3	8.2	85	6276	10.9	70.8	100
FOUR SEASONS	C	5095	3771	6.3	74.0	100	737	7.4	14.5	117	562	7.1	11.0	114	3518	6.1	69.0	97
GIMME A BREAK	N	8838	6428	10.7	72.7	98	939	9.4	10.6	86	748	9.5	8.5	87	6098	10.6	69.0	97
HART TO HART	A	8978	6662	11.1	74.2	100	987	9.9	11.0	89	799	10.2	8.9	92	6357	11.1	70.8	100
HILL STREET BLUES	N	8590	6356	10.6	74.0	100	976	9.8	11.4	92	760	9.7	8.8	91	6149	10.7	71.6	101
HOTEL	A	14085	10276	17.1	73.0	98	1500	15.0	10.6	86	1102	14.0	7.8	81	9773	17.0	69.4	98
JEFFERSONS	C	9360	6892	11.5	73.6	99	1323	13.3	14.1	115	961	12.2	10.3	106	6428	11.2	68.7	97
JENNIFER SLEPT HERE	N	5841	4411	7.3	75.5	102	760	7.6	13.0	106	513	6.5	8.8	90	4188	7.3	71.7	101
KATE & ALLIE	C	9206	6920	11.5	75.2	101	1162	11.6	12.6	102	875	11.1	9.5	98	6537	11.4	71.0	100
KNIGHT RIDER	N	7076	5305	8.8	75.0	101	950	9.5	13.4	109	692	8.8	9.8	101	5127	8.9	72.5	102
LOVE BOAT	A	12219	8920	14.8	73.0	98	1704	17.1	13.9	113	997	12.7	8.2	84	8595	15.0	70.3	99
MAGNUM PI	C	11199	8543	14.2	76.3	103	1540	15.4	13.8	112	996	12.7	8.9	92	8379	14.6	74.8	106
MAMA'S FAMILY	N	6057	4385	7.3	72.4	98	733	7.3	12.1	98	575	7.3	9.5	98	4024	7.0	66.4	94
MASTER, THE	N	3598	2718	4.5	75.5	102	393	3.9	10.9	89	334	4.2	9.3	96	2609	4.5	72.5	102
MATT HOUSTON	A	6344	4799	8.0	75.6	102	700	7.0	11.0	90	522	6.6	8.2	85	4659	8.1	73.4	104
NBC MONDAY NIGHT MOVIE	N	11994	9093	15.1	75.8	102	1337	13.4	11.1	90	1125	14.3	9.4	97	8766	15.3	73.1	103
NBC NIGHTLY NEWS	N	5132	3729	6.2	72.7	98	747	7.5	14.6	118	576	7.3	11.2	116	3541	6.2	69.0	97
NBC NIGHTLY NEWS-SAT	N	3375	2408	4.0	71.3	96	510	5.1	15.1	123	283	3.6	8.4	86	2297	4.0	68.1	96
NBC NIGHTLY NEWS-SUN	N	3130	2256	3.8	72.1	97	596	6.0	19.0	155	526	6.7	16.8	173	2097	3.7	67.0	95
NBC SUNDAY NIGHT MOVIE	N	8284	6450	10.7	77.9	105	967	9.7	11.7	95	729	9.3	8.8	91	6161	10.7	74.4	105
NEWHART	C	9240	6927	11.5	75.0	101	1102	11.0	11.9	97	852	10.8	9.2	95	6573	11.5	71.1	100
ONE DAY AT A TIME	C	7288	5277	8.8	72.4	98	971	9.7	13.3	108	582	7.4	8.0	82	5100	8.9	70.0	99
PEOPLE ARE FUNNY	N	4855	3663	6.1	75.4	102	594	6.0	12.2	99	531	6.7	10.9	113	3323	5.8	68.4	97
REAL PEOPLE	N	8869	6592	11.0	74.3	100	1182	11.8	13.3	108	897	11.4	10.1	104	6137	10.7	69.2	98
REMINGTON STEELE	N	7743	5675	9.4	73.3	99	791	7.9	10.2	83	758	9.6	9.8	101	5452	9.5	70.4	99
RIPLY'S BELIEVE IT - NOT	A	5345	4146	6.9	77.6	105	623	6.2	11.7	95	653	8.3	12.2	126	3872	6.7	72.4	102
RIPTIDE	N	6988	5314	8.8	76.0	102	736	7.4	10.5	85	682	8.7	9.8	100	5065	8.8	72.5	102
SCARECROW & MRS. KING	C	10002	7278	12.1	72.8	98	1292	12.9	12.9	105	971	12.3	9.7	100	6984	12.2	69.8	99
SIMON & SIMON	C	10638	8269	13.8	77.7	105	1165	11.7	11.0	89	930	11.8	8.7	90	7900	13.8	74.3	105
60 MINUTES	C	13293	9415	15.7	70.8	95	1828	18.3	13.8	112	1415	18.0	10.6	110	8906	15.5	67.0	95
ST. ELSEWHERE	N	7017	5297	8.8	75.5	102	902	9.0	12.9	104	583	7.4	8.3	86	5184	9.0	73.9	104
THREE'S COMPANY	A	10917	8190	13.6	75.0	101	1259	12.6	11.5	94	1051	13						

FROZEN CORN-ON-THE-COB

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-3

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>											
7A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?															
YES		24870	30.7	2775											
NO		56116	69.3	6660											
		<u>ALL</u>		<u>SOLE</u>		<u>PRIMARY</u>		<u>SECONDARY</u>							
		<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>			
IF YES															
7B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?															
BIRD'S EYE		10028	12.4	5253	6.5	3635	4.5	1140	1.4					1155	
GREEN GIANT		12086	14.9	7207	8.9	3561	4.4	1317	1.6					1342	
ORE-IDA		2884	3.6	1227	1.5	1190	1.5	468	.6					345	
WEST-PAC		1019	1.3	451	.6	416	.5	152	.2					108	
OTHER BRANDS		5878	7.3	3893	4.8	988	1.2	998	1.2					607	
DO NOT KNOW		524	.6											63	

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
7C. ABOUT HOW MANY PACKAGES OF FROZEN CORN-ON-THE-COB WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
SIX OR MORE	H	1007	1.2	103
FIVE	H	386	.5	49
FOUR	H	1171	1.4	153
THREE	H	2495	3.1	285
TWO	M	6105	7.5	646
ONE	M	7120	8.8	815
NONE	L	6586	8.1	724

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE TO TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	24870	100.0	30.7	100	5059	100.0	6.2	100	13225	100.0	16.3	100	6586	100.0	8.1	100
18 - 24	9282	2947	11.8	31.7	103	596	11.8	6.4	103	1651	12.5	17.8	109	700	10.6	7.5	93
25 - 34	19072	6810	27.4	35.7	116	1118	22.1	5.9	94	3657	27.7	19.2	117	2035	30.9	10.7	131
35 - 44	14591	4828	19.4	33.1	108	1039	20.5	7.1	114	2470	18.7	16.9	104	1319	20.0	9.0	111
45 - 54	11345	3590	14.4	31.6	103	775	15.3	6.8	109	1775	13.4	15.6	96	1040	15.8	9.2	113
55 - 64	11635	3011	12.1	25.9	84	682	13.5	5.9	94	1546	11.7	13.3	81	783	11.9	6.7	83
65 OR OLDER	15061	3685	14.8	24.5	80	850	16.8	5.6	90	2127	16.1	14.1	86	709	10.8	4.7	58
18 - 34	28354	9757	39.2	34.4	112	1714	33.9	6.0	97	5307	40.1	18.7	115	2736	41.5	9.6	119
18 - 49	48339	16281	65.5	33.7	110	3192	63.1	6.6	106	8551	64.7	17.7	108	4538	68.9	9.4	115
25 - 54	45008	15227	61.2	33.8	110	2931	57.9	6.5	104	7901	59.7	17.6	107	4395	66.7	9.8	120
35 - 49	19985	6524	26.2	32.6	106	1478	29.2	7.4	118	3244	24.5	16.2	99	1802	27.4	9.0	111
50 OR OLDER	32647	8590	34.5	26.3	86	1867	36.9	5.7	92	4674	35.3	14.3	88	2049	31.1	6.3	77
GRADUATED COLLEGE	11155	3326	13.4	29.8	97	483	9.5	4.3	69	1837	13.9	16.5	101	1007	15.3	9.0	111
ATTENDED COLLEGE	13682	4130	16.6	30.2	98	*461	9.1	3.4	54	2257	17.1	16.5	101	1413	21.5	10.3	127
GRADUATED HIGH SCHOOL	33880	10714	43.1	31.6	103	2276	45.0	6.7	108	5486	41.5	16.2	99	2952	44.8	8.7	107
DID NOT GRADUATE HIGH SCHOOL	22270	6701	26.9	30.1	98	1840	36.4	8.3	132	3646	27.6	16.4	100	1215	18.4	5.5	67
EMPLOYED	40306	13000	52.3	32.3	105	2273	44.9	5.6	90	6981	52.8	17.3	106	3746	56.9	9.3	114
EMPLOYED FULL-TIME	32850	10831	43.6	33.0	107	1829	36.2	5.6	89	5914	44.7	18.0	110	3088	46.9	9.4	116
EMPLOYED PART-TIME	7456	2170	8.7	29.1	95	*445	8.8	6.0	96	1067	8.1	14.3	88	658	10.0	8.8	109
NOT EMPLOYED	40680	11870	47.7	29.2	95	2786	55.1	6.8	110	6244	47.2	15.3	94	2841	43.1	7.0	86
PROFESSIONAL/MANAGER	10392	3187	12.8	30.7	100	*337	6.7	3.2	52	1746	13.2	16.8	103	1105	16.8	10.6	131
TECH/CLERICAL/SALES	17574	5767	23.2	32.8	107	941	18.6	5.4	86	3092	23.4	17.6	108	1734	26.3	9.9	121
PRECISION/CRAFT	985	*336	1.4	34.1	111	*43	0.8	4.4	70	*216	1.6	21.9	134	*77	1.2	7.8	96
OTHER EMPLOYED	11354	3709	14.9	32.7	106	952	18.8	8.4	134	1928	14.6	17.0	104	830	12.6	7.3	90
SINGLE	9863	2968	11.9	30.1	98	647	12.8	6.6	105	1516	11.5	15.4	94	805	12.2	8.2	100
MARRIED	51375	15780	63.4	30.7	100	3109	61.5	6.1	97	8483	64.1	16.5	101	4187	63.6	8.1	100
DIVORCED/SEPARATED/WIDOWED	19748	6123	24.6	31.0	101	1303	25.8	6.6	106	3226	24.4	16.3	100	1594	24.2	8.1	99
PARENTS	32590	11498	46.2	35.3	115	2338	46.2	7.2	115	5982	45.2	18.4	112	3177	48.2	9.7	120
WHITE	70416	20747	83.4	29.5	96	3807	75.3	5.4	87	11004	83.2	15.6	96	5936	90.1	8.4	104
BLACK	8778	3547	14.3	40.4	132	1166	23.0	13.3	213	1850	14.0	21.1	129	531	8.1	6.0	74
OTHER	1791	*576	2.3	32.2	105	*87	1.7	4.9	78	*370	2.8	20.7	127	*119	1.8	6.6	82
NORTHEAST-CENSUS	17786	4811	19.3	27.0	88	1088	21.5	6.1	98	2308	17.5	13.0	79	1415	21.5	8.0	98
NORTH CENTRAL	20741	4177	16.8	20.1	66	759	15.0	3.7	59	2132	16.1	10.3	63	1285	19.5	6.2	76
SOUTH	27775	11088	44.6	39.9	130	2478	49.0	8.9	143	6198	46.9	22.3	137	2412	36.6	8.7	107
WEST	14683	4794	19.3	32.6	106	734	14.5	5.0	80	2586	19.6	17.6	108	1474	22.4	10.0	123
NORTHEAST-MKTG.	17961	5282	21.2	29.4	96	1271	25.1	7.1	113	2643	20.0	14.7	90	1368	20.8	7.6	94
EAST CENTRAL	11885	2361	9.5	19.9	65	599	11.8	5.0	81	1047	7.9	8.8	54	715	10.9	6.0	74
WEST CENTRAL	14090	3089	12.4	21.9	71	462	9.1	3.3	52	1615	12.2	11.5	70	1012	15.4	7.2	88
SOUTH	24081	9935	39.9	41.3	134	2082	41.2	8.6	138	5644	42.7	23.4	144	2210	33.6	9.2	113
PACIFIC	12969	4203	16.9	32.4	106	645	12.7	5.0	80	2276	17.2	17.5	107	1282	19.5	9.9	122
COUNTY SIZE A	32439	10726	43.1	33.1	108	2209	43.7	6.8	109	5807	43.9	17.9	110	2710	41.1	8.4	103
COUNTY SIZE B	24915	7941	31.9	31.9	104	1314	26.0	5.3	84	4170	31.5	16.7	102	2457	37.3	9.9	121
COUNTY SIZE C	12930	3534	14.2	27.3	89	793	15.7	6.1	98	1843	13.9	14.3	87	898	13.6	6.9	85
COUNTY SIZE D	10703	2670	10.7	24.9	81	743	14.7	6.9	111	1405	10.6	13.1	80	522	7.9	4.9	60
METRO CENTRAL CITY	24518	8490	34.1	34.6	113	1758	34.7	7.2	115	4698	35.5	19.2	117	2034	30.9	8.3	102
METRO SUBURBAN	35919	10844	43.6	30.2	98	2005	39.6	5.6	89	5710	43.2	15.9	97	3129	47.5	8.7	107
NON METRO	20549	5536	22.3	26.9	88	1296	25.6	6.3	101	2817	21.3	13.7	84	1423	21.6	6.9	85
TOP 5 ADI'S	18341	6163	24.8	33.6	109	1220	24.1	6.7	106	3282	24.8	17.9	110	1661	25.2	9.1	111
TOP 10 ADI'S	25378	8568	34.5	33.8	110	1742	34.4	6.9	110	4765	36.0	18.8	115	2062	31.3	8.1	100
TOP 20 ADI'S	36488	11705	47.1	32.1	104	2217	43.8	6.1	97	6496	49.1	17.8	109	2993	45.4	8.2	101
HSHLD INC. \$50,000 OR MORE	6612	2119	8.5	32.0	104	*267	5.3	4.0	65	1212	9.2	18.3	112	*640	9.7	9.7	119
\$40,000 OR MORE	12659	3990	16.0	31.5	103	619	12.2	4.9	78	2287	17.3	18.1	111	1083	16.4	8.6	105
\$30,000 OR MORE	24698	7679	30.9	31.1	101	1181	23.3	4.8	77	4247	32.1	17.2	105	2251	34.2	9.1	112
\$25,000 OR MORE	32077	10190	41.0	31.8	103	1583	31.3	4.9	79	5387	40.7	16.8	103	3220	48.9	10.0	123
\$20,000 - \$24,999	9144	2854	11.5	31.2	102	*469	9.3	5.1	82	1598	12.1	17.5	107	786	11.9	8.6	106
\$15,000 - \$19,999	8728	2591	10.4	29.7	97	*549	10.9	6.3	101	1362	10.3	15.6	96	680	10.3	7.8	96
\$10,000 - \$14,999	12562	3647	14.7	29.0	95	905	17.9	7.2	115	1919	14.5	15.3	94	823	12.5	6.6	81
UNDER \$10,000	18475	5589	22.5	30.3	99	1553	30.7	8.4	135	2958	22.4	16.0	98	1078	16.4	5.8	72
HOUSEHOLD OF 1 PERSON	11987	2958	11.9	24.7	80	477	9.4	4.0	64	1627	12.3	13.6	83	854	13.0	7.1	88
2 PEOPLE	26577	7485	30.1	28.2	92	1539	30.4	5.8	93	4072	30.8	15.3	94	1875	28.5	7.1	87
3 OR 4 PEOPLE	30617	10395	41.8	34.0	111	2038	40.3	6.7	107	5398	40.8	17.6	108	2959	44.9	9.7	119
5 OR MORE PEOPLE	11804	4032	16.2	34.2	111	1005	19.9	8.5	136	2128	16.1	18.0	110	899	13.7	7.6	94
NO CHILD IN HSHLD	46165	12359	49.7	26.8	87	2424	47.9	5.3	84	6736	50.9	14.6	89	3200	48.6	6.9	85
CHILD(REN) UNDER 2 YRS	5325	1826	7.3	34.3	112	*362	7.2	6.8	109	934	7.1	17.5	107	*530	8.0	10.0	122
2 - 5 YEARS	14221	5260	21.1	37.0	120	1040	20.6	7.3	117	2899	21.9	20.4	125	1321	20.1	9.3	114
6 - 11 YEARS	15117	5467	22.0	36.2	118	1317	26.0	8.7	139	2863	21.6	18.9	116	1288	19.6	8.5	105
12 - 17 YEARS	16611	5768	23.2	34.7	113	1303	25.8	7.8	126	2861	21.6	17.2	105	1604	24.4	9.7	119
RESIDENCE OWNED	55884	16443	66.1	29.4	96	3107	61.4	5.6	89	8897	67.3	15.9	97	4439	67.4	7.9	98
VALUE: \$50,000 OR MORE	31744	9095	36.6	28.7	93	1464	28.9	4.6	74	4926	37.2	15.5	95	2705	41.1	8.5	105
VALUE: UNDER \$50,000	24140	7348	29.5	30.4	99	1643	32.5	6.8	109	3971	30.0	16.4	101	1734	26.3	7.2	88

FROZEN CORN-ON-THE-COB: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE TO TWO				LIGHT USERS NONE			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	24870	100.0	30.7	100	5059	100.0	6.2	100	13225	100.0	16.3	100	6586	100.0	8.1	100
MAGAZINES	QUINTILE 1	15799	5071	20.4	32.1	105	985	19.5	6.2	100	2642	20.0	16.7	102	1445	21.9	9.1	112
	QUINTILE 2	17259	5409	21.7	31.3	102	902	17.8	5.2	84	2862	21.6	16.6	102	1645	25.0	9.5	117
	QUINTILE 3	13545	3960	15.9	29.2	95	824	16.3	6.1	97	1974	14.9	14.6	89	1163	17.7	8.6	106
	QUINTILE 4	15133	4660	18.7	30.8	100	982	19.4	6.5	104	2416	18.3	16.0	98	1263	19.2	8.3	103
	QUINTILE 5	19250	5770	23.2	30.0	98	1367	27.0	7.1	114	3332	25.2	17.3	106	1072	16.3	5.6	68
NEWSPAPERS	QUINTILE 1	12413	3596	14.5	29.0	94	636	12.6	5.1	82	1796	13.6	14.5	89	1165	17.7	9.4	115
	QUINTILE 2	24116	7390	29.7	30.6	100	1450	28.7	6.0	96	4156	31.4	17.2	106	1784	27.1	7.4	91
	QUINTILE 3	11261	3708	14.9	32.9	107	821	16.2	7.3	117	1932	14.6	17.2	105	955	14.5	8.5	104
	QUINTILE 4	20255	6140	24.7	30.3	99	1278	25.3	6.3	101	3229	24.4	15.9	98	1633	24.8	8.1	99
	QUINTILE 5	12940	4037	16.2	31.2	102	875	17.3	6.8	108	2112	16.0	16.3	100	1050	15.9	8.1	100
OUTDOOR	QUINTILE 1	14852	4908	19.7	33.0	108	716	14.2	4.8	77	2713	20.5	18.3	112	1479	22.5	10.0	122
	QUINTILE 2	15725	4635	18.6	29.5	96	831	16.4	5.3	85	2553	19.3	16.2	99	1250	19.0	7.9	98
	QUINTILE 3	16330	5017	20.2	30.7	100	1040	20.6	6.4	102	2625	19.8	16.1	98	1352	20.5	8.3	102
	QUINTILE 4	16744	5153	20.7	30.8	100	1251	24.7	7.5	120	2577	19.5	15.4	94	1325	20.1	7.9	97
	QUINTILE 5	17334	5158	20.7	29.8	97	1220	24.1	7.0	113	2757	20.8	15.9	97	1181	17.9	6.8	84
RADIO-DRIVE TIME	QUINTILE 1	15911	5018	20.2	31.5	103	1034	20.4	6.5	104	2640	20.0	16.6	102	1344	20.4	8.4	104
	QUINTILE 2	14837	4713	19.0	31.8	103	1009	19.9	6.8	109	2196	16.6	14.8	91	1508	22.9	10.2	125
	QUINTILE 3	15339	5008	20.1	32.6	106	1013	20.0	6.6	106	2526	19.1	16.5	101	1470	22.3	9.6	118
	QUINTILE 4	16723	4980	20.0	29.8	97	981	19.4	5.9	94	2958	22.4	17.7	108	1041	15.8	6.2	77
	QUINTILE 5	18176	5151	20.7	28.3	92	1022	20.2	5.6	90	2906	22.0	16.0	98	1223	18.6	6.7	83
RADIO-MID- DAY	TERCILE 1	21020	6605	26.6	31.4	102	1478	29.2	7.0	113	3456	26.1	16.4	101	1671	25.4	7.9	98
	TERCILE 2	21610	6544	26.3	30.3	99	1317	26.0	6.1	98	3492	26.4	16.2	99	1734	26.3	8.0	99
	TERCILE 3	38355	11722	47.1	30.6	100	2264	44.8	5.9	94	6277	47.5	16.4	100	3181	48.3	8.3	102
RADIO-TOTAL	QUINTILE 1	15988	5209	20.9	32.6	106	1160	22.9	7.3	116	2675	20.2	16.7	102	1374	20.9	8.6	106
	QUINTILE 2	15626	4620	18.6	29.6	96	1146	22.7	7.3	117	2361	17.9	15.1	93	1114	16.9	7.1	88
	QUINTILE 3	16723	5591	22.5	33.4	109	1002	19.8	6.0	96	2924	22.1	17.5	107	1665	25.3	10.0	122
	QUINTILE 4	16342	4887	19.7	29.9	97	865	17.1	5.3	85	2686	20.3	16.4	101	1335	20.3	8.2	100
	QUINTILE 5	16306	4563	18.3	28.0	91	886	17.5	5.4	87	2579	19.5	15.8	97	1099	16.7	6.7	83
TV-PRIME TIME	QUINTILE 1	15953	4980	20.0	31.2	102	1150	22.7	7.2	115	2437	18.4	15.3	94	1393	21.2	8.7	107
	QUINTILE 2	16137	5468	22.0	33.9	110	1202	23.8	7.4	119	2939	22.2	18.2	112	1328	20.2	8.2	101
	QUINTILE 3	16420	4914	19.8	29.9	97	893	17.7	5.4	87	2605	19.7	15.9	97	1416	21.5	8.6	106
	QUINTILE 4	16687	5081	20.4	30.4	99	991	19.6	5.9	95	2692	20.4	16.1	99	1397	21.2	8.4	103
	QUINTILE 5	15789	4427	17.8	28.0	91	824	16.3	5.2	84	2552	19.3	16.2	99	1052	16.0	6.7	82
TV-DAYTIME	TERCILE 1	27736	9070	36.5	32.7	106	1954	38.6	7.0	113	4875	36.9	17.6	108	2242	34.0	8.1	99
	TERCILE 2	26489	7538	30.3	28.5	93	1629	32.2	6.1	98	3898	29.5	14.7	90	2011	30.5	7.6	93
	TERCILE 3	26761	8262	33.2	30.9	101	1476	29.2	5.5	88	4452	33.7	16.6	102	2334	35.4	8.7	107
TV-TOTAL	QUINTILE 1	16345	5107	20.5	31.2	102	1257	24.8	7.7	123	2536	19.2	15.5	95	1314	20.0	8.0	99
	QUINTILE 2	16447	5411	21.8	32.9	107	1224	24.2	7.4	119	2838	21.5	17.3	106	1349	20.5	8.2	101
	QUINTILE 3	15980	4908	19.7	30.7	100	928	18.3	5.8	93	2713	20.5	17.0	104	1268	19.3	7.9	98
	QUINTILE 4	15887	4704	18.9	29.6	96	825	16.3	5.2	83	2568	19.4	16.2	99	1311	19.9	8.3	101
	QUINTILE 5	16326	4740	19.1	29.0	95	826	16.3	5.1	81	2570	19.4	15.7	96	1345	20.4	8.2	101
MAGAZINES-NEWSPAPERS: DUAL		20721	6314	25.4	30.5	99	1156	22.9	5.6	89	3511	26.5	16.9	104	1647	25.0	7.9	98
MAGAZINE IMPERATIVE		19186	6194	24.9	32.3	105	1161	22.9	6.1	97	3092	23.4	16.1	99	1941	29.5	10.1	124
NEWSPAPER IMPERATIVE		21899	6566	26.4	30.0	98	1399	27.7	6.4	102	3524	26.6	16.1	99	1643	24.9	7.5	92
MAGAZINES-OUTDOOR: DUAL		15451	5035	20.2	32.6	106	874	17.3	5.7	91	2629	19.9	17.0	104	1533	23.3	9.9	122
MAGAZINE IMPERATIVE		25953	7834	31.5	30.2	98	1672	33.1	6.4	103	3949	29.9	15.2	93	2214	33.6	8.5	105
OUTDOOR IMPERATIVE		24400	7243	29.1	29.7	97	1316	26.0	5.4	86	4052	30.6	16.6	102	1875	28.5	7.7	94
MAGAZINES-RADIO: DUAL		18049	5686	22.9	31.5	103	1224	24.2	6.8	109	2777	21.0	15.4	94	1686	25.6	9.3	115
MAGAZINE IMPERATIVE		23571	7282	29.3	30.9	101	1078	21.3	4.6	73	4007	30.3	17.0	104	2197	33.4	9.3	115
RADIO IMPERATIVE		23278	7310	29.4	31.4	102	1740	34.4	7.5	120	3911	29.6	16.8	103	1659	25.2	7.1	88
MAGAZINES-TELEVISION: DUAL		15459	5372	21.6	34.7	113	1134	22.4	7.3	117	2673	20.2	17.3	106	1565	23.8	10.1	124
MAGAZINE IMPERATIVE		25829	7633	30.7	29.6	96	1204	23.8	4.7	75	4095	31.0	15.9	97	2335	35.5	9.0	111
TELEVISION IMPERATIVE		26039	7847	31.6	30.1	98	1878	37.1	7.2	115	4183	31.6	16.1	98	1786	27.1	6.9	84
NEWSPAPERS-OUTDOOR: DUAL		16605	5104	20.5	30.7	100	828	16.4	5.0	80	2862	21.6	17.2	106	1414	21.5	8.5	105
NEWSPAPER IMPERATIVE		26834	8057	32.4	30.0	98	1815	35.9	6.8	108	4256	32.2	15.9	97	1987	30.2	7.4	91
OUTDOOR IMPERATIVE		23346	7437	29.9	31.9	104	1356	26.8	5.8	93	3927	29.7	16.8	103	2154	32.7	9.2	113
NEWSPAPERS-RADIO: DUAL		17133	5488	22.1	32.0	104	1120	22.1	6.5	105	2866	21.7	16.7	102	1501	22.8	8.8	108
NEWSPAPER IMPERATIVE		25892	7557	30.4	29.2	95	1315	26.0	5.1	81	4275	32.3	16.5	101	1967	29.9	7.6	93
RADIO IMPERATIVE		23167	7417	29.8	32.0	104	1759	34.8	7.6	122	3718	28.1	16.0	98	1940	29.5	8.4	103
NEWSPAPERS-TELEVISION: DUAL		17159	5357	21.5	31.2	102	1214	24.0	7.1	113	2963	22.4	17.3	106	1181	17.9	6.9	85
NEWSPAPER IMPERATIVE		26214	7762	31.2	29.6	96	1332	26.3	5.1	81	4119	31.1	15.7	96	2312	35.1	8.8	108
TELEVISION IMPERATIVE		23412	7535	30.3	32.2	105	1750	34.6	7.5	120	3787	28.6	16.2	99	1998	30.3	8.5	105
OUTDOOR-RADIO: DUAL		15303	4799	19.3	31.4	102	880	17.4	5.8	92	2607	19.7	17.0	104	1312	19.9	8.6	105
OUTDOOR IMPERATIVE		24901	7535	30.3	30.3	99	1191	23.5	4.8	77	4160	31.5	16.7	102	1855	33.2	8.8	108
RADIO IMPERATIVE		26492	8420	33.9	31.8	103	2080	41.1	7.9	126	4203	31.8	15.9	97	2138	32.5	8.1	

FROZEN CORN-ON-THE-COB: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE TO TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	24870	100.0	30.7	100	5059	100.0	6.2	100	13225	100.0	16.3	100	6586	100.0	8.1	100
ATLANTIC MONTHLY	415	**96	0.4	23.1	75	**9	0.2	2.2	35	**57	0.4	13.7	84	**29	0.4	7.0	86
BARRON'S	453	**152	0.6	33.6	109	**19	0.4	4.2	67	**107	0.8	23.6	145	**25	0.4	5.5	68
BETTER HOMES & GARDENS	16256	4776	19.2	29.4	96	984	19.5	6.1	97	2478	18.7	15.2	93	1314	20.0	8.1	99
BON APPETIT	2535	664	2.7	26.2	85	**107	2.1	4.2	68	375	2.8	14.8	91	**182	2.8	7.2	88
BUSINESS WEEK	1278	369	1.5	28.9	94	**42	0.8	3.3	53	**233	1.8	18.2	112	**95	1.4	7.4	91
CAR AND DRIVER	378	**146	0.6	38.6	126	**6	0.1	1.6	25	**128	1.0	33.9	207	**12	0.2	3.2	39
CBS MAGAZINE NETWORK (GROSS)	1498	463	1.9	30.9	101	**91	1.8	6.1	97	**268	2.0	17.9	110	**103	1.6	6.9	85
CHANGING TIMES	1505	406	1.6	27.0	88	**67	1.3	4.5	71	**206	1.6	13.7	84	**133	2.0	8.8	109
COLONIAL HOMES	1231	359	1.4	29.2	95	**89	1.8	7.2	116	**167	1.3	13.6	83	**103	1.6	8.4	103
CONDE NAST MAG. PKG. (GROSS)	14146	4550	18.3	32.2	105	764	15.1	5.4	86	2496	18.9	17.6	108	1289	19.6	9.1	112
CONSUMERS DIGEST	1323	430	1.7	32.5	106	**53	1.0	4.0	64	**257	1.9	19.4	119	**120	1.8	9.1	112
COSMOPOLITAN	7102	2528	10.2	35.6	116	454	9.0	6.4	102	1259	9.5	17.7	109	815	12.4	11.5	141
COUNTRY LIVING	2481	691	2.8	27.9	91	**124	2.5	5.0	80	330	2.5	13.3	81	**237	3.6	9.6	117
CUISINE	1472	460	1.8	31.3	102	**81	1.6	5.5	88	**291	2.2	19.8	121	**88	1.3	6.0	74
CYCLE WORLD	425	**153	0.6	36.0	117	**28	0.6	6.6	105	**71	0.5	16.7	102	**54	0.8	12.7	156
DCI:CREATIVE IDEAS FOR LIV	2510	761	3.1	30.3	99	**184	3.6	7.3	117	354	2.7	14.1	86	**224	3.4	8.9	110
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2303	9.3	34.4	112	507	10.0	7.6	121	1135	8.6	17.0	104	661	10.0	9.9	121
DISCOVER	894	**276	1.1	30.9	101	**68	1.3	7.6	122	**165	1.2	18.5	113	**443	0.7	4.8	59
EBONY	3507	1509	6.1	43.0	140	444	8.8	12.7	203	817	6.2	23.3	143	248	3.8	7.1	87
ESQUIRE	1083	387	1.6	35.7	116	**80	1.6	7.4	118	**252	1.9	23.3	142	**55	0.8	5.1	62
ESSENCE	1830	868	3.5	47.4	154	265	5.2	14.5	232	464	3.5	25.4	155	**139	2.1	7.6	93
FAMILY CIRCLE	15930	4984	20.0	31.3	102	973	19.2	6.1	98	2720	20.6	17.1	105	1292	19.6	8.1	100
THE FAMILY HANDYMAN	1126	376	1.5	33.4	109	**63	1.2	5.6	90	**208	1.6	18.5	113	**105	1.6	9.3	115
FAMILY WEEKLY	11468	3200	12.9	27.9	91	649	12.8	5.7	91	1705	12.9	14.9	91	846	12.8	7.4	91
FIELD & STREAM	2234	551	2.2	24.7	80	**101	2.0	4.5	72	321	2.4	14.4	88	**129	2.0	5.8	71
FOOD & WINE	579	248	1.0	42.8	139	**46	0.9	7.9	127	**156	1.2	26.9	165	**45	0.7	7.8	96
FORBES	728	**187	0.8	25.7	84	**25	0.5	3.4	55	**92	0.7	12.6	77	**70	1.1	9.6	118
FORTUNE	906	319	1.3	35.2	115	**15	0.3	1.7	27	**237	1.8	26.2	160	**67	1.0	7.4	91
GENTLEMEN'S QUARTERLY	791	327	1.3	41.3	135	**90	1.8	11.4	182	**161	1.2	20.4	125	**76	1.2	9.6	118
GLAMOUR	5265	1736	7.0	33.0	107	269	5.3	5.1	82	1000	7.6	19.0	116	467	7.1	8.9	109
GOLF DIGEST	636	**167	0.7	26.3	86	**22	0.4	3.5	55	**116	0.9	18.2	112	**29	0.4	4.6	56
GOLF DIGEST/TENNIS (GROSS)	1186	372	1.5	31.4	102	**62	1.2	5.2	84	**216	1.6	18.2	112	**94	1.4	7.9	97
GOLF MAGAZINE	441	**110	0.4	24.9	81	**16	0.3	3.6	58	**55	0.4	12.5	76	**38	0.6	8.6	106
GOLF MAGAZINE/SKI (GROSS)	922	279	1.1	30.3	99	**44	0.9	4.8	76	**129	1.0	14.0	86	**106	1.6	11.5	141
GOOD HOUSEKEEPING	16487	4656	18.7	28.2	92	830	16.4	5.0	81	2434	18.4	14.8	90	1392	21.1	8.4	104
HARPER'S BAZAAR	2423	805	3.2	33.2	108	**114	2.3	4.7	75	490	3.7	20.2	124	**202	3.1	8.3	103
HEALTH	1994	782	3.1	39.2	128	**128	2.5	6.4	103	530	4.0	26.6	163	**124	1.9	6.2	76
HEARST MAG CORP. BUY (GROSS)	44101	13633	54.8	30.9	101	2420	47.8	5.5	88	7218	54.6	16.4	100	3996	60.7	9.1	111
HEARST MAN POWER (GROSS)	1993	481	1.9	24.1	79	**77	1.5	3.9	62	294	2.2	14.8	90	**110	1.7	5.5	68
HEARST WOMAN POWER (GROSS)	31274	9790	39.4	31.3	102	1784	35.3	5.7	91	5138	38.9	16.4	101	2868	43.5	9.2	113
HOUSE BEAUTIFUL	3623	1230	4.9	33.9	111	**211	4.2	5.8	93	608	4.6	16.8	103	411	6.2	11.3	139
INC.	283	**155	0.6	54.8	178	**16	0.3	5.7	91	**98	0.7	34.6	212	**41	0.6	14.5	178
JET	2928	1271	5.1	43.4	141	389	7.7	13.3	213	721	5.5	24.6	151	**161	2.4	5.5	68
LADIES' HOME JOURNAL	11918	3724	15.0	31.2	102	648	12.8	5.4	87	2039	15.4	17.1	105	1037	15.7	8.7	107
LHJ FAMILY GRP COMBO(GROSS)	16764	5422	21.8	32.3	105	930	18.4	5.5	89	3084	23.3	18.4	113	1408	21.4	8.4	103
LIFE	4254	1498	6.0	35.2	115	241	4.8	5.7	91	866	6.5	20.4	125	391	5.9	9.2	113
L.A. TIMES HOME MAGAZINE	1145	482	1.9	42.1	137	**74	1.5	6.5	103	**255	1.9	22.3	136	**153	2.3	13.4	164
MADEMOISELLE	2884	949	3.8	32.9	107	**144	2.8	5.0	80	541	4.1	18.8	115	265	4.0	9.2	113
MC CALL'S	13460	4250	17.1	31.6	103	812	16.1	6.0	97	2325	17.6	17.3	106	1113	16.9	8.3	102
MC CALL'S/WRK MOTHER (GROSS)	14606	4735	19.0	32.4	106	868	17.2	5.9	95	2587	19.6	17.7	108	1279	19.4	8.8	108
MECHANIX ILLUSTRATED	772	269	1.1	34.8	113	**38	0.8	4.9	79	**174	1.3	22.5	138	**57	0.9	7.4	91
METROPOLITAN HOME	967	364	1.5	37.6	123	**70	1.4	7.2	116	**192	1.5	19.9	122	**101	1.5	10.4	128
MONEY	1588	489	2.0	30.8	100	**82	1.6	5.2	83	**249	1.9	15.7	96	**158	2.4	9.9	122
MOTHER EARTH NEWS	1002	266	1.1	26.5	86	**78	1.5	7.8	125	**106	0.8	10.6	65	**82	1.2	8.2	101
MS.	825	283	1.1	34.3	112	**63	1.2	7.6	122	**151	1.1	18.3	112	**69	1.0	8.4	103
NATIONAL ENQUIRER	10336	3694	14.9	35.7	116	909	18.0	8.8	141	1913	14.5	18.5	113	817	13.2	8.4	104
NATIONAL GEOGRAPHIC	9597	2851	11.5	29.7	97	487	9.6	5.1	81	1540	11.6	16.0	98	824	12.5	8.6	106
NATIONAL SUNDAY MAGAZINE PKG	49558	15318	61.6	30.9	101	2861	56.6	5.8	92	8332	63.0	16.8	103	4126	62.6	8.3	102
NATURAL HISTORY	573	**111	0.4	19.4	63	**8	0.2	1.4	22	**61	0.5	10.6	65	**41	0.6	7.2	88
NEW WOMAN	1699	606	2.4	35.7	116	**61	1.2	3.6	57	330	2.5	19.4	119	**216	3.3	12.7	156
NEW YORK INCLUDING CUE	443	**149	0.6	33.6	110	**31	0.6	7.0	112	**60	0.5	13.5	83	**58	0.9	13.1	161
THE NEW YORKER	1270	385	1.5	30.3	99	**37	0.7	2.9	47	**208	1.6	16.4	100	**140	2.1	11.0	136
NEWSWEEK	6277	1988	8.0	31.7	103	368	7.3	5.9	94	982	7.4	15.6	96	639	9.7	10.2	125
THE N.Y. TIMES DAILY EDITION	1205	374	1.5	31.0	101	**67	1.3	5.6	89	**202	1.5	16.8	103	**105	1.6	8.7	107
THE N.Y. TIMES MAGAZINE	2081	553	2.2	26.6	87	**83	1.6	4.0	64	302	2.3	14.5	89	**168	2.6	8.1	99
OMNI	788	**218	0.9	27.7	90	**31	0.6	3.9	63	**102	0.8	12.9	79	**85	1.3	10.8	133
ON CABLE	1158	322	1.3	27.8	91	**55	1.1	4.7	76	**168	1.3	14.5	89	**99	1.5	8.5	105
1001 HOME IDEAS	2852	916	3.7	32.1	105	**154	3.0	5.4	86	515	3.9	18.1	111	**246	3.7	8.6	106
ORGANIC GARDENING	1658	503	2.0	30.3	99	**128	2.5	7.7	124	**254	1.9	15.3	94	**122	1.9	7.4	90
OUTDOOR LIFE	896	254	1.0	28.3	92	**35	0.7	3.9	63	**161	1.2	18.0	110	**58	0.9	6.5	80
PARADE MAGAZINE	24275	7848	31.6	32.3	105	1614	31.9	6.6	106	4061	30.7	16.7	102	2173	33.0	9.0	110

FROZEN CORN-ON-THE-COB: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE TO TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	24870	100.0	30.7	100	5059	100.0	6.2	100	13225	100.0	16.3	100	6586	100.0	8.1	100
PARENTS	3845	1444	5.8	37.6	122	300	5.9	7.8	125	749	5.7	19.5	119	395	6.0	10.3	126
PENTHOUSE	831	335	1.3	40.3	131	**97	1.9	11.7	187	**160	1.2	19.3	118	**78	1.2	9.4	115
PEOPLE	11645	3988	16.0	34.2	112	696	13.8	6.0	96	2111	16.0	18.1	111	1181	17.9	10.1	125
PLAYBOY	2006	595	2.8	34.6	113	*183	3.6	9.1	146	273	2.1	13.6	83	*239	3.6	11.9	147
POPULAR HOT RODDING	297	**72	0.3	24.2	79	**15	0.3	5.1	81	**47	0.4	15.8	97	**10	0.2	3.4	41
POPULAR MECHANICS	1018	*164	0.7	16.1	52	**21	0.4	2.1	33	**97	0.7	9.5	58	**46	0.7	4.5	56
POPULAR SCIENCE	873	336	1.4	38.3	125	**48	0.9	5.5	88	**142	1.1	16.2	99	**147	2.2	16.7	206
PREVENTION	3913	1075	4.3	27.5	89	*192	3.8	4.9	79	532	4.0	13.6	83	351	5.3	9.0	110
PSYCHOLOGY TODAY	1710	535	2.2	31.3	102	**59	1.2	3.5	55	384	2.9	22.5	138	**91	1.4	5.3	65
READER'S DIGEST	22204	6945	28.0	31.4	102	1415	28.0	6.4	102	3559	26.9	16.0	98	1991	30.2	9.0	110
REDBOOK	7684	2607	10.5	33.9	110	499	9.9	6.5	104	1446	10.9	18.8	115	662	10.1	8.6	106
ROAD & TRACK	410	**130	0.5	31.7	103	**31	0.6	7.6	121	**84	0.6	20.5	125	**15	0.2	3.7	45
ROLLING STONE	969	280	1.1	28.9	94	**45	0.9	4.6	74	*148	1.1	15.3	94	**87	1.3	9.0	110
RUNNER'S WORLD	298	**63	0.3	21.1	69	**15	0.3	5.0	81	**25	0.2	8.4	51	**23	0.3	7.7	95
SATURDAY EVENING POST	1169	314	1.3	26.9	87	**45	0.9	3.8	62	*172	1.3	14.7	90	*97	1.5	8.3	102
SCIENCE 84	587	*147	0.6	25.0	82	**38	0.8	6.5	104	**57	0.4	9.7	59	**52	0.8	8.9	109
SCIENCE DIGEST	482	*168	0.7	34.9	114	**24	0.5	5.0	80	**106	0.8	22.0	135	**39	0.6	8.1	99
SCIENTIFIC AMERICAN	594	*207	0.8	34.8	113	**32	0.6	5.4	86	**63	0.5	10.6	65	**112	1.7	18.9	232
SELF	2089	764	3.1	36.6	119	**91	1.8	4.4	70	397	3.0	19.0	116	*276	4.2	13.2	162
SEVENTEEN	2411	802	3.2	33.3	108	*215	4.2	8.9	143	379	2.9	15.7	96	*208	3.2	8.6	106
SKI	480	*170	0.7	35.4	115	**28	0.6	5.8	93	**73	0.6	15.2	93	**68	1.0	14.2	174
SMITHSONIAN	2760	782	3.1	28.3	92	*158	3.1	5.7	92	352	2.7	12.8	78	272	4.1	9.9	121
SOAP OPERA DIGEST	3013	1150	4.6	38.2	124	270	5.3	9.0	143	608	4.6	20.2	124	*272	4.1	9.0	111
SOUTHERN LIVING	4184	1542	6.2	36.9	120	323	6.4	7.7	124	782	5.9	18.7	114	437	6.6	10.4	128
SPORT	559	*264	1.1	47.2	154	**30	0.6	5.4	86	*180	1.4	32.2	197	**54	0.8	9.7	119
THE SPORTING NEWS	436	**124	0.5	28.4	93	**17	0.3	3.9	62	**58	0.4	13.3	81	**49	0.7	11.2	138
SPORTS AFIELD	493	*148	0.6	30.0	98	**32	0.6	6.5	104	**92	0.7	18.7	114	**25	0.4	5.1	62
SPORTS ILLUSTRATED	2758	870	3.5	31.5	103	*150	3.0	5.4	87	443	3.3	16.1	98	*277	4.2	10.0	124
STAR	7456	2571	10.3	34.5	112	714	14.1	9.6	153	1289	9.7	17.3	106	567	8.6	7.6	94
SUNDAY	24936	7679	30.9	30.8	100	1398	27.6	5.6	90	4244	32.1	17.0	104	2036	30.9	8.2	100
SUNSET	2124	551	2.2	25.9	84	**33	0.7	1.6	25	*305	2.3	14.4	88	*213	3.2	10.0	123
TV GUIDE	21661	7239	29.1	33.4	109	1503	29.7	6.9	111	3612	27.3	16.7	102	2124	32.3	9.8	121
TENNIS	550	*205	0.8	37.3	121	**40	0.8	7.3	116	*100	0.8	18.2	111	**65	1.0	11.8	145
TIME	8880	2809	11.3	31.6	103	539	10.7	6.1	97	*1450	11.0	16.3	100	820	12.5	9.2	114
TOWN & COUNTRY	917	253	1.0	27.6	90	**21	0.4	2.3	37	*180	1.4	19.6	120	**52	0.8	5.7	70
TRAVEL & LEISURE	972	210	0.8	21.6	70	**47	0.9	4.8	77	*117	0.9	12.0	74	**46	0.7	4.7	58
TRUE STORY	3356	1298	5.2	38.7	126	352	7.0	10.5	168	589	4.5	17.6	107	356	5.4	10.6	130
U.S. NEWS & WORLD REPORT	3410	995	4.0	29.2	95	*262	5.2	7.7	123	539	4.1	15.8	97	*194	2.9	5.7	70
USA TODAY	1759	524	2.1	29.8	97	**100	2.0	5.7	91	281	2.1	16.0	98	*144	2.2	8.2	101
US	1873	688	2.7	35.7	116	*139	2.7	7.4	119	318	2.4	17.0	104	*212	3.2	11.3	139
VOGUE	3909	1101	4.4	28.2	92	260	5.1	6.7	106	559	4.2	14.3	88	282	4.3	7.2	89
WALL STREET JOURNAL	1886	564	2.3	29.9	97	**41	0.8	2.2	35	299	2.3	15.9	97	*224	3.4	11.9	146
WEIGHT WATCHERS	2120	632	2.5	29.8	97	*122	2.4	5.8	92	348	2.6	16.4	101	*161	2.4	7.6	93
WOMAN'S DAY	14172	4273	17.2	30.2	98	820	16.2	5.8	93	2298	17.4	16.2	99	1156	17.6	8.2	100
WORKING MOTHER	1146	484	1.9	42.2	138	**56	1.1	4.9	78	*262	2.0	22.9	140	**166	2.5	14.5	178
WORKING WOMAN	1322	459	1.8	34.7	113	**103	2.0	7.8	125	*248	1.9	18.8	115	**108	1.6	8.2	100
WORLD TENNIS	*163	**26	0.1	16.0	52	**11	0.2	6.7	108	**10	0.1	6.1	38	**4	0.1	2.5	30
ZIFF-DAVIS MAG NETWK (GROSS)	2532	881	3.5	34.8	113	*139	2.7	5.5	88	414	3.1	16.4	100	329	5.0	13.0	160
BLAIR INSERTS	43657	13722	55.2	31.4	102	2608	51.6	6.0	96	7351	55.6	16.8	103	3763	57.1	8.6	106
DAILY NEWSPAPERS																	
READ ANY	51633	15644	62.9	30.3	99	3165	62.6	6.1	98	8404	63.5	16.3	100	4075	61.9	7.9	97
READ ONE	43463	13220	53.2	30.4	99	2760	54.6	6.4	102	7149	54.1	16.4	101	3310	50.3	7.6	94
READ TWO OR MORE	8170	2424	9.7	29.7	97	405	8.0	5.0	79	1254	9.5	15.3	93	764	11.6	9.4	115
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	16264	65.4	30.9	101	3083	60.9	5.9	94	8845	66.9	16.8	103	4336	65.8	8.2	101
READ ONE	46126	14411	57.9	31.2	102	2743	54.2	5.9	95	7964	60.2	17.3	106	3704	56.2	8.0	99
READ TWO OR MORE	6552	1853	7.5	28.3	92	340	6.7	5.2	83	881	6.7	13.4	82	633	9.6	9.7	119
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.66				24.50				29.10				30.90			
30 DAY REACH	71455	21993	88.4	30.8	100	4448	87.9	6.2	100	11545	87.3	16.2	99	6000	91.1	8.4	103
50 SHWG - 30 DAY AV FREQ	14.56	15.16				13.29				15.40				16.05			
30 DAY REACH	67742	20848	83.8	30.8	100	4126	81.6	6.1	98	10932	82.7	16.1	99	5789	87.9	8.5	105
25 SHWG - 30 DAY AV FREQ	7.94	8.14				7.20				8.19				8.71			
30 DAY REACH	62117	19359	77.8	31.2	101	3770	74.5	6.1	97	10284	77.8	16.6	101	5306	80.6	8.5	105
CABLE TV: HOME WIRED	32077	10141	40.8	31.6	103	1706	33.7	5.3	85	5489	41.5	17.1	105	2947	44.7	9.2	113
HOME NOT WIRED	44909	14729	59.2	30.1	98	3353	66.3	6.9	110	7736	58.5	15.8	97	3640	55.3	7.4	92
HAVE PAY CABLE	15935	5403	21.7	33.9	110	849	16.8	5.3	85	3107	23.5	19.5	119	1447	22.0	9.1	112

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FROZEN CORN-ON-THE-COB: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE TO TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	24870	100.0	30.7	100	5059	100.0	6.2	100	13225	100.0	16.3	100	6586	100.0	8.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	13907	55.9	31.7	103	2684	53.1	6.1	98	7159	54.1	16.3	100	4064	61.7	9.3	114
10:00 AM - 3:00 PM	30659	9422	37.9	30.7	100	2005	39.6	6.5	105	5064	38.3	16.5	101	2353	35.7	7.7	94
3:00 PM - 7:00 PM	31045	9878	39.7	31.8	104	1978	39.1	6.4	102	5038	38.1	16.2	99	2863	43.5	9.2	113
7:00 PM - MIDNIGHT	15767	5224	21.0	33.1	108	1140	22.5	7.2	116	2708	20.5	17.2	105	1376	20.9	8.7	107
MIDNIGHT - 6:00 AM	9120	2869	11.5	31.5	102	578	11.4	6.3	101	1524	11.5	16.7	102	767	11.6	8.4	103
6:00 AM - MIDNIGHT	58527	18521	74.5	31.6	103	3726	73.7	6.4	102	9637	72.9	16.5	101	5158	78.3	8.8	108
ENTIRE DAY	59311	18735	75.3	31.6	103	3785	74.8	6.4	102	9767	73.9	16.5	101	5184	78.7	8.7	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4704	18.9	29.1	95	792	15.7	4.9	78	2520	19.1	15.6	95	1392	21.1	8.6	106
ALL NEWS	2256	770	3.1	34.1	111	*141	2.8	6.3	100	457	3.5	20.3	124	*172	2.6	7.6	94
AOR/PROGRESSIVE	3874	1377	5.5	35.5	116	*212	4.2	5.5	88	656	5.0	16.9	104	508	7.7	13.1	161
BEAUTIFUL MUSIC	5660	1757	7.1	31.0	101	345	6.8	6.1	98	823	6.2	14.5	89	590	9.0	10.4	128
BLACK	2204	769	3.1	34.9	114	236	4.7	10.7	171	363	2.7	16.5	101	*170	2.6	7.7	95
CLASSICAL	1418	409	1.6	28.8	94	*110	2.2	7.8	124	*228	1.7	16.1	98	*172	1.1	5.1	62
CHR/ROCK	9538	3272	13.2	34.3	112	458	9.1	4.8	77	1926	14.6	20.2	124	887	13.5	9.3	114
COUNTRY	12648	4131	16.6	32.7	106	928	18.3	7.3	117	2046	15.5	16.2	99	1158	17.6	9.2	113
GOLDEN OLDIES	1191	526	2.1	44.2	144	*179	3.5	15.0	241	*224	1.7	18.8	115	*124	1.9	10.4	128
MOR/NOSTALGIA	4757	1220	4.9	25.6	84	*160	3.2	3.4	54	612	4.6	12.9	79	447	6.8	9.4	116
NEWS/TALK	3863	997	4.0	25.8	84	*182	3.6	4.7	75	628	4.7	16.3	100	*186	2.8	4.8	59
RELIGIOUS	3084	991	4.0	32.1	105	*171	3.4	5.5	89	537	4.1	17.4	107	*283	4.3	9.2	113
SOFT ROCK	521	*171	0.7	32.8	107	*19	0.4	3.6	58	*89	0.7	17.1	105	*63	1.0	12.1	149
URBAN CONTEMPORARY	1585	778	3.1	49.1	160	297	5.9	18.7	300	314	2.4	19.8	121	*167	2.5	10.5	130
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	971	3.9	29.8	97	194	3.8	5.9	95	564	4.3	17.3	106	*212	3.2	6.5	80
ABC DIRECTION	2316	716	2.9	30.9	101	*140	2.8	6.0	97	387	2.9	16.7	102	*189	2.9	8.2	100
ABC ENTERTAINMENT	4834	1490	6.0	30.8	100	*217	4.3	4.5	72	838	6.3	17.3	106	436	6.6	9.0	111
ABC FM	2202	812	3.3	36.9	120	*197	3.9	8.9	143	382	2.9	17.3	106	*234	3.6	10.6	131
ABC INFORMATION	5425	1472	5.9	27.1	88	*242	4.8	4.5	71	793	6.0	14.6	90	437	6.6	8.1	99
ABC ROCK	1677	481	1.9	28.7	93	*112	2.2	6.7	107	*221	1.7	13.2	81	*148	2.2	8.8	109
CBS	4430	1263	5.1	28.5	93	*162	3.2	3.7	59	696	5.3	15.7	96	405	6.1	9.1	112
MUTUAL	4992	1500	6.0	30.0	98	337	6.7	6.8	108	727	5.5	14.6	89	435	6.6	8.7	107
NBC	4679	1215	4.9	26.0	85	*196	3.9	4.2	67	676	5.1	14.4	88	343	5.2	7.3	90
RADIORADIO	1994	599	2.4	30.0	98	*121	2.4	6.1	97	251	1.9	12.6	77	*226	3.4	11.3	139
RKO ONE	2298	759	3.1	33.0	108	*131	2.6	5.7	91	401	3.0	17.4	107	*228	3.5	9.9	122
RKO TWO	3311	1013	4.1	30.6	100	*189	3.7	5.7	91	544	4.1	16.4	101	*281	4.3	8.5	104
THE SOURCE	2114	816	3.3	38.6	126	*156	3.1	7.4	118	417	3.2	19.7	121	*244	3.7	11.5	142
NON-WIRED: BLAIR	8654	2789	11.2	32.2	105	503	9.9	5.8	93	1480	11.2	17.1	105	807	12.3	9.3	115
INTERNET	12025	4118	16.6	34.2	112	745	14.7	6.2	99	2155	16.3	17.9	110	1218	18.5	10.1	125
KATZ RADIO GROUP	15359	4808	19.3	31.3	102	830	16.4	5.4	87	2473	18.7	16.1	99	1506	22.9	9.8	121
SUPERNET	10628	3356	13.5	31.6	103	611	12.1	5.7	92	1788	13.5	16.8	103	957	14.5	9.0	111
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2699	10.9	31.2	102	560	11.1	6.5	104	1233	9.3	14.2	87	906	13.8	10.5	129
MKDAY 9:00 AM - 1:00 PM	12163	3798	15.3	31.2	102	873	17.3	7.2	115	2008	15.2	16.5	101	918	13.9	7.5	93
MKDAY 1:00 PM - 4:30 PM	16150	5155	20.7	31.9	104	1178	23.3	7.3	117	2706	20.5	16.8	103	1271	19.3	7.9	97
MKDAY 4:30 PM - 7:30 PM	22463	6550	26.3	29.2	95	1511	29.9	6.7	108	3414	25.8	15.2	93	1625	24.7	7.2	89
MKDAY 7:30 PM - 8:00 PM	31795	9773	39.3	30.7	100	2185	43.2	6.9	110	5133	38.8	16.1	99	2455	37.3	7.7	95
MKDAY 11:00 PM - 11:30 PM	23977	7305	29.4	30.5	99	1607	31.8	6.7	107	3781	28.6	15.8	97	1917	29.1	8.0	98
MKDAY 11:30 PM - 1:00 AM	7703	2494	10.0	32.4	105	595	11.8	7.7	124	1159	8.8	15.0	92	740	11.2	9.6	118
M-SAT 8-11 PM-SUN 7-11 PM	33800	10614	42.7	31.4	102	2256	44.6	6.7	107	5501	41.6	16.3	100	2857	43.4	8.5	104
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2300	9.2	35.2	115	521	10.3	8.0	128	1226	9.3	18.8	115	553	8.4	8.5	104
ANOTHER WORLD	N 4620	1357	5.5	29.4	96	330	6.5	7.1	114	706	5.3	15.3	94	321	4.9	6.9	85
AS THE WORLD TURNS	C 5614	1803	7.2	32.1	105	400	7.9	7.1	114	967	7.3	17.2	105	437	6.6	7.8	96
CAPITOL	C 3396	1052	4.2	31.0	101	280	5.5	8.2	132	549	4.2	16.2	99	223	3.4	6.6	81
CBS MORN. NEWS 1	C 1446	401	1.6	27.7	90	*66	1.3	4.6	73	211	1.6	14.6	89	124	1.9	8.6	105
CBS MORN. NEWS 2	C 1207	249	1.0	20.6	67	*33	0.7	2.7	44	136	1.0	11.3	69	*80	1.2	6.6	82
DAYS OF OUR LIVES	N 5877	1629	6.6	27.7	90	379	7.5	6.4	103	899	6.8	15.3	94	351	5.3	6.0	73
FACTS OF LIFE - DAYTIME	N 2290	626	2.5	27.3	89	123	2.4	5.4	86	306	2.3	13.4	82	197	3.0	8.6	106
FAMILY FEUD	A 3023	1135	4.6	37.5	122	281	5.6	9.3	149	624	4.7	20.6	126	230	3.5	7.6	94
GENERAL HOSPITAL	A 6097	1970	7.9	32.3	105	457	9.0	7.5	120	904	6.8	14.8	91	608	9.2	10.0	123
GOOD MORNING, AMERICA-730A	A 3515	1199	4.8	34.1	111	236	4.7	6.7	107	560	4.2	15.9	98	403	6.1	11.5	141
GOOD MORNING, AMERICA-830A	A 2818	876	3.5	31.1	101	199	3.9	7.1	113	390	2.9	13.8	85	287	4.4	10.2	125
GUIDING LIGHT	C 5339	1792	7.2	33.6	109	410	8.1	7.7	123	1010	7.6	18.9	116	371	5.6	6.9	85
ONE LIFE TO LIVE	A 4478	1529	6.1	34.1	111	386	7.6	8.6	138	778	5.9	17.4	106	366	5.6	8.2	101
PRESS YOUR LUCK	C 2244	591	2.4	26.3	86	135	2.7	6.0	96	304	2.3	13.5	83	151	2.3	6.7	83
PRICE IS RIGHT 1	C 4348	1327	5.3	30.5	99	261	5.2	6.0	96	756	5.7	17.4	1				

FROZEN CORN-ON-THE-COB: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE TO TWO				LIGHT USERS NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
80986 24870 100.0 30.7 100 5059 100.0 6.2 100 13225 100.0 16.3 100 6586 100.0 8.1 100																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY	A	26063	7484	30.1	28.7	94	1647	32.6	6.3	101	3966	30.0	15.2	93	1871	28.4	7.2	88
NETWORK AFFILIATES - LATE	A	20261	6121	24.6	30.2	98	1279	25.3	6.3	101	3214	24.3	15.9	97	1629	24.7	8.0	99
INDEPENDENTS - LATE	A	2076	597	2.4	28.8	94	154	3.0	7.4	119	311	2.4	15.0	92	132	2.0	6.4	78
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3518	14.1	33.7	110	772	15.3	7.4	118	1757	13.3	16.8	103	989	15.0	9.5	116
ABC MONDAY NIGHT MOVIE	A	6412	2178	8.8	34.0	111	326	6.4	5.1	81	1092	8.3	17.0	104	760	11.5	11.9	146
ABC SUNDAY NIGHT MOVIE	A	12407	3946	15.9	31.8	104	860	17.0	6.9	111	1948	14.7	15.7	96	1138	17.3	9.2	113
ABC WORLD NEWS TONIGHT	A	6176	1604	6.4	26.0	85	381	7.5	6.2	99	850	6.4	13.8	84	373	5.7	6.0	74
AFTERMASH	C	5863	1766	7.1	30.1	98	406	8.0	6.9	111	1018	7.7	17.4	106	342	5.2	5.8	72
ALICE	C	9594	3059	12.3	31.9	104	666	13.2	6.9	111	1648	12.5	17.2	105	745	11.3	7.8	95
AMERICAN PARADE	C	6622	1896	7.6	28.6	93	389	7.7	5.9	94	980	7.4	14.8	91	528	8.0	8.0	98
BENSON	A	10886	3153	12.7	29.0	94	684	13.5	6.3	101	1627	12.3	14.9	92	843	12.8	7.7	95
BLUE THUNDER	A	5036	1778	7.1	35.3	115	342	6.8	6.8	109	961	7.3	19.1	117	475	7.2	9.4	116
CAGNEY & LACEY	C	9965	2923	11.8	29.3	96	572	11.3	5.7	92	1689	12.8	16.9	104	661	10.0	6.6	82
CBS EVENING NEWS-DEAN	C	3491	927	3.7	26.6	86	*237	4.7	6.8	109	455	3.4	13.0	80	*234	3.6	6.7	82
CBS EVENING NEWS-RATHER	C	7123	1972	7.9	27.7	90	385	7.6	5.4	87	1034	7.8	14.5	89	553	8.4	7.8	95
CBS SAT. NEWS-SCHIEFFER	C	3621	924	3.7	25.5	83	157	3.1	4.3	69	484	3.7	13.4	82	283	4.3	7.8	96
CBS SATURDAY NIGHT MOVIE	C	5436	1588	6.4	29.2	95	381	7.5	7.0	112	804	6.1	14.8	91	403	6.1	7.4	91
CBS WEDNESDAY NIGHT MOVIE	C	6100	1960	7.9	32.1	105	505	10.0	8.3	133	960	7.3	15.7	96	495	7.5	8.1	100
CHEERS	N	8889	2773	11.1	31.2	102	554	11.0	6.2	100	1278	9.7	14.4	88	942	14.3	10.6	130
DALLAS	C	22109	6884	27.7	31.1	101	1372	27.1	6.2	99	3618	27.4	16.4	100	1894	28.8	8.6	105
DIFF'RENT STROKES	N	6940	2299	9.2	33.1	108	489	9.7	7.0	113	1300	9.8	18.7	115	509	7.7	7.3	90
DOUBLE TROUBLE	N	7223	2209	8.9	30.6	100	462	9.1	6.4	102	1191	9.0	16.5	101	556	8.4	7.7	95
DUCK FACTORY	N	5595	1754	7.1	31.3	102	350	6.9	6.3	100	782	5.9	14.0	86	622	9.4	11.1	137
DUKES OF HAZZARD	C	5768	1959	7.9	34.0	111	349	6.9	6.1	97	1062	8.0	18.4	113	548	8.3	9.5	117
DYNASTY	A	20053	6659	26.8	33.2	108	1393	27.5	6.9	111	3534	26.7	17.6	108	1733	26.3	8.6	106
FACTS OF LIFE	N	8087	2619	10.5	32.4	105	608	12.0	7.5	120	1351	10.2	16.7	102	659	10.0	8.1	100
FALCON CREST	C	20046	6270	25.2	31.3	102	1231	24.3	6.1	98	3406	25.8	17.0	104	1633	24.8	8.1	100
FALL GUY	A	9084	2978	12.0	32.8	107	676	13.4	7.4	119	1624	12.3	17.9	109	679	10.3	7.5	92
FAMILY TIES	N	7964	2448	9.8	30.7	100	504	10.0	6.3	101	1249	9.4	15.7	96	695	10.6	8.7	107
FANTASY ISLAND	A	7687	2482	10.0	32.3	105	498	9.8	6.5	104	1306	9.9	17.0	104	678	10.3	8.8	108
FOULUPS,BLEEPERS & BLUNDERS	A	8861	2750	11.1	31.0	101	601	11.9	6.8	109	1535	11.6	17.3	106	614	9.3	6.9	85
FOUR SEASONS	C	5095	1661	6.7	32.6	106	409	8.1	8.0	129	902	6.8	17.7	108	350	5.3	6.9	84
GIMME A BREAK	N	8838	2686	10.8	30.4	99	705	13.9	8.0	128	1374	10.4	15.5	95	608	9.2	6.9	85
HART TO HART	A	8978	2771	11.1	30.9	101	600	11.9	6.7	107	1521	11.5	16.9	104	649	9.9	7.2	89
HILL STREET BLUES	N	8590	2548	10.2	29.7	97	517	10.2	6.0	96	1191	9.0	13.9	85	840	12.8	9.8	120
HOTEL	A	14085	4513	18.1	32.0	104	997	19.7	7.1	113	2463	18.6	17.5	107	1053	16.0	7.5	92
JEFFERSONS	C	9360	2935	11.8	31.4	102	640	12.7	6.8	109	1617	12.2	17.3	106	678	10.3	7.2	89
JENNIFER SLEPT HERE	N	5841	1811	7.3	31.0	101	382	7.6	6.5	105	972	7.3	16.6	102	457	6.9	7.8	96
KATE & ALLIE	C	9206	2528	10.2	27.5	89	589	11.6	6.4	102	1309	9.9	14.2	87	629	9.6	6.8	84
KNIGHT RIDER	N	7076	2249	9.0	31.8	103	525	10.4	7.4	119	1186	9.0	16.8	103	539	8.2	7.6	94
LOVE BOAT	A	12219	3805	15.3	31.1	101	760	15.0	6.2	100	2002	15.1	16.4	100	1043	15.8	8.5	105
MAGNUM PI	C	11199	3530	14.2	31.5	103	734	14.5	6.6	105	1881	14.2	16.8	103	915	13.9	8.2	100
MAMA'S FAMILY	N	6057	1993	8.0	32.9	107	460	9.1	7.6	122	1031	7.8	17.0	104	503	7.6	8.3	102
MASTER, THE	N	3598	1160	4.7	32.2	105	301	5.9	8.4	134	506	3.8	14.1	86	354	5.4	9.8	121
MATT HOUSTON	A	6344	2011	8.1	31.7	103	396	7.8	6.2	100	1030	7.8	16.2	99	586	8.9	9.2	114
NBC MONDAY NIGHT MOVIE	N	11994	3715	14.9	31.0	101	867	17.1	7.2	116	1799	13.6	15.0	92	1048	15.9	8.7	107
NBC NIGHTLY NEWS	N	5132	1493	6.0	29.1	95	396	7.8	7.7	124	792	6.0	15.4	95	305	4.6	5.9	73
NBC NIGHTLY NEWS-SAT	N	3375	784	3.2	23.2	76	*213	4.2	6.3	101	423	3.2	12.5	77	*148	2.2	4.4	54
NBC NIGHTLY NEWS-SUN	N	3130	769	3.1	24.6	80	*202	4.0	6.5	103	434	3.3	13.9	85	*133	2.0	4.2	52
NBC SUNDAY NIGHT MOVIE	N	8284	2850	11.5	34.4	112	590	11.7	7.1	114	1300	9.8	15.7	96	960	14.6	11.6	143
NEWMART	C	9240	2583	10.4	28.0	91	493	9.7	5.3	85	1445	10.9	15.6	96	645	9.8	7.0	86
ONE DAY AT A TIME	C	7288	2409	9.7	33.1	108	458	9.1	6.3	101	1352	10.2	18.6	114	599	9.1	8.2	101
PEOPLE ARE FUNNY	N	4855	1463	5.9	30.1	98	343	6.8	7.1	113	771	5.8	15.9	97	349	5.3	7.2	88
REAL PEOPLE	N	8869	2689	10.8	30.3	99	637	12.6	7.2	115	1416	10.7	16.0	98	637	9.7	7.2	88
REMINGTON STEELE	N	7743	2444	9.8	31.6	103	482	9.5	6.2	100	1250	9.5	16.1	99	713	10.8	9.2	113
RIPLEY'S BELIEVE IT - NOT	A	5345	1732	7.0	32.4	106	336	6.6	6.3	101	910	6.9	17.0	104	485	7.4	9.1	112
RIPTIDE	N	6988	2200	8.8	31.5	103	422	8.3	6.0	97	1183	8.9	16.9	104	595	9.0	8.5	105
SCARECROW & MRS. KING	C	10002	3126	12.6	31.3	102	533	10.5	5.3	85	1647	12.5	16.5	101	946	14.4	9.5	116
SIMON & SIMON	C	10638	3245	13.0	30.5	99	808	16.0	7.6	122	1634	12.4	15.4	94	803	12.2	7.5	93
60 MINUTES	C	13293	3921	15.8	29.5	96	815	16.1	6.1	98	2158	16.3	16.2	99	948	14.4	7.1	88
ST. ELSEWHERE	N	7017	2302	9.3	32.8	107	387	7.6	5.5	88	1207	9.1	17.2	105	708	10.8	10.1	124
THREE'S COMPANY	A	10917	3538	14.2	32.4	106	794	15.7	7.3	116	1852	14.0	17.0	104	892	13.5	8.2	100
T.J. HOOKER	N	9204	2828															

FROZEN CORN-ON-THE-COB: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	ALL USES B % DOWN	C % ACROSS	D INDX	A '000	BIRDS B % DOWN	EYE C % ACROSS	D INDX	A '000	GREEN GIANT B % DOWN	C % ACROSS	D INDX	A '000	ORE-IDA B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	44070	100.0	30.7	100	10028	100.0	12.4	100	12086	100.0	14.9	100	2884	100.0	3.6	100
18 - 24	9282	2947	11.8	31.7	103	983	9.8	10.6	86	1417	11.7	15.3	102	*559	19.4	6.0	169
25 - 34	19072	6810	27.4	35.7	116	2801	27.9	14.7	119	3805	31.5	20.0	134	711	24.7	3.7	105
35 - 44	14591	4828	19.4	33.1	108	2029	20.2	13.9	112	2322	19.2	15.9	107	*495	17.2	3.4	95
45 - 54	11345	3590	14.4	31.6	103	1544	15.4	13.6	110	1628	13.5	14.3	96	*366	12.7	3.2	91
55 - 64	11635	3011	12.1	25.9	84	1432	14.3	12.3	99	1314	10.9	11.3	76	*333	11.5	2.9	80
65 OR OLDER	15061	3885	14.8	24.5	80	1239	12.4	8.2	66	1601	13.2	10.6	71	421	14.6	2.8	78
18 - 34	28354	9757	39.2	34.4	112	3784	37.7	13.3	108	5222	43.2	18.4	123	1270	44.0	4.5	126
18 - 49	48339	16281	65.5	33.7	110	6647	66.3	13.8	111	8346	69.1	17.3	116	1923	66.7	4.0	112
25 - 54	45008	15227	61.2	33.8	110	6375	63.6	14.2	114	7754	64.2	17.2	115	1572	54.5	3.5	98
35 - 49	19985	6524	26.2	32.6	106	2863	28.6	14.3	116	3124	25.8	15.6	105	653	22.6	3.3	92
50 OR OLDER	32647	8590	34.5	26.3	86	3380	33.7	10.4	84	3740	30.9	11.5	77	961	33.3	2.9	83
GRADUATED COLLEGE	11155	3328	13.4	29.8	97	1532	15.3	13.7	111	1704	14.1	15.3	102	*360	12.5	3.2	91
ATTENDED COLLEGE	13682	4130	16.6	30.2	98	1746	17.4	12.8	103	2091	17.3	15.3	102	*437	15.2	3.2	90
GRADUATED HIGH SCHOOL	33880	10714	43.1	31.6	103	4563	45.5	13.5	109	5195	43.0	15.3	103	1256	43.6	3.7	104
DID NOT GRADUATE HIGH SCHOOL	22270	6701	26.9	30.1	98	2187	21.8	9.8	79	3095	25.6	13.9	93	832	28.8	3.7	105
EMPLOYED	40306	13000	52.3	32.3	105	5700	56.8	14.1	114	6425	53.2	15.9	107	1458	50.6	3.6	102
EMPLOYED FULL-TIME	32550	10831	43.6	33.0	107	4728	47.1	14.4	116	5452	45.1	16.6	111	1219	42.3	3.7	104
EMPLOYED PART-TIME	7456	2170	8.7	29.1	95	972	9.7	13.0	105	973	8.1	13.0	87	*239	8.3	3.2	90
NOT EMPLOYED	40680	11870	47.7	29.2	95	4327	43.1	10.6	86	5662	46.8	13.9	93	1426	49.4	3.5	98
PROFESSIONAL/MANAGER	10392	3187	12.8	30.7	100	1511	15.1	14.5	117	1512	12.5	14.5	97	*347	12.0	3.3	94
TECH/CLERICAL/SALES	17574	5767	23.2	32.8	107	2466	24.6	14.0	113	3076	25.5	17.5	117	621	21.5	3.5	99
PRECISION/CRAFT	985	*336	1.4	34.1	111	*133	1.3	13.5	109	*150	1.2	15.2	102	*22	0.8	2.2	63
OTHER EMPLOYED	11354	3709	14.9	32.7	106	1590	15.9	14.0	113	1687	14.0	14.9	100	*469	16.3	4.1	116
SINGLE	9891	2968	11.9	30.1	98	1131	11.3	11.5	93	1368	11.3	13.9	93	533	18.5	5.4	152
MARRIED	51375	15780	63.4	30.7	100	6173	61.6	12.0	97	8085	66.9	15.7	105	1643	57.0	3.2	90
DIVORCED/SEPARATED/WIDOWED	19748	6123	24.6	31.0	101	2724	27.2	13.8	111	2633	21.8	13.3	89	709	24.6	3.6	101
PARENTS	32590	11498	46.2	35.3	115	4733	47.2	14.5	117	5974	49.4	18.3	123	1244	43.1	3.8	107
WHITE	70416	20747	83.4	29.5	96	8388	83.6	11.9	96	10250	84.8	14.6	98	2261	78.4	3.2	90
BLACK	8778	3547	14.3	40.4	132	1425	14.2	16.2	131	1602	13.3	18.3	122	515	17.9	5.9	165
OTHER	1791	*576	2.3	32.2	105	*215	2.1	12.0	97	*234	1.9	13.1	88	*108	3.7	6.0	169
NORTHEAST-CENSUS	17786	4811	19.3	27.0	88	2572	25.6	14.5	117	2458	20.3	13.8	93	*277	9.6	1.6	44
NORTH CENTRAL	20741	4177	16.8	20.1	66	1230	12.3	5.9	48	2273	18.8	11.0	73	*297	10.3	1.4	40
SOUTH	27775	11088	44.6	39.9	130	4250	42.4	15.3	124	5431	44.9	19.6	131	1596	55.3	5.7	161
WEST	14683	4794	19.3	27.2	106	1977	19.7	13.5	109	1925	15.9	13.1	88	714	24.8	4.9	137
NORTHEAST-MKTG.	17961	5282	21.2	29.4	96	2720	27.1	15.1	122	2511	20.8	14.0	94	567	19.7	3.2	89
EAST CENTRAL	11885	2361	9.5	19.9	65	670	6.7	5.6	46	1133	9.4	9.5	64	*190	6.6	1.6	45
WEST CENTRAL	14090	3089	12.4	21.9	71	1020	10.2	7.2	58	1742	14.4	12.4	83	*195	6.8	1.4	39
SOUTH	24081	9235	39.9	41.3	134	3919	39.1	16.3	131	5041	41.7	20.9	140	1256	43.6	5.2	146
PACIFIC	12969	4203	16.9	32.4	106	1700	17.0	13.1	106	1659	13.7	12.8	86	*676	23.4	5.2	146
COUNTY SIZE A	32439	10726	43.1	33.1	108	4960	49.5	15.3	123	5177	42.8	16.0	107	1279	44.3	3.9	111
COUNTY SIZE B	24915	7941	31.9	31.9	104	3096	30.9	12.4	100	4153	34.4	16.7	112	637	22.1	2.6	72
COUNTY SIZE C	12930	3534	14.2	27.3	89	1270	12.7	9.8	79	1821	15.1	14.1	94	*502	17.4	3.9	109
COUNTY SIZE D	10703	2670	10.7	24.9	81	701	7.0	6.5	53	935	7.7	8.7	59	*466	16.2	4.4	122
METRO CENTRAL CITY	24518	8490	34.1	34.6	113	4074	40.6	16.6	134	4361	36.1	17.8	119	982	34.0	4.0	112
METRO SUBURBAN	35919	10844	43.6	30.2	98	4222	42.1	11.8	95	5299	43.8	14.8	99	1041	36.1	2.9	81
NON METRO	20549	5536	22.3	26.9	88	1732	17.3	8.4	68	2426	20.1	11.8	79	862	29.9	4.2	118
TOP 5 ADI'S	18341	6163	24.8	33.6	109	3120	31.1	17.0	137	2861	23.7	15.6	105	718	24.9	3.9	110
TOP 10 ADI'S	25378	8568	34.5	33.8	110	4035	40.2	15.9	128	3980	32.9	15.7	105	1142	39.6	4.5	126
TOP 20 ADI'S	36488	11705	47.1	32.1	104	5267	52.5	14.4	117	5436	45.0	14.9	100	1476	51.2	4.0	114
HSGLD INC. \$50,000 OR MORE	6612	2119	8.5	32.0	104	876	8.7	13.2	107	1137	9.4	17.2	115	*144	5.0	2.2	61
\$40,000 OR MORE	12659	3990	16.0	31.5	103	1824	18.2	14.4	116	2127	17.6	16.8	113	*350	12.1	2.8	78
\$30,000 OR MORE	24698	7679	30.9	31.1	101	3456	34.5	14.0	113	4126	34.1	16.7	112	753	26.1	3.0	86
\$25,000 OR MORE	32077	10190	41.0	31.8	103	4580	45.7	14.3	115	5257	43.5	16.4	110	1060	36.8	3.3	93
\$20,000 - \$24,999	9144	2854	11.5	31.2	102	1032	10.3	11.3	91	1548	12.8	16.9	113	*344	11.9	3.8	106
\$15,000 - \$19,999	8728	2591	10.4	29.7	97	975	9.7	11.2	90	1414	11.7	16.2	109	*364	12.6	4.2	117
\$10,000 - \$14,999	12562	3647	14.7	29.0	95	1542	15.4	12.3	99	1607	13.3	12.8	86	*420	14.6	3.3	94
UNDER \$10,000	18475	5589	22.5	30.3	99	1898	18.9	10.3	83	2260	18.7	12.2	82	696	24.1	3.8	106
HOUSEHOLD OF 1 PERSON	11987	2958	11.9	24.7	80	1357	13.5	11.3	91	1322	10.9	11.0	74	311	10.8	2.6	73
2 PEOPLE	26577	7485	30.1	28.2	92	2897	28.9	10.9	88	3529	29.2	13.3	89	1062	36.8	4.0	112
3 OR 4 PEOPLE	30617	10395	41.8	34.0	111	4225	42.1	13.8	111	5194	43.0	17.0	114	922	32.0	3.0	85
5 OR MORE PEOPLE	11804	4032	16.2	34.2	111	1549	15.4	13.1	106	2041	16.9	17.3	116	*589	20.4	5.0	140
NO CHILD IN HSHLD	46165	12359	49.7	26.8	87	4983	49.7	10.8	87	5554	46.0	12.0	81	1524	52.8	3.3	93
CHILD(REN) UNDER 2 YRS	5325	1826	7.3	34.3	112	*584	5.8	11.0	89	1072	8.9	20.1	135	*284	9.8	5.3	150
2 - 5 YEARS	14221	5260	21.1	37.0	120	1806	18.0	12.7	103	2891	23.9	20.3	136	721	25.0	5.1	142
6 - 11 YEARS	15117	5467	22.0	36.2	118	2344	23.4	15.5	125	2756	22.8	18.2	122	570	19.8	3.8	106
12 - 17 YEARS	16611	5768	23.2	34.7	113	2434	24.3	14.7	118	2883	23.9	17.4	116	552	19.1	3.3	93
RESIDENCE OWNED	55884	16443	66.1	29.4	96	6434	64.2	11.5	93	8045	66.6	14.4	96	1790	62.1	3.2	90
VALUE: \$50,000 OR MORE	31744	9095	36.6	28.7	93	3855	38.4	12.1	98	4601	38.1	14.5	97	1070	37.1	3.4	95
VALUE: UNDER \$50,000	24140	7348	29.5	30.4	99	2579	25.7	10.7	86	3444	28.5	14.3	96	721	25.0	3.0	84

FROZEN CORN-ON-THE-COB: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS				BIRDS EYE				GREEN GIANT				ORE-IDA			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	24870	100.0	30.7	100	10028	100.0	12.4	100	12086	100.0	14.9	100	2884	100.0	3.6	100
MAGAZINES	QUINTILE 1	15799	5071	20.4	32.1	105	2449	24.4	15.5	125	2772	22.9	17.5	118	609	21.1	3.9	108
	QUINTILE 2	17259	5409	21.7	31.3	102	2213	22.1	12.8	104	2880	23.8	16.7	112	515	17.9	3.0	84
	QUINTILE 3	13545	3960	15.9	29.2	95	1626	16.2	12.0	97	1844	15.3	13.6	91	*399	13.8	2.9	83
	QUINTILE 4	15133	4660	18.7	30.8	100	1961	19.6	13.0	105	2094	17.3	13.8	93	594	20.6	3.9	110
	QUINTILE 5	19250	5770	23.2	30.0	98	1779	17.7	9.2	75	2496	20.7	13.0	87	767	26.6	4.0	112
NEWSPAPERS	QUINTILE 1	12413	3596	14.5	29.0	94	1798	17.9	14.5	117	1778	14.7	14.3	96	*246	8.5	2.0	56
	QUINTILE 2	24116	7390	29.7	30.6	100	3222	32.1	13.4	108	3567	29.5	14.8	99	895	31.0	3.7	104
	QUINTILE 3	11261	3708	14.9	32.9	107	1441	14.4	12.8	103	2069	17.1	18.4	123	*395	13.7	3.5	98
	QUINTILE 4	20255	6140	24.7	30.3	99	2473	24.7	12.2	99	2945	24.4	14.5	97	648	22.5	3.2	90
	QUINTILE 5	12940	4037	16.2	31.2	102	1095	10.9	8.5	68	1728	14.3	13.4	89	701	24.3	5.4	152
OUTDOOR	QUINTILE 1	14852	4908	19.7	33.0	108	2191	21.8	14.8	119	2402	19.9	16.2	108	*380	13.2	2.6	72
	QUINTILE 2	15725	4635	18.6	29.5	96	1847	18.4	11.7	95	2426	20.1	15.4	103	648	22.5	4.1	116
	QUINTILE 3	16330	5017	20.2	30.7	100	2003	20.0	12.3	99	2439	20.2	14.9	100	540	18.7	3.3	93
	QUINTILE 4	16744	5153	20.7	30.8	100	1921	19.2	11.5	93	2550	21.1	15.2	102	697	24.2	4.2	117
	QUINTILE 5	17334	5158	20.7	29.8	97	2066	20.6	11.9	96	2269	18.8	13.1	88	620	21.5	3.6	100
RADIO-DRIVE TIME	QUINTILE 1	15911	5018	20.2	31.5	103	2090	20.8	13.1	106	2462	20.4	15.5	104	555	19.2	3.5	98
	QUINTILE 2	14837	4713	19.0	31.8	103	1967	19.6	13.3	107	2407	19.9	16.2	109	*509	17.6	3.4	96
	QUINTILE 3	15339	5008	20.1	32.6	106	2110	21.0	13.8	111	2389	19.8	15.6	104	691	24.0	4.5	127
	QUINTILE 4	16723	4980	20.0	29.8	97	1988	19.8	11.9	96	2420	20.0	14.5	97	559	19.4	3.3	94
	QUINTILE 5	18176	5151	20.7	28.3	92	1873	18.7	10.3	83	2408	19.9	13.2	89	570	19.8	3.1	88
RADIO-MID- DAY	TERCILE 1	21020	6605	26.6	31.4	102	2754	27.5	13.1	106	3337	27.6	15.9	106	794	27.5	3.8	106
	TERCILE 2	21610	6544	26.3	30.3	99	2520	25.1	11.7	94	3059	25.3	14.2	95	825	28.6	3.8	107
	TERCILE 3	38355	11722	47.1	30.6	100	4754	47.4	12.4	100	5690	47.1	14.8	99	1265	43.9	3.3	93
RADIO-TOTAL	QUINTILE 1	15988	5209	20.9	32.6	106	2115	21.1	13.2	107	2648	21.9	16.6	111	681	23.6	4.3	120
	QUINTILE 2	15626	4620	18.6	29.6	96	2004	20.0	12.8	104	2108	17.4	13.5	90	*502	17.4	3.2	90
	QUINTILE 3	16723	5591	22.5	33.4	109	2383	23.8	14.2	115	2803	23.2	16.8	112	651	22.6	3.9	109
	QUINTILE 4	16342	4887	19.7	29.9	97	1885	18.8	11.5	93	2350	19.4	14.4	96	504	17.5	3.1	87
	QUINTILE 5	16306	4563	18.3	28.0	91	1641	16.4	10.1	81	2177	18.0	13.4	89	547	19.0	3.4	94
TV-PRIME TIME	QUINTILE 1	15953	4980	20.0	31.2	102	2063	20.6	12.9	104	2565	21.2	16.1	108	395	13.7	2.5	70
	QUINTILE 2	16137	5468	22.0	33.9	110	2139	21.3	13.3	107	2635	21.8	16.3	109	621	21.5	3.8	108
	QUINTILE 3	16420	4914	19.8	29.9	97	1892	18.9	11.5	93	2388	19.8	14.5	97	542	18.8	3.3	93
	QUINTILE 4	16687	5081	20.4	30.4	99	2149	21.4	12.9	104	2420	20.0	14.5	97	736	25.5	4.4	124
	QUINTILE 5	15789	4427	17.8	28.0	91	1785	17.8	11.3	91	2078	17.2	13.2	88	591	20.5	3.7	105
TV-DAYTIME	TERCILE 1	27736	9070	36.5	32.7	106	3479	34.7	12.5	101	4234	35.0	15.3	102	1024	35.5	3.7	104
	TERCILE 2	26489	7538	30.3	28.5	93	2985	29.8	11.3	91	3901	32.3	14.7	99	659	22.9	2.5	70
	TERCILE 3	26761	8262	33.2	30.9	101	3564	35.5	13.3	108	3951	32.7	14.8	99	1201	41.6	4.5	126
TV-TOTAL	QUINTILE 1	16345	5107	20.5	31.2	102	1998	19.9	12.2	99	2580	21.3	15.8	106	*404	14.0	2.5	69
	QUINTILE 2	16447	5411	21.8	32.9	107	2252	22.5	13.7	111	2510	20.8	15.3	102	606	21.0	3.7	103
	QUINTILE 3	15980	4908	19.7	30.7	100	1806	18.0	11.3	91	2462	20.4	15.4	103	530	18.4	3.3	93
	QUINTILE 4	15887	4704	18.9	29.6	96	2000	19.9	12.6	102	2295	19.0	14.4	97	654	22.7	4.1	116
	QUINTILE 5	16326	4740	19.1	29.0	95	1972	19.7	12.1	98	2238	18.5	13.7	92	690	23.9	4.2	119
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	6314	25.4	30.5	99	2837	28.3	13.7	111	3353	27.7	16.2	108	632	21.9	3.1	86
	NEWSPAPER IMPERATIVE	19186	6194	24.9	32.3	105	2521	25.1	13.1	106	3314	27.4	17.3	116	697	24.2	3.6	102
		21899	6566	26.4	30.0	98	2852	28.4	13.0	105	2943	24.4	13.4	90	719	24.9	3.3	92
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	5035	20.2	32.6	106	2294	22.9	14.8	120	2662	22.0	17.2	115	477	16.5	3.1	87
	OUTDOOR IMPERATIVE	25953	7834	31.5	30.2	98	3307	33.0	12.7	103	4162	34.4	16.0	107	925	32.1	3.6	100
		24400	7243	29.1	29.7	97	2768	27.6	11.3	92	3304	27.3	13.5	91	814	28.2	3.3	94
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	5686	22.9	31.5	103	2585	25.8	14.3	116	3017	25.0	16.7	112	538	18.7	3.0	84
	RADIO IMPERATIVE	23571	7282	29.3	30.9	101	3108	31.0	13.2	106	3880	32.1	16.5	110	765	26.5	3.2	91
		23278	7310	29.4	31.4	102	2816	28.1	12.1	98	3212	26.6	13.8	92	997	34.6	4.3	120
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	5372	21.6	34.7	113	2523	25.2	16.3	132	2986	24.7	19.3	129	457	15.8	3.0	83
	TELEVISION IMPERATIVE	25829	7633	30.7	29.6	96	3211	32.0	12.4	100	3972	32.9	15.4	103	932	32.3	3.6	101
		26039	7847	31.6	30.1	98	2659	26.5	10.2	82	3437	28.4	13.2	88	866	30.0	3.3	93
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	5104	20.5	30.7	100	2533	25.3	15.3	123	2642	21.9	15.9	107	449	15.6	2.7	76
	OUTDOOR IMPERATIVE	26834	8057	32.4	30.0	98	3401	33.9	12.7	102	3877	32.1	14.4	97	855	29.6	3.2	89
		23346	7437	29.9	31.9	104	2690	26.8	11.5	93	3633	30.1	15.6	104	936	32.5	4.0	113
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	5488	22.1	32.0	104	2472	24.7	14.4	117	2880	23.8	16.8	113	463	16.1	2.7	76
	RADIO IMPERATIVE	25892	7557	30.4	29.2	95	3315	33.1	12.8	103	3562	29.5	13.8	92	903	31.3	3.5	98
		23167	7417	29.8	32.0	104	2825	28.2	12.2	98	3508	29.0	15.1	101	1081	37.5	4.7	131
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	5357	21.5	31.2	102	2429	24.2	14.2	114	2731	22.6	15.9	107	550	19.1	3.2	90
	TELEVISION IMPERATIVE	26214	7762	31.2	29.6	96	3364	33.5	12.8	104	3776	31.2	14.4	97	874	30.3	3.3	94
		23412	7535	30.3	32.2	105	2615	26.1	11.2	90	3577	29.6	15.3	102	758	26.3	3.2	91
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	4799	19.3	31.4	102	2052	20.5	13.4	108	2285	18.9	14.9	100	656	22.7	4.3	120
	RADIO IMPERATIVE	24901	7535	30.3	30.3	99	3061	30.5	12.3	99	3844	31.8	15.4	103	719	24.9	2.9	81
		26492	8420	33.9	31.8	103	3493	34.8	13.									

	TOTAL U.S. '000	ALL USERS				BIRDS EYE				GREEN GIANT				ORE-IDA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	24870	100.0	30.7	100	10078	100.0	12.4	100	12086	100.0	14.9	100	2884	100.0	3.6	100
ATLANTIC MONTHLY	415	**96	0.4	23.1	75	**68	0.7	16.4	132	**27	0.2	6.5	44	**3	0.1	0.7	20
BARRON'S	453	**152	0.6	33.6	109	**109	1.1	24.1	194	**98	0.8	21.6	145	**0	0.0	0.0	0
BETTER HOMES & GARDENS	16256	4776	19.2	29.4	96	1967	19.6	12.1	98	2503	20.7	15.4	103	564	19.6	3.5	97
BON APPETIT	2535	664	2.7	26.2	85	264	2.6	10.3	83	418	3.5	16.5	110	**84	2.9	3.3	93
BUSINESS WEEK	1278	369	1.5	28.9	94	*176	1.8	13.8	111	*225	1.9	17.6	118	**38	1.3	3.0	83
CAR AND DRIVER	378	**146	0.6	38.6	126	**83	0.8	22.0	177	**90	0.7	23.8	160	**1	0.0	0.3	7
CBS MAGAZINE NETWORK (GROSS)	1498	463	1.9	30.9	101	*256	2.6	17.1	138	*242	2.0	16.2	108	**100	3.5	6.7	187
CHANGING TIMES	1505	406	1.6	27.0	88	*237	2.4	15.7	127	*222	1.8	14.8	99	**53	1.8	3.5	99
COLONIAL HOMES	1231	359	1.4	29.2	95	*159	1.6	12.9	104	*207	1.7	16.8	113	**31	1.1	2.5	71
CONDE NAST MAG. PKG. (GROSS)	14146	4550	18.3	32.2	105	2099	20.9	14.8	120	2415	20.0	17.1	114	606	21.0	4.3	120
CONSUMERS DIGEST	1323	430	1.7	32.5	106	*212	2.1	16.0	129	*223	1.8	16.9	113	**35	1.2	2.6	74
COSMOPOLITAN	7102	2528	10.2	35.6	116	1082	10.8	15.2	123	1358	11.2	19.1	128	424	14.7	6.0	168
COUNTRY LIVING	2481	691	2.8	27.9	91	293	2.9	11.8	95	340	2.8	13.7	92	**22	0.8	0.9	25
CUISINE	1472	460	1.8	31.3	102	*228	2.3	15.5	125	*269	2.2	18.3	122	**35	1.2	2.4	67
CYCLE WORLD	425	**153	0.6	36.0	117	**60	0.6	14.1	114	**50	0.4	11.8	79	**30	1.0	7.1	198
DCI:CREATIVE IDEAS FOR LIV	2510	761	3.1	30.3	99	255	2.5	10.2	82	401	3.3	16.0	107	**93	3.2	3.7	104
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2303	9.3	34.4	112	994	9.9	14.9	120	1218	10.1	16.2	122	276	9.6	4.1	116
DISCOVER	894	*276	1.1	30.9	101	*142	1.4	15.9	128	*132	1.1	14.8	99	**12	0.4	1.3	38
ECONOMY	3507	1509	6.1	43.0	140	894	7.0	19.9	161	715	5.9	20.4	137	213	7.4	6.1	171
ESQUIRE	1083	387	1.6	35.7	116	*186	1.9	17.2	139	*165	1.4	15.2	102	**59	2.0	5.4	153
ESSENCE	1830	868	3.5	47.4	154	1087	3.9	21.1	171	432	3.6	23.6	158	*152	5.3	8.3	233
FAMILY CIRCLE	15930	4986	20.0	31.3	102	2179	21.7	13.7	110	2641	21.9	16.6	111	508	17.6	3.2	90
THE FAMILY HANDYMAN	1126	376	1.5	33.4	109	*183	1.8	16.3	131	*190	1.6	16.9	113	*17	0.6	1.5	42
FAMILY WEEKLY	11468	3200	12.9	27.9	91	1233	12.2	10.7	86	1524	12.6	13.3	89	335	11.6	2.9	82
FIELD & STREAM	2234	551	2.2	24.7	80	*189	1.9	8.5	68	316	2.6	14.1	95	**56	1.9	2.5	70
FOOD & WINE	579	248	1.0	42.8	139	*148	1.5	25.6	206	**110	0.9	19.0	127	**18	0.6	3.1	87
FORBES	728	*187	0.8	25.7	84	**130	1.3	17.9	144	**116	1.0	15.9	107	**26	0.9	3.6	100
FORTUNE	906	319	1.3	35.2	115	**184	1.8	20.3	164	*197	1.6	21.7	146	**40	1.4	4.4	124
GENTLEMEN'S QUARTERLY	791	327	1.3	41.3	135	*161	1.6	20.4	164	*183	1.5	23.1	155	**74	2.6	9.4	263
GLAMOUR	5265	1736	7.0	33.0	107	789	7.9	15.0	121	898	7.4	17.1	114	*192	6.7	3.6	102
GOLF DIGEST	636	*167	0.7	26.3	86	**90	0.9	14.2	114	**80	0.7	12.6	84	**13	0.5	2.0	57
GOLF DIGEST/TENNIS (GROSS)	1186	372	1.5	31.4	102	*161	1.6	13.6	110	*198	1.6	16.7	112	**51	1.8	4.3	121
GOLF MAGAZINE	441	**110	0.4	24.9	81	**59	0.6	13.4	108	**53	0.4	12.0	81	**2	0.1	0.5	13
GOLF MAGAZINE/SKI (GROSS)	922	279	1.1	30.3	99	*141	1.4	15.3	124	**120	1.0	13.0	87	**24	0.8	2.6	73
GOOD HOUSEKEEPING	16487	4656	18.7	28.2	92	1990	19.8	12.1	97	2754	22.8	16.7	112	494	17.1	3.0	84
HARPER'S BAZAAR	2423	805	3.2	33.2	108	429	4.3	17.7	143	474	3.9	19.6	131	**100	3.5	4.1	116
HEALTH	1994	782	3.1	39.2	128	500	4.0	20.1	162	475	3.9	23.8	160	**51	1.8	2.6	72
HEARST MAG CORP. BUY (GROSS)	44101	13633	54.8	30.9	101	6187	61.7	14.0	113	7779	64.4	17.6	118	1487	51.6	3.4	95
HEARST MAN POWER (GROSS)	1993	481	1.9	24.1	79	*227	2.3	11.4	92	270	2.2	13.5	91	**22	0.8	1.1	31
HEARST WOMAN POWER (GROSS)	31274	9790	39.4	31.3	102	4234	42.2	13.5	109	5584	46.2	17.9	120	1203	11.7	3.8	108
HOUSE BEAUTIFUL	3623	1230	4.9	33.9	111	675	6.7	18.6	150	749	6.2	20.7	139	**74	2.6	2.0	57
INC.	283	**155	0.6	54.8	178	**78	0.8	27.6	223	**118	1.0	41.7	279	**28	1.0	9.9	278
JET	2928	1271	5.1	43.4	141	568	5.7	19.4	157	604	5.0	20.6	138	236	8.2	8.1	226
LADIES' HOME JOURNAL	11918	3724	15.0	31.2	102	1536	15.3	12.9	104	2118	17.5	17.8	119	347	12.0	2.9	82
LHJ FAMILY GRP COMBO(GROSS)	16764	5422	21.8	32.3	105	2400	23.9	14.3	116	3091	25.6	18.4	124	517	17.9	3.1	87
LIFE	4254	1498	6.0	35.2	115	753	7.5	17.7	143	868	7.2	20.4	137	*199	6.9	4.7	131
L.A. TIMES HOME MAGAZINE	1145	482	1.9	42.1	137	*199	2.0	17.4	140	*273	2.3	23.8	160	**104	3.6	9.1	255
MADEMOISELLE	2884	949	3.8	32.9	107	392	3.9	13.6	110	539	4.5	18.7	125	*129	4.5	4.5	126
MC CALL'S	13460	4250	17.1	31.6	103	1895	18.9	14.1	114	2276	18.8	16.9	113	500	17.3	3.7	104
MC CALL'S/WRK MOTHER (GROSS)	14606	4735	19.0	32.4	106	2093	20.9	14.3	116	2536	21.0	17.4	116	590	20.5	4.0	113
MECHANIX ILLUSTRATED	772	269	1.1	34.8	113	**87	0.9	11.3	91	*128	1.1	16.6	111	**28	1.0	3.6	102
METROPOLITAN HOME	967	364	1.5	37.6	123	*255	2.5	26.4	213	*229	1.9	23.7	159	**74	2.6	7.7	215
MONEY	1588	489	2.0	30.8	100	*212	2.1	13.4	108	292	2.4	18.4	123	**59	2.0	3.7	104
MOTHER EARTH NEWS	1002	266	1.1	26.5	86	**104	1.0	10.4	84	*96	0.8	9.6	64	**26	0.9	2.6	73
MS.	825	283	1.1	34.3	112	*90	0.9	10.9	88	*180	1.5	21.8	146	**22	0.8	2.7	75
NATIONAL ENQUIRER	10336	3694	14.9	35.7	116	1591	15.9	15.4	124	1782	14.7	17.2	116	408	14.1	3.9	111
NATIONAL GEOGRAPHIC	9597	2851	11.5	29.7	97	1214	12.1	12.6	102	1444	11.9	15.0	101	263	9.1	2.7	77
NATIONAL SUNDAY MAGAZINE PKG	49558	15318	61.6	30.9	101	6517	65.0	13.2	106	7721	63.9	15.6	104	1590	55.1	3.2	90
NATURAL HISTORY	573	*111	0.4	19.4	63	**58	0.6	10.1	82	*665	0.5	11.3	76	**21	0.7	3.7	103
NEW WOMAN	1699	606	2.4	35.7	116	317	3.2	18.7	151	353	2.9	20.8	139	**25	0.9	1.5	41
NEW YORK INCLUDING CUE	443	*149	0.6	33.6	110	*105	1.0	23.7	191	**82	0.7	18.5	124	**5	0.2	1.1	32
THE NEW YORKER	1270	385	1.5	30.3	99	*225	2.2	17.7	143	*192	1.6	15.1	101	**35	1.2	2.8	77
NEWSWEEK	6277	1988	8.0	31.7	103	913	9.1	14.5	117	1007	8.3	16.0	107	*189	6.6	3.0	85
THE N.Y. TIMES DAILY EDITION	1205	374	1.5	31.0	101	*288	2.9	23.9	193	*183	1.5	15.2	102	**34	1.2	2.8	79
THE N.Y. TIMES MAGAZINE	2081	553	2.2	26.6	87	427	4.3	20.5	166	303	2.5	14.6	98	**37	1.3	1.8	50
OMNI	788	*218	0.9	27.7	90	**87	0.9	11.0	89	*150	1.2	19.0	128	**48	1.7	6.1	171
ON CABLE	1156	322	1.3	27.8	91	*141	1.4	12.2	98	*184	1.5	15.9	106	**27	0.9	2.3	65
1001 HOME IDEAS	2852	916	3.7	32.1	105	463	4.6	16.2	131	498	4.1	17.5	117	**118	4.1	4.1	116
ORGANIC GARDENING	1658	503	2.0	30.3	99	*130	1.3	7.8	63	*201	1.7	12.1	81	**67	2.3	4.0	113
OUTDOOR LIFE	596	254	1.0	28.3	92	*120	1.2	13.4	108	*123	1.0	13.7	92	**31	1.1	3.5	97
PARADE MAGAZINE	24275	7848	31.6	32.3	105	3426	34.2	14.1	114	3881	32.1	16.0	107	852	29.5	3.5	99

FROZEN CORN-ON-THE-COB: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				BIRDS EYE				GREEN GIANT				ORE-IDA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	24870	100.0	30.7	100	10028	100.0	12.4	100	12086	100.0	14.9	100	2884	100.0	3.6	100
PARENTS	3845	1444	5.8	37.6	122	541	5.4	14.1	114	900	7.4	23.4	157	*168	5.8	4.4	123
PENTHOUSE	831	335	1.3	40.3	131	*152	1.5	18.3	148	*181	1.5	21.8	146	*30	1.0	3.6	101
PEOPLE	11645	3988	16.0	34.2	112	1607	16.0	13.8	111	2300	19.0	19.8	132	490	17.0	4.2	118
PLAYBOY	2006	695	2.8	34.6	113	294	2.9	14.7	118	382	3.2	19.0	128	*87	3.0	4.3	122
POPULAR HOT RODDING	297	*72	0.3	24.2	79	*39	0.4	13.1	106	*40	0.3	13.5	90	*11	0.4	3.7	104
POPULAR MECHANICS	1018	*164	0.7	16.1	52	*108	1.1	10.6	86	*69	0.6	6.8	45	*8	0.3	0.8	22
POPULAR SCIENCE	878	336	1.4	38.3	125	*199	2.0	22.7	183	*208	1.7	23.7	159	*21	0.7	2.4	67
PREVENTION	3913	1075	4.3	27.5	89	494	4.9	12.6	102	412	3.4	10.5	71	*162	5.6	4.1	116
PSYCHOLOGY TODAY	1710	535	2.2	31.3	102	*284	2.8	16.6	134	*215	1.8	12.6	84	*93	3.2	5.4	153
READER'S DIGEST	22204	6965	28.0	31.4	102	2986	29.8	13.4	109	3516	29.1	15.8	106	707	24.5	3.2	89
REDBOOK	7684	2607	10.5	33.9	110	1163	11.6	15.1	122	1473	12.2	19.2	128	285	9.9	3.7	104
ROAD & TRACK	410	*130	0.5	31.7	103	*88	0.9	21.5	173	*78	0.6	19.0	127	*22	0.8	5.4	151
ROLLING STONE	969	280	1.1	28.9	94	*145	1.4	15.0	121	*140	1.2	14.4	97	*15	0.5	1.5	43
RUNNER'S WORLD	298	*63	0.3	21.1	69	*28	0.3	9.4	76	*59	0.5	19.8	133	*0	0.0	0.0	0
SATURDAY EVENING POST	1169	314	1.3	26.9	87	*102	1.0	8.7	70	*181	1.5	15.5	104	*19	0.7	1.6	46
SCIENCE 84	587	*147	0.6	25.0	82	*29	0.3	4.9	40	*103	0.9	17.5	118	*1	0.0	0.2	5
SCIENCE DIGEST	482	*168	0.7	34.9	114	*90	0.9	18.7	151	*110	0.9	22.8	153	*14	0.5	2.9	82
SCIENTIFIC AMERICAN	594	*207	0.8	34.8	113	*58	0.6	9.8	79	*135	1.1	22.7	152	*38	1.3	6.4	180
SELF	2089	764	3.1	36.6	119	392	3.9	18.8	152	409	3.4	19.6	131	*115	4.0	5.5	155
SEVENTEEN	2411	802	3.2	33.3	108	382	3.8	15.8	128	353	2.9	14.6	98	*90	3.1	3.7	105
SKI	480	*170	0.7	35.4	115	*82	0.8	17.1	138	*67	0.6	14.0	94	*22	0.8	4.6	129
SMITHSONIAN	2760	782	3.1	28.3	92	239	2.4	8.7	70	364	3.0	13.2	88	*72	2.5	2.6	73
SOAP OPERA DIGEST	3013	1150	4.6	38.2	124	450	4.5	14.9	121	665	5.5	22.1	148	*96	3.3	3.2	89
SOUTHERN LIVING	4184	1542	6.2	36.9	120	741	7.4	17.7	143	817	6.8	19.5	131	*183	6.3	4.4	123
SPOUR	559	*264	1.1	47.2	154	*111	1.1	19.9	160	*169	1.4	30.2	203	*44	1.5	7.9	221
THE SPORTING NEWS	436	*124	0.5	28.4	93	*42	0.4	9.6	78	*103	0.9	23.6	158	*10	0.3	2.3	64
SPORTS AFIELD	493	*148	0.6	30.0	98	*30	0.3	6.1	49	*92	0.8	18.7	125	*1	0.0	0.2	6
SPORTS ILLUSTRATED	2758	870	3.5	31.5	103	422	4.2	15.3	124	502	4.2	18.2	122	*85	2.9	3.1	87
STAR	7456	2571	10.3	34.5	112	1211	12.1	16.2	131	1311	10.8	17.6	118	322	11.2	4.3	121
SUNDAY	24936	7679	30.9	30.8	100	3399	33.9	13.6	110	3829	31.7	15.4	103	853	29.6	3.4	96
SUNSET	2124	551	2.2	25.9	84	*166	1.7	7.8	63	*248	2.1	11.7	78	*15	0.5	0.7	20
TV GUIDE	21661	7239	29.1	33.4	109	3127	31.2	14.4	117	3688	30.5	17.0	114	774	26.8	3.6	100
TENNIS	550	*205	0.8	37.3	121	*71	0.7	12.9	104	*118	1.0	21.5	144	*39	1.4	7.1	199
TIME	8880	2809	11.3	31.6	103	1325	13.2	14.9	121	1366	11.3	15.4	103	299	10.4	3.4	95
TOWN & COUNTRY	917	253	1.0	27.6	90	*167	1.7	18.2	147	*143	1.2	15.6	104	*36	1.2	3.9	110
TRAVEL & LEISURE	972	210	0.8	21.6	70	*120	1.2	12.3	100	*135	1.1	13.9	93	*24	0.8	2.5	69
TRUE STORY	3356	1298	5.2	38.7	126	491	4.9	14.6	118	661	5.5	19.7	132	*176	6.1	5.2	147
U.S. NEWS & WORLD REPORT	3410	995	4.0	29.2	95	459	4.6	13.5	109	479	4.0	14.0	94	*149	5.2	4.4	123
USA TODAY	1759	524	2.1	29.8	97	256	2.6	14.6	118	293	2.4	16.7	112	*60	2.1	3.4	96
US	1873	668	2.7	35.7	116	284	2.8	15.2	122	386	3.2	20.6	138	*62	2.1	3.3	93
VOGUE	3909	1101	4.4	28.2	92	526	5.2	13.5	109	568	4.7	14.5	97	*170	5.9	4.3	122
HALL STREET JOURNAL	1886	564	2.3	29.9	97	279	2.8	14.8	119	286	2.4	15.2	102	*60	2.1	3.2	89
WEIGHT WATCHERS	2120	632	2.5	29.8	97	242	2.4	11.4	92	371	3.1	17.5	117	*134	4.6	6.3	177
WOMAN'S DAY	14172	4273	17.2	30.2	98	1880	18.7	13.3	107	2259	18.7	15.9	107	499	17.3	3.5	99
WORKING MOTHER	1146	484	1.9	42.2	138	*198	2.0	17.3	140	260	2.2	22.7	152	*91	3.2	7.9	223
WORKING WOMAN	1322	459	1.8	34.7	113	*207	2.1	15.7	126	*205	1.7	15.5	104	*40	1.4	3.0	85
WORLD TENNIS	*163	*26	0.1	16.0	52	*17	0.2	10.4	84	*22	0.2	13.5	90	*1	0.0	0.6	17
ZIFF-DAVIS MAG NETWK (GROSS)	2532	881	3.5	34.8	113	424	4.2	16.7	135	444	3.7	17.5	118	*78	2.7	3.1	87
BLAIR INSERTS	43657	13722	55.2	31.4	102	6063	60.5	13.9	112	6995	57.9	16.0	107	1383	48.0	3.2	89
DAILY NEWSPAPERS																	
READ ANY	51633	15644	62.9	30.3	99	6808	67.9	13.2	106	7766	64.3	15.0	101	1599	55.4	3.1	87
READ ONE	43463	13220	53.2	30.4	99	5558	55.4	12.8	103	6601	54.6	15.2	102	1425	49.4	3.3	92
READ TWO OR MORE	8170	2424	9.7	29.7	97	1250	12.5	15.3	124	1165	9.6	14.3	96	*174	6.0	2.1	60
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	16264	65.4	30.9	101	7082	70.6	13.4	109	8138	67.3	15.4	104	1743	60.4	3.3	93
READ ONE	46126	14411	57.9	31.2	102	6222	62.0	13.5	109	7082	58.6	15.4	103	1594	55.3	3.5	97
READ TWO OR MORE	6552	1853	7.5	28.3	92	860	8.6	13.1	106	1056	8.7	16.1	108	*149	5.2	2.3	64
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	28.66				29.98				29.22				23.74			
30 DAY REACH	71455	21993	88.4	30.8	100	8807	87.8	12.3	100	10918	90.3	15.3	102	2504	86.8	3.5	98
50 SHMG - 30 DAY AV FREQ	14.56	15.16				15.72				15.41				12.55			
30 DAY REACH	67742	20848	83.8	30.8	100	8420	84.0	12.4	100	10388	86.0	15.3	103	2376	82.4	3.5	98
25 SHMG - 30 DAY AV FREQ	7.94	8.14				8.46				8.22				6.64			
30 DAY REACH	62117	19359	77.8	31.2	101	7823	78.0	12.6	102	9676	80.1	15.6	104	2215	76.8	3.6	100
CABLE TV: HOME HIRED	32077	10141	40.8	31.6	103	4465	44.5	13.9	112	5224	43.2	16.3	109	1113	38.6	3.5	97
HOME NOT HIRED	48909	14729	59.2	30.1	98	5563	55.5	11.4	92	6862	56.8	14.0	94	1771	61.4	3.6	102
HAVE PAY CABLE	15935	5403	21.7	33.9	110	2464	24.6	15.5	125	2888	23.9	18.1	121	712	24.7	4.5	125

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FROZEN CORN-ON-THE-COB: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	24870	100.0	30.7	100	10028	100.0	12.4	100	12086	100.0	14.9	100	2884	100.0	3.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	13907	55.9	31.7	103	5800	57.8	13.2	107	6881	56.9	15.7	105	1594	55.3	3.6	102
10:00 AM - 3:00 PM	30659	9422	37.9	30.7	100	3845	38.3	12.5	101	4594	38.0	15.0	100	1126	39.0	3.7	103
3:00 PM - 7:00 PM	31045	9878	39.7	31.8	104	4135	41.2	13.3	108	4941	40.9	15.9	107	1239	43.0	4.0	112
7:00 PM - MIDNIGHT	15767	5224	21.0	33.1	108	2147	21.4	13.6	110	2598	21.5	16.5	110	604	20.9	3.8	108
MIDNIGHT - 6:00 AM	9120	2869	11.5	31.5	102	1202	12.0	13.2	106	1422	11.8	15.6	104	293	10.2	3.2	90
6:00 AM - MIDNIGHT	58527	18521	74.5	31.6	103	7623	76.0	13.0	105	9079	75.1	15.5	104	2109	73.1	3.6	101
ENTIRE DAY	59311	18735	75.3	31.6	103	7674	76.5	12.9	104	9181	76.0	15.5	104	2152	74.6	3.6	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4704	18.9	29.1	95	1931	19.3	11.9	96	2340	19.4	14.5	97	542	18.8	3.4	94
ALL NEWS	2256	770	3.1	34.1	111	347	3.5	15.4	124	379	3.1	16.8	113	**106	3.7	4.7	132
AOR/PROGRESSIVE	3874	1377	5.5	35.5	116	688	6.9	17.8	143	648	5.4	16.7	112	*151	5.2	3.9	109
BEAUTIFUL MUSIC	5660	1757	7.1	31.0	101	751	7.5	13.3	107	992	8.2	17.5	117	*200	6.9	3.5	99
BLACK	2204	769	3.1	34.9	114	245	2.4	11.1	90	406	3.4	18.4	123	*131	4.5	5.9	167
CLASSICAL	1418	409	1.6	28.8	94	*191	1.9	13.5	109	*247	2.0	17.4	117	**42	1.5	3.0	83
CHR/ROCK	9538	3272	13.2	34.3	112	1424	14.2	14.9	121	1700	14.1	17.8	119	359	12.4	3.8	106
COUNTRY	12648	4131	16.6	32.7	106	1583	15.8	12.5	101	1970	16.3	15.6	104	392	13.6	3.1	87
GOLDEN OLDIES	1191	526	2.1	44.2	144	*243	2.4	20.4	165	*181	1.5	15.2	102	**79	2.7	6.6	186
MOR/NOSTALGIA	4757	1220	4.9	25.6	84	413	4.1	8.7	70	503	4.2	10.6	71	**123	4.3	2.6	73
NEWS/TALK	3863	997	4.0	25.8	84	432	4.3	11.2	90	412	3.4	10.7	71	*115	4.0	3.0	84
RELIGIOUS	3084	991	4.0	32.1	105	379	3.8	12.3	99	*469	3.9	15.2	102	**79	2.7	2.6	72
SOFT ROCK	521	*171	0.7	32.8	107	**65	0.6	12.5	101	**79	0.7	15.2	102	*60	2.1	11.5	323
URBAN CONTEMPORARY	1585	778	3.1	49.1	160	351	3.5	22.1	179	433	3.6	27.3	183	*106	3.7	6.7	188
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	971	3.9	29.8	97	430	4.3	13.2	106	441	3.6	13.5	91	**198	6.9	6.1	171
ABC DIRECTION	2316	716	2.9	30.9	101	340	3.4	14.7	119	340	2.8	14.7	98	**59	2.0	2.5	72
ABC ENTERTAINMENT	4834	1490	6.0	30.8	100	602	6.0	12.5	101	675	5.6	14.0	94	**132	4.6	2.7	77
ABC FM	2202	812	3.3	36.9	120	431	4.3	19.6	158	522	4.3	23.7	159	**73	2.5	3.3	93
ABC INFORMATION	5425	1472	5.9	27.1	88	508	5.1	9.4	76	675	5.6	12.4	83	*118	4.1	2.2	61
ABC ROCK	1677	481	1.9	28.7	93	*250	2.5	14.9	120	314	2.6	18.7	125	**37	1.3	2.2	62
CBS	4430	1263	5.1	28.5	93	459	4.6	10.4	84	575	4.8	13.0	87	**139	4.8	3.1	88
MUTUAL	4992	1500	6.0	30.0	98	606	6.0	12.1	98	705	5.8	14.1	95	*175	6.1	3.5	98
NBC	4679	1215	4.9	26.0	85	523	5.2	11.2	90	630	5.2	13.5	90	**98	3.4	2.1	59
RADIORADIO	1994	599	2.4	30.0	98	*219	2.2	11.0	89	304	2.5	15.2	102	**39	1.4	2.0	55
RKO ONE	2298	759	3.1	33.0	108	315	3.1	13.7	111	380	3.1	16.5	111	**76	2.6	3.3	93
RKO TWO	3311	1013	4.1	30.6	100	402	4.0	12.1	98	501	4.1	15.1	101	**138	4.8	4.2	117
THE SOURCE	2114	816	3.3	38.6	126	401	4.0	19.0	153	361	3.0	17.1	114	**58	2.0	2.7	77
NON-WIRED: BLAIR	8654	2789	11.2	32.2	105	1147	11.4	13.3	107	1377	11.4	15.9	107	*196	6.8	2.3	64
INTERNET	12025	4118	16.6	34.2	112	1740	17.4	14.5	117	2067	17.1	17.2	115	486	16.9	4.0	113
KATZ RADIO GROUP	15359	4808	19.3	31.3	102	2133	21.3	13.9	112	2305	19.1	15.0	101	594	20.6	3.9	109
SUPERNET	10628	3356	13.5	31.6	103	1271	12.7	12.0	97	1685	13.9	15.9	106	306	10.6	2.9	81
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2699	10.9	31.2	102	1100	11.0	12.7	103	1279	10.6	14.8	99	308	10.7	3.6	100
WKDAY 9:00 AM - 1:00 PM	12163	3798	15.3	31.2	102	1460	14.6	12.0	97	1825	15.1	15.0	101	381	13.2	3.1	88
WKDAY 1:00 PM - 4:30 PM	16150	5155	20.7	31.9	104	1936	19.3	12.0	97	2445	20.2	15.1	101	524	18.2	3.2	91
WKDAY 4:30 PM - 7:30 PM	22463	6550	26.3	29.2	95	2585	25.8	11.5	93	3154	26.1	14.0	94	622	21.6	2.8	78
WKDAY 7:30 PM - 8:00 PM	31795	9773	39.3	30.7	100	3958	39.5	12.4	101	4734	39.2	14.9	100	917	31.8	2.9	81
WKDAY 11:00 PM - 11:30 PM	23977	7305	29.4	30.5	99	3048	30.4	12.7	103	3629	30.0	15.1	101	708	24.5	3.0	83
WKDAY 11:30 PM - 1:00 AM	7703	2494	10.0	32.4	105	1036	10.3	13.4	109	1307	10.8	17.0	114	241	8.4	3.1	88
M-SAT 8-11 PM-SUN 7-11 PM	33800	10614	42.7	31.4	102	4289	42.8	12.7	102	5242	43.4	15.5	104	1114	38.6	3.3	93
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2300	9.2	35.2	115	784	7.8	12.0	97	1107	9.2	16.9	113	218	7.6	3.3	94
ANOTHER WORLD	A 4620	1357	5.5	29.4	96	359	3.6	7.8	63	623	5.2	13.5	90	*96	3.3	2.1	58
AS THE WORLD TURNS	C 5614	1803	7.2	32.1	105	759	7.6	13.5	109	823	6.8	14.7	98	241	8.4	4.3	121
CAPITOL	C 3396	1052	4.2	31.0	101	448	4.5	13.2	107	504	4.2	14.8	99	176	6.1	5.2	146
CBS MORN. NEWS 1	C 1446	401	1.6	27.7	90	136	1.4	9.4	76	185	1.5	12.8	86	**31	1.1	2.1	60
CBS MORN. NEWS 2	C 1207	249	1.0	20.6	67	72	0.7	6.0	48	122	1.0	10.1	68	**23	0.8	1.9	54
DAYS OF OUR LIVES	N 5877	1629	6.6	27.7	90	555	5.5	9.4	76	771	6.4	13.1	88	*139	4.8	2.4	66
FACTS OF LIFE - DAYTIME	N 2290	626	2.5	27.3	89	261	2.6	11.4	92	334	2.8	14.6	98	*94	3.3	4.1	115
FAMILY FEUD	A 3023	1135	4.6	37.5	122	473	4.7	15.6	126	491	4.1	16.2	109	110	3.8	3.6	102
GENERAL HOSPITAL	A 6097	1970	7.9	32.3	105	708	7.1	11.6	94	1021	8.4	16.7	112	160	5.5	2.6	74
GOOD MORNING, AMERICA-730	A 3515	1199	4.8	34.1	111	490	4.9	13.9	113	524	4.3	14.9	100	86	3.0	2.4	69
GOOD MORNING, AMERICA-830	A 2818	876	3.5	31.1	101	407	4.1	14.4	111	379	3.1	13.4	90	*69	2.4	2.4	69
GUIDING LIGHT	C 5339	1792	7.2	33.6	109	737	7.3	13.8	111	816	6.8	15.3	102	284	9.8	5.3	149
ONE LIFE TO LIVE	A 4478	1529	6.1	34.1	111	550	5.5	12.3	99	740	6.1	16.5	111	153	5.3	3.4	96
PRESS YOUR LUCK	C 2244	591	2.4	26.3	86	263	2.6	11.7	95	294	2.4	13.1	88	**38	1.3	1.7	48
PRICE IS RIGHT 1	C 4348	1327	5.3	30.5	99	560	5.6	12.9	104	596	4.9	13.7	92	117	4.1	2.7	76
PRICE IS RIGHT 2	C 5014	1487	6.0	29.7	97	620	6.2	12.4	100	702	5.8	14.0	94	130	4.5	2.6	73
RYAN'S HOPE	A 3150	1100	4.4	34.9	114	500	5.0	15.9	128	473	3.9	15.0	101	117	4.1	3.7	104
SALE OF THE CENTURY	N 2695	722	2.9	26.8	87	230	2.3	8.5	69	303	2.5	11.2	75	*82	2.8	3.0	85
SEARCH FOR TOMORROW	N 2319	717	2.9	30.9	101	265	2.6	11.4	92	386	3.2	16.6	112	**57	2.0	2.5	69
TODAY SHOW 1	N 2693	821	3.3	30.5	99	342	3.4	12.7	103	399	3.3	14.8	99	*131	4.5	4.9	137
TODAY SHOW 2	N 2498	667	2.7	26.7	87	267	2.7	10.7	86	348	2.9	13.9	93	*131	4.5	5.2	147
\$25,000 PYRAMID	C 2753	694	2.8	25.2	82	302	3.0	11.0	89	358	3.0	13.0	87	*53	1.8	1.9	54
WHEEL OF FORTUNE	N 4388	1225	4.9	27.9	91	468	4.7	10.7	86	557	4.6	12.7	85	151	5.2	3.4	97
YOUNG AND THE RESTLESS	C 5695	1874	7.5	32.9	107	704	7.0	12.4	100	834	6.9	14.6	98	225	7.8	4.0	111
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	510	2.1	29.0	94	219	2.2	12.4	100								

FROZEN CORN-ON-THE-COB: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	24870	100.0	30.7	100	10028	100.0	12.4	100	12086	100.0	14.9	100	2884	100.0	3.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	7484	30.1	28.7	94	2741	27.3	10.5	85	3539	29.3	13.6	91	716	24.8	2.7	77
NETWORK AFFILIATES - LATE		20261	6121	24.6	30.2	98	2538	25.3	12.5	101	3008	24.9	14.8	99	569	19.7	2.8	79
INDEPENDENTS - LATE		2076	597	2.4	28.8	94	321	3.2	15.5	125	267	2.2	12.9	86	*74	2.6	3.6	100
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	3518	14.1	33.7	110	1369	13.7	13.1	106	1775	14.7	17.0	114	385	13.3	3.7	103
ABC MONDAY NIGHT MOVIE		A 6412	2178	8.8	34.0	111	785	7.8	12.2	99	1120	9.3	17.5	117	242	8.4	3.8	106
ABC SUNDAY NIGHT MOVIE		A 12407	3946	15.9	31.8	104	1538	15.3	12.4	100	1997	16.5	16.1	108	520	18.0	4.2	118
ABC WORLD NEWS TONIGHT		A 6176	1604	6.4	26.0	85	704	7.0	11.4	92	736	6.1	11.9	80	142	4.9	2.3	66
AFTERMASH		C 5863	1766	7.1	30.1	98	809	8.1	13.8	111	882	7.3	15.0	101	*177	6.1	3.0	85
ALICE		C 9594	3059	12.3	31.9	104	1271	12.7	13.2	107	1514	12.5	15.8	106	323	11.2	3.4	95
AMERICAN PARADE		C 6622	1896	7.6	28.6	93	687	6.9	10.4	84	857	7.1	12.9	87	*168	5.8	2.5	71
BENSON		A 10886	3153	12.7	29.0	94	1249	12.5	11.5	93	1652	13.7	15.2	102	312	10.8	2.9	80
BLUE THUNDER		A 5036	1778	7.1	35.3	115	566	5.6	11.2	91	785	6.5	15.6	104	*140	4.9	2.8	78
CAGNEY & LACEY		C 9965	2923	11.8	29.3	96	1354	13.5	13.6	110	1303	10.8	13.1	88	295	10.2	3.0	83
CBS EVENING NEWS-DEAN		C 3491	927	3.7	26.6	86	323	3.2	9.3	75	415	3.4	11.9	80	**82	2.8	2.3	66
CBS EVENING NEWS-RATHER		C 7123	1972	7.9	27.7	90	730	7.3	10.2	83	900	7.4	12.6	85	186	6.4	2.6	73
CBS SAT. NEWS-SCHIEFFER		C 3621	924	3.7	25.5	83	375	3.7	10.4	84	416	3.4	11.5	77	*30	1.0	0.8	23
CBS SATURDAY NIGHT MOVIE		C 5436	1588	6.4	29.2	95	589	5.9	10.8	88	780	6.5	14.3	96	174	6.0	3.2	90
CBS WEDNESDAY NIGHT MOVIE		C 6100	1960	7.9	32.1	105	747	7.4	12.2	99	806	6.7	13.2	89	218	7.6	3.6	100
CHEERS		N 8889	2773	11.1	31.2	102	1113	11.1	12.5	101	1366	11.3	15.4	103	224	7.8	2.5	71
DALLAS		C 22109	6884	27.7	31.1	101	2645	26.4	12.0	97	3307	27.4	15.0	100	790	27.4	3.6	100
DIFF'RENT STROKES		N 6940	2299	9.2	33.1	108	845	8.4	12.2	98	1279	10.6	18.4	123	277	9.6	4.0	112
DOUBLE TROUBLE		N 7223	2209	8.9	30.6	100	919	9.2	12.7	103	1151	9.5	15.9	107	257	8.9	3.6	100
DUCK FACTORY		N 5595	1754	7.1	31.3	102	614	6.1	11.0	89	813	6.7	14.5	97	*157	5.4	2.8	79
DUKES OF HAZZARD		C 5768	1959	7.9	34.0	111	579	5.8	10.0	81	914	7.6	15.8	106	*132	4.6	2.3	64
DYNASTY		A 20053	6659	26.8	33.2	108	2711	27.0	13.5	109	3295	27.3	16.4	110	685	23.8	3.4	96
FACTS OF LIFE		N 8087	2619	10.5	32.4	105	1082	10.8	13.4	108	1287	10.6	15.9	107	293	10.2	3.6	102
FALCON CREST		C 20046	6270	25.2	31.3	102	2532	25.2	12.6	102	3114	25.8	15.5	104	635	22.0	3.2	89
FALL GUY		A 9084	2978	12.0	32.8	107	1173	11.7	12.9	104	1453	12.0	16.0	107	313	10.9	3.4	97
FAMILY TIES		N 7964	2448	9.8	30.7	100	879	8.8	11.0	89	1197	9.9	15.0	101	297	10.3	3.7	105
FANTASY ISLAND		A 7687	2482	10.0	32.3	105	994	9.9	12.9	104	1212	10.0	15.8	106	250	8.7	3.3	91
FOULUPS, BLEEPES & BLUNDERS		A 8861	2750	11.1	31.0	101	1200	12.0	13.5	109	1252	10.4	14.1	95	280	9.7	3.2	89
FOUR SEASONS		C 5095	1661	6.7	32.6	106	799	8.0	15.7	127	804	6.7	15.8	106	*142	4.9	2.8	78
GIMME A BREAK		N 8838	2686	10.8	30.4	99	947	9.4	10.7	87	1296	10.7	14.7	98	364	12.6	4.1	116
HART TO HART		A 8978	2771	11.1	30.9	101	1118	11.1	12.5	101	1328	11.0	14.8	99	221	7.7	2.5	69
HILL STREET BLUES		N 8590	2548	10.2	29.7	97	1055	10.5	12.3	99	1212	10.0	14.1	95	302	10.5	3.5	99
HOTEL		A 14085	4513	18.1	32.0	104	1951	19.5	13.9	112	2319	19.2	16.5	110	488	16.9	3.5	97
JEFFERSONS		C 9360	2935	11.8	31.4	102	1266	12.6	13.5	109	1419	11.7	15.2	102	264	9.2	2.8	79
JENNIFER SLEPT HERE		N 5841	1811	7.3	31.0	101	653	6.5	11.2	90	1048	8.7	17.9	120	*157	5.4	2.7	75
KATE & ALLIE		C 9206	2528	10.2	27.5	89	1198	11.9	13.0	105	1214	10.0	13.2	88	243	8.4	2.6	74
KNIGHT RIDER		N 7076	2249	9.0	31.8	103	930	9.3	13.1	106	1130	9.3	16.0	107	222	7.7	3.1	88
LOVE BOAT		A 12219	3805	15.3	31.1	101	1302	13.0	10.7	86	1973	16.3	16.1	108	333	11.5	2.7	77
MAGNUM PI		C 11199	3530	14.2	31.5	103	1340	13.4	12.0	97	1811	15.0	16.2	108	352	12.2	3.1	88
MAMA'S FAMILY		N 6057	1993	8.0	32.9	107	921	9.2	15.2	123	924	7.6	15.3	102	*189	6.6	3.1	88
MASTER, THE		N 3598	1160	4.7	32.2	105	445	4.4	12.4	100	612	5.1	17.0	114	*106	3.7	2.9	83
MATT HOUSTON		A 6344	2011	8.1	31.7	103	750	7.5	11.8	95	897	7.4	14.1	95	250	8.7	3.9	111
NBC MONDAY NIGHT MOVIE		N 11994	3715	14.9	31.0	101	1500	15.0	12.5	101	1756	14.5	14.6	98	422	14.6	3.5	99
NBC NIGHTLY NEWS		N 5132	1493	6.0	29.1	95	525	5.2	10.2	83	698	5.8	13.6	91	198	6.9	3.9	108
NBC NIGHTLY NEWS-SAT		N 3375	784	3.2	23.2	76	343	3.4	10.2	82	326	2.7	9.7	65	**80	2.8	2.4	67
NBC NIGHTLY NEWS-SUN		N 3130	769	3.1	24.6	80	342	3.4	10.9	88	320	2.6	10.2	69	*81	2.8	2.6	73
NBC SUNDAY NIGHT MOVIE		N 8284	2850	11.5	34.4	112	1080	10.8	13.0	105	1423	11.8	17.2	115	*269	9.3	3.2	91
NEWMART		C 9240	2583	10.4	28.0	91	1160	11.6	12.6	101	1226	10.1	13.3	89	*210	7.3	2.3	64
ONE DAY AT A TIME		C 7288	2409	9.7	33.1	108	890	8.9	12.2	99	1135	9.4	15.6	104	230	8.0	3.2	89
PEOPLE ARE FUNNY		N 4855	1463	5.9	30.1	98	634	6.3	13.1	105	763	6.3	15.7	105	*170	5.9	3.5	98
REAL PEOPLE		N 8869	2689	10.8	30.3	99	1159	11.6	13.1	106	1241	10.3	14.0	94	261	9.0	2.9	83
REMINGTON STEELE		N 7743	2444	9.8	31.6	103	908	9.1	11.7	95	1329	11.0	17.2	115	264	9.2	3.4	96
RIPLEY'S BELIEVE IT - NOT		A 5345	1732	7.0	32.4	106	622	6.2	11.6	94	898	7.4	16.8	113	*156	5.4	2.9	82
RIPTIDE		N 6988	2200	8.8	31.5	103	839	8.4	12.0	97	1052	8.7	15.1	101	*226	7.8	3.2	91
SCARECROW & MRS. KING		C 10002	3126	12.6	31.3	102	1093	10.9	10.9	88	1574	13.0	15.7	105	381	13.2	3.8	107
SIMON & SIMON		C 10638	3245	13.0	30.5	99	1326	13.2	12.5	101	1489	12.3	14.0	94	318	11.0	3.0	84
60 MINUTES		C 13293	3921	15.8	29.5	96	1636	16.3	12.3	99	1836	15.2	13.8	93	376	13.0	2.8	79
ST. ELSEWHERE		N 7017	2302	9.3	32.8	107	955	9.5	13.6	110	1193	9.9	17.0	114	256	8.9	3.6	102
THREE'S COMPANY		A 10917	3538	14.2	32.4	106	1409	14.1	12.9	104	1778	14.7	16.3	109	293	10.2	2.7	75
T.J. HOOKER		A 9204	2828	11.4	30.7	100	1100	11.0	12.0	97	1258	10.4	13.7	92	211			

FROZEN VEGETABLES (EXCLUDING
POTATOES & CORN-ON-THE-COB)

BASE = FEMALE HOMEMAHERS (80986)

QUESTIONNAIRE PAGE H-3

		'000	%	UNWEIGHTED					
8A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?									
	YES	57218	70.7	6650					
	NO	23768	29.3	2785					
		ALL		SOLE		PRIMARY		SECONDARY	
		'000	%	'000	%	'000	%	'000	%
									UNWEIGHTED

IF YES

8B. WHAT TYPES ARE USED BY YOUR
HOUSEHOLD?

PLAIN (NO SAUCES OR BUTTER ADDED) (NET)	51737	63.9	26739	33.0	24573	30.3	8063	10.0	5981
IN A BOX	30934	38.2	12783	15.8	15217	18.8	2934	3.6	3578
IN A BOIL-IN-BAG	10415	12.9	1959	2.4	6012	7.4	2445	3.0	1288
IN A LARGE PLASTIC BAG	26644	32.9	11997	14.8	10940	13.5	3708	4.6	2952
PREPARED (WITH SAUCE OR ADDED INGREDIENTS) (NET)	20699	25.6	3345	4.1	14617	18.0	4401	5.4	2443
IN A BOX	8583	10.6	1024	1.3	5792	7.2	1767	2.2	1036
IN A BOIL-IN-BAG	12169	15.0	1493	1.8	8613	10.6	2063	2.5	1438
IN A LARGE PLASTIC BAG	4394	5.4	828	1.0	2441	3.0	1125	1.4	488
DO NOT KNOW	1359	1.7							180
		ALL		SOLE		PRIMARY		SECONDARY	
		'000	%	'000	%	'000	%	'000	%
									UNWEIGHTED

8C. WHICH BRANDS ARE USED BY YOUR
HOUSEHOLD?

ACME IDEAL	979	1.2	115	.1	613	.8	251	.3	121
A & P	2198	2.7	251	.3	1474	1.8	473	.6	270
BEL-AIR	5209	6.4	957	1.2	3357	4.1	895	1.1	578
BIRD'S EYE	28254	34.9	5297	6.5	18829	23.2	4128	5.1	3344
C & M	1801	2.2	284	.4	1023	1.3	494	.6	196
FRESHLIKE	4345	5.4	739	.9	2754	3.4	851	1.1	566
GREEN GIANT	22698	28.0	3852	4.8	14254	17.6	4592	5.7	2674
KROGER	3300	4.1	483	.6	2138	2.6	679	.8	410
MRS. PAUL'S	2259	2.8	117	.1	1261	1.6	881	1.1	280
ORE-IDA	5076	6.3	439	.5	3635	4.5	1002	1.2	557
PATHMARK	1660	2.0	245	.3	1026	1.3	388	.5	205
PEPPERIDGE FARM	2147	2.7	123	.2	1406	1.7	619	.8	271
SEABROOK	2405	3.0	168	.2	1580	2.0	657	.8	286
SOUTHLAND	721	.9	123	.2	412	.5	186	.2	83
STOKELY	4697	5.8	337	.4	3116	3.8	1244	1.5	529
STOUFFER'S	5314	6.6	439	.5	3168	3.9	1708	2.1	677
TOP FROST	3710	4.6	595	.7	2087	2.6	1028	1.3	441
WESTPAK	2098	2.6	173	.2	1422	1.8	504	.6	228
OTHER BRANDS	18668	23.1	7333	9.1	7568	9.3	3767	4.7	2042
DO NOT KNOW	1201	1.5							148
		ALL		SOLE		PRIMARY		SECONDARY	
		'000	%	'000	%	'000	%	'000	%
									UNWEIGHTED

8D. ABOUT HOW MANY PACKAGES OF FROZEN
VEGETABLES WERE USED BY YOUR ENTIRE
HOUSEHOLD IN THE LAST 30 DAYS?

12 OR MORE	H	4875	6.0	511
10 - 11	H	3156	3.9	360
7 - 9	H	5275	6.5	583
4 - 6	M	14243	17.6	1557
3	M	9499	11.7	1126
2	L	10207	12.6	1267
1 OR LESS	L	7274	9.0	903
NONE	L	2689	3.3	343

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS SEVEN OR MORE				MEDIUM USERS THREE - SIX				LIGHT USERS TWO OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	57218	100.0	70.7	100	13307	100.0	16.4	100	23742	100.0	29.3	100	20169	100.0	24.9	100
18 - 24	9282	5646	9.9	60.8	86	1420	10.7	15.3	93	2128	9.0	22.9	78	2097	10.4	22.6	91
25 - 34	19072	13690	23.9	71.8	102	3257	24.5	17.1	104	5479	23.1	28.7	98	4954	24.6	26.0	104
35 - 44	14591	10804	18.9	74.0	105	3031	22.8	20.8	126	4488	18.9	30.8	105	3285	16.3	22.5	90
45 - 54	11345	8421	14.7	74.2	105	1717	12.9	15.1	92	3891	16.4	34.3	117	2814	14.0	24.8	100
55 - 64	11635	8811	15.4	75.7	107	2120	15.9	18.2	111	3772	15.9	32.4	111	2918	14.5	25.1	101
65 OR OLDER	15061	9848	17.2	65.4	93	1762	13.2	11.7	71	3984	16.8	26.5	90	4101	20.3	27.2	109
18 - 34	28354	19336	33.8	68.2	97	4677	35.1	16.5	100	7607	32.0	26.8	92	7051	35.0	24.9	100
18 - 49	48339	34084	59.6	70.5	100	8554	64.3	17.7	108	13854	58.4	28.7	98	11676	57.9	24.2	97
25 - 54	45008	32915	57.5	73.1	104	8005	60.2	17.8	108	13858	58.4	30.8	105	11052	54.8	24.6	99
35 - 49	19985	14748	25.8	73.8	104	3877	29.1	19.4	118	6247	26.3	31.3	107	4625	22.9	23.1	93
50 OR OLDER	32647	23135	40.4	70.9	100	4753	35.7	14.6	89	9888	41.6	30.3	103	8494	42.1	26.0	104
GRADUATED COLLEGE	11155	9111	15.9	81.7	116	2310	17.4	20.7	126	3773	15.9	33.8	115	3028	15.0	27.1	109
ATTENDED COLLEGE	13682	10953	19.1	80.1	113	2452	18.4	17.9	109	4522	19.0	33.1	113	3979	19.7	29.1	117
GRADUATED HIGH SCHOOL	33880	24193	42.3	71.4	101	6114	45.9	18.0	110	9783	41.2	28.9	98	8296	41.1	24.5	98
DID NOT GRADUATE HIGH SCHOOL	22270	12962	22.7	58.2	82	2431	18.3	10.9	66	5665	23.9	25.4	87	4866	24.1	21.9	88
EMPLOYED	40306	30322	53.0	75.2	106	7143	53.7	17.7	108	12705	53.5	31.5	108	10474	51.9	26.0	104
EMPLOYED FULL-TIME	32850	24555	42.9	74.7	106	5683	42.7	17.3	105	10436	44.0	31.8	108	8436	41.8	25.7	103
EMPLOYED PART-TIME	7456	5767	10.1	77.3	109	1460	11.0	19.6	119	2269	9.6	30.4	104	2038	10.1	27.3	110
NOT EMPLOYED	40680	26896	47.0	66.1	94	6164	46.3	15.2	92	11037	46.5	27.1	93	9695	48.1	23.8	96
PROFESSIONAL/MANAGER	10392	8442	14.8	81.2	115	1910	14.4	18.4	112	3647	15.4	35.1	120	2885	14.3	27.8	111
TECH/CLERICAL/SALES	17574	13888	24.3	79.0	112	3428	25.8	19.5	119	5773	24.3	32.8	112	4687	23.2	26.7	107
PRECISION/CRAFT	985	755	1.3	76.6	108	**123	0.9	12.5	76	*336	1.4	34.1	116	*296	1.5	30.1	121
OTHER EMPLOYED	11354	7237	12.6	63.7	90	1681	12.6	14.8	90	2949	12.4	26.0	89	2607	12.9	23.0	92
SINGLE	9863	6508	11.4	66.0	93	1232	9.3	12.5	76	2674	11.3	27.1	92	2602	12.9	26.4	106
MARRIED	51375	37374	65.3	72.7	103	9619	72.3	18.7	114	15371	64.7	29.9	102	12383	61.4	24.1	97
DIVORCED/SEPARATED/WIDOWED	19748	13336	23.3	67.5	96	2455	18.4	12.4	76	5696	24.0	28.8	98	5185	25.7	26.3	105
PARENTS	32590	22757	39.8	69.8	99	6232	46.8	19.1	116	9417	39.7	28.9	99	7109	35.2	21.8	88
WHITE	70416	50841	88.9	72.2	102	11738	88.2	16.7	101	21204	89.3	30.1	103	17899	88.7	25.4	102
BLACK	8778	5247	9.2	59.8	85	1277	9.6	14.5	89	2211	9.3	25.2	86	1759	8.7	20.0	80
OTHER	1791	1131	2.0	63.1	89	**292	2.2	16.3	99	**328	1.4	18.3	62	*511	2.5	28.5	115
NORTHEAST-CENSUS	17786	13156	23.0	74.0	105	3897	29.3	21.9	133	5580	23.5	31.4	107	3679	18.2	20.7	83
NORTH CENTRAL	20741	14941	26.1	72.0	102	2877	21.6	13.9	84	6125	25.8	29.5	101	5939	29.4	28.6	115
SOUTH	27775	17924	31.3	64.5	91	4202	31.6	15.1	92	7530	31.7	27.1	92	6192	30.7	22.3	90
WEST	14683	11197	19.6	76.3	108	2331	17.5	15.9	97	4507	19.0	30.7	105	4359	21.6	29.7	119
NORTHEAST-MKTG.	17961	13403	23.4	74.6	106	4108	30.9	22.9	139	5663	23.9	31.5	108	3632	18.0	20.2	81
EAST CENTRAL	11885	8476	14.8	71.3	101	1827	13.7	15.4	94	3502	14.8	29.5	101	3147	15.6	26.5	106
WEST CENTRAL	14090	10142	17.7	72.0	102	1772	13.3	12.6	77	4178	17.6	29.7	101	4192	20.8	29.8	119
SOUTH	24081	15382	26.9	63.9	90	3452	25.9	14.3	87	6517	27.4	27.1	92	5413	26.8	22.5	90
PACIFIC	12969	9816	17.2	75.7	107	2148	16.1	16.6	101	3883	16.4	29.9	102	3785	18.8	29.2	117
COUNTY SIZE A	32439	24183	42.3	74.5	106	6427	48.3	19.8	121	9795	41.3	30.2	103	7961	39.5	24.5	99
COUNTY SIZE B	24915	17741	31.0	71.2	101	3884	29.2	15.6	95	7581	31.9	30.4	104	6277	31.1	25.2	101
COUNTY SIZE C	12930	8987	15.7	69.5	98	1845	13.9	14.3	87	3868	16.3	29.9	102	3273	16.2	25.3	102
COUNTY SIZE D	10703	6307	11.0	58.9	83	1151	8.6	10.8	65	2498	10.5	23.3	80	2658	13.2	24.8	100
METRO CENTRAL CITY	24518	16467	28.8	67.2	95	3999	30.1	16.3	99	6969	29.4	28.4	97	5499	27.3	22.4	90
METRO SUBURBAN	35919	27831	48.6	77.5	110	6878	51.7	19.1	117	11353	47.8	31.6	108	9601	47.6	26.7	107
NON METRO	20549	12920	22.6	62.9	89	2430	18.3	11.8	72	5420	22.8	26.4	90	5070	25.1	24.7	99
TOP 5 ADI'S	18341	13940	24.4	76.0	108	3811	28.6	20.8	126	5603	23.6	30.5	104	4527	22.4	24.7	99
TOP 10 ADI'S	25378	18896	33.0	74.5	105	5094	38.3	20.1	122	7596	32.0	29.9	102	6205	30.8	24.5	98
TOP 20 ADI'S	36488	27100	47.4	74.3	105	6911	51.9	18.9	115	11128	46.9	30.5	104	9061	44.9	24.8	100
HSHLD INC. \$50,000 OR MORE	6612	5617	9.8	85.0	120	1794	13.5	27.1	165	2275	9.6	34.4	117	1549	7.7	23.4	94
\$40,000 OR MORE	12659	10804	18.9	85.3	121	3210	24.1	25.4	154	4546	19.1	35.9	122	3047	15.1	24.1	97
\$30,000 OR MORE	24698	19866	34.7	80.4	114	5347	40.2	21.6	132	8717	36.7	35.3	120	5802	28.8	23.5	94
\$25,000 OR MORE	32077	25563	44.7	79.7	113	6824	51.3	21.3	129	11036	46.5	34.4	117	7704	38.2	24.0	96
\$20,000 - \$24,999	9144	6776	11.8	74.1	105	1547	11.6	16.9	103	2501	10.5	27.4	93	2728	13.5	29.8	120
\$15,000 - \$19,999	8728	6299	11.0	72.2	102	1314	9.9	15.1	92	2708	11.4	31.0	106	2277	11.3	26.1	105
\$10,000 - \$14,999	12562	7974	13.9	63.5	90	1487	11.2	11.8	72	3251	13.7	25.9	88	3237	16.0	25.8	103
UNDER \$10,000	18475	10606	18.5	57.4	81	2136	16.1	11.6	70	4247	17.9	23.0	78	4223	20.9	22.9	92
HOUSEHOLD OF 1 PERSON	11987	7852	13.7	65.5	93	1074	8.1	9.0	55	3093	13.0	25.8	88	3685	18.3	30.7	123
2 PEOPLE	26577	19179	33.5	72.2	102	3639	27.3	13.7	83	8284	34.9	31.2	106	7256	36.0	27.3	110
3 OR 4 PEOPLE	30617	21957	38.4	71.7	102	5856	44.0	19.1	116	9104	38.3	29.7	101	6996	34.7	22.9	92
5 OR MORE PEOPLE	11804	8231	14.4	69.7	99	2738	20.6	23.2	141	3261	13.7	27.6	94	2232	11.1	18.9	76
NO CHILD IN HSHLD	46165	32870	57.4	71.2	101	6670	50.1	14.4	88	13632	57.4	29.5	101	12568	62.3	27.2	109
CHILD(REN) UNDER 2 YRS	5325	3529	6.2	66.3	94	825	6.2	15.5	94	1417	6.0	26.6	91	1287	6.4	24.2	97
2 - 5 YEARS	14221	9478	16.6	66.6	94	2723	20.5	19.1	117	3686	15.5	25.9	88	3068	15.2	21.6	87
6 - 11 YEARS	15117	10394	18.2	68.8	97	2943	22.1	19.5	118	4424	18.6	29.3	100	3028	15.0	20.0	80
12 - 17 YEARS	16511	11997	21.0	72.2	102	3365	25.3	20.3	123	5214	22.0	31.4	107	3418	16.9	20.6	83
RESIDENCE OWNED	55884	41256	72.1	73.8	104	9997	75.1	17.9	109	17057	71.8	30.5	104	14202	70.4	25.4	102
VALUE: \$50,000 OR MORE	31744	25366	44.3	79.9	113	6616	49.7	20.8	127	10554	44.5	33.2	113	8196	40.6	25.8	104
VALUE: UNDER \$50,000	24140	15890	27.8	65.8	93	3381	25.4	14.0	85	6504	27.4	26.9	92	6006	29.8	24.9	100

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAkers)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS SEVEN OR MORE				MEDIUM USERS THREE - SIX				LIGHT USERS TWO OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL FEMALE HOMEMAKERS		80986	57218	100.0	70.7	100	13307	100.0	16.4	100	23742	100.0	29.3	100	20169	100.0	24.9	100
MAGAZINES	QUINTILE 1	15799	12361	21.6	78.2	111	3373	25.3	21.3	130	5231	22.0	33.1	113	3757	18.6	23.8	95
	QUINTILE 2	17259	13371	23.4	77.5	110	2848	21.4	16.5	100	5765	24.3	33.4	114	4757	23.6	27.6	111
	QUINTILE 3	13545	9510	16.6	70.2	99	2257	17.0	16.7	101	4011	16.9	29.6	101	3242	16.1	23.9	96
	QUINTILE 4	15133	10169	17.8	67.2	95	2499	18.8	16.5	101	3926	16.5	25.9	88	3744	18.6	24.7	99
	QUINTILE 5	19250	11808	20.6	61.3	87	2330	17.5	12.1	74	4809	20.3	25.0	85	4670	23.2	24.3	97
NEWSPAPERS	QUINTILE 1	12413	9891	17.3	79.7	113	2493	18.7	20.1	122	4326	18.2	34.9	119	3073	15.2	24.8	99
	QUINTILE 2	24116	18248	31.9	75.7	107	4321	32.5	17.9	109	7930	33.4	32.9	112	5996	29.7	24.9	100
	QUINTILE 3	11261	7999	14.0	71.0	101	1994	15.0	17.7	108	3337	14.1	29.6	101	2669	13.2	23.7	95
	QUINTILE 4	20255	13872	24.2	68.5	97	3051	22.9	15.1	92	5175	21.8	25.5	87	5646	28.0	27.9	112
	QUINTILE 5	12940	7208	12.6	55.7	79	1448	10.9	11.2	68	2975	12.5	23.0	78	2786	13.8	21.5	86
OUTDOOR	QUINTILE 1	14852	10835	18.9	73.0	103	2437	18.3	16.4	100	4492	18.9	30.2	103	3906	19.4	26.3	106
	QUINTILE 2	15725	11417	20.0	72.6	103	2672	20.1	17.0	103	4763	20.1	30.3	103	3981	19.7	25.3	102
	QUINTILE 3	16330	11371	19.9	69.6	99	3002	22.6	18.4	112	4440	18.7	27.2	93	3929	19.5	24.1	97
	QUINTILE 4	16744	11875	20.8	70.9	100	2947	22.1	17.6	107	4985	21.0	29.8	102	3943	19.5	23.5	95
	QUINTILE 5	17334	11721	20.5	67.6	96	2248	16.9	13.0	79	5063	21.3	29.2	100	4410	21.9	25.4	102
RADIO-DRIVE TIME	QUINTILE 1	15911	11754	20.5	73.9	105	2735	20.6	17.2	105	5212	22.0	32.8	112	3808	18.9	23.9	96
	QUINTILE 2	14837	10731	18.8	72.3	102	2829	21.3	19.1	116	4134	17.4	27.9	95	3768	18.7	25.4	102
	QUINTILE 3	15339	10720	18.7	69.9	99	2449	18.4	16.0	97	4664	19.6	30.4	104	3607	17.9	23.5	94
	QUINTILE 4	16723	11746	20.5	70.2	99	2578	19.4	15.4	94	4907	20.7	29.3	100	4261	21.1	25.5	102
	QUINTILE 5	18176	12267	21.4	67.5	96	2717	20.4	14.9	91	4825	20.3	26.5	91	4726	23.4	26.0	104
RADIO-MID- DAY	QUINTILE 1	21020	15414	26.9	73.3	104	3758	28.2	17.9	109	6647	28.0	31.6	108	5009	24.8	23.8	96
	QUINTILE 2	21610	15307	26.8	70.8	100	3324	25.0	15.4	94	6212	26.2	28.7	98	5771	28.6	26.7	107
	QUINTILE 3	38355	26497	46.3	69.1	98	6225	46.8	16.2	99	10883	45.8	28.4	97	9389	46.6	24.5	98
	QUINTILE 4	15988	11851	20.7	74.1	105	2833	21.3	17.7	108	5129	21.6	32.1	109	3889	19.3	24.3	98
	QUINTILE 5	15626	10851	19.0	69.4	98	2673	20.1	17.1	104	4595	19.4	29.4	100	3583	17.8	22.9	92
RADIO-TOTAL	QUINTILE 1	16723	11966	20.9	71.6	101	2932	22.0	17.5	107	4588	19.3	27.4	94	4445	22.0	26.6	107
	QUINTILE 2	16342	11716	20.5	71.7	101	2602	19.6	15.9	97	4873	20.5	29.8	102	4241	21.0	26.0	104
	QUINTILE 3	16306	10835	18.9	66.4	94	2267	17.0	13.9	85	4557	19.2	27.9	95	4011	19.9	24.6	99
	QUINTILE 4	15953	11308	19.8	70.9	100	2955	22.2	18.5	113	4352	18.3	27.3	93	4001	19.8	25.1	101
	QUINTILE 5	16137	11424	20.0	70.8	100	2873	21.6	17.8	108	4661	19.6	28.9	99	3890	19.3	24.1	97
TV-PRIME TIME	QUINTILE 1	16420	11711	20.5	71.3	101	2591	19.5	15.8	96	4824	20.3	29.4	100	4296	21.3	26.2	105
	QUINTILE 2	16687	11655	20.4	69.8	99	2533	19.0	15.2	92	5338	22.5	32.0	109	3784	18.8	22.7	91
	QUINTILE 3	15789	11121	19.4	70.4	100	2356	17.7	14.9	91	4567	19.2	28.9	99	4198	20.8	26.6	107
	QUINTILE 4	27736	18624	32.5	67.1	95	4045	30.4	14.6	89	7935	33.4	28.6	98	6645	32.9	24.0	96
	QUINTILE 5	26489	18540	32.4	70.0	99	4703	35.3	17.8	108	7577	31.9	28.6	98	6260	31.0	23.6	95
TV-DAYTIME	QUINTILE 1	26761	20054	35.0	74.9	106	4559	34.3	17.0	104	8230	34.7	30.8	105	7265	36.0	27.1	109
	QUINTILE 2	16345	10962	19.2	67.1	95	2631	19.8	16.1	98	4407	18.6	27.0	92	3924	19.5	24.0	96
	QUINTILE 3	16447	11274	19.7	68.5	97	2745	20.6	16.7	102	4857	20.5	29.5	101	3672	18.2	22.3	90
	QUINTILE 4	15980	11546	20.2	72.3	102	2727	20.5	17.1	104	4568	19.2	28.6	98	4251	21.1	26.6	107
	QUINTILE 5	15887	11463	20.0	72.2	102	2543	19.1	16.0	97	4898	20.6	30.8	105	4022	19.9	25.3	102
TV-TOTAL	QUINTILE 1	16326	11974	20.9	73.3	104	2661	20.0	16.3	99	5012	21.1	30.7	105	4301	21.3	26.3	106
	QUINTILE 2	20721	16618	29.0	80.2	114	4076	30.6	19.7	120	7287	30.7	35.2	120	5255	26.1	25.4	102
	QUINTILE 3	19186	13679	23.9	71.3	101	3123	23.5	16.3	99	5578	23.5	29.1	99	4978	24.7	25.9	104
	QUINTILE 4	21899	15668	27.4	71.5	101	3800	28.6	17.4	106	6596	27.8	30.1	103	5272	26.1	24.1	97
	QUINTILE 5	15451	12063	21.1	78.1	111	2893	21.7	18.7	114	5149	21.7	33.3	114	4021	19.9	26.0	104
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE	QUINTILE 1	25953	19566	34.2	75.4	107	4635	34.8	17.9	109	8430	35.5	32.5	111	6501	32.2	25.0	101
	QUINTILE 2	24400	15969	27.9	65.4	93	3679	27.6	15.1	92	6308	26.6	25.9	88	5981	29.7	24.5	98
	QUINTILE 3	18049	13755	24.0	76.2	108	3305	24.8	18.3	111	5675	23.9	31.4	107	4776	23.7	26.5	106
	QUINTILE 4	23571	17973	31.4	76.3	108	4278	32.1	18.1	110	7775	32.7	33.0	113	5920	29.4	25.1	101
	QUINTILE 5	23278	15638	27.3	67.2	95	3691	27.7	15.9	97	6583	27.7	28.3	96	5364	26.6	23.0	93
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	15459	11492	20.1	74.3	105	3040	22.8	19.7	120	4729	19.9	30.6	104	3724	18.5	24.1	97
	QUINTILE 2	25829	20077	35.1	77.7	110	4538	34.1	17.6	107	8644	36.4	33.5	114	6896	34.2	26.7	107
	QUINTILE 3	26039	16520	28.9	63.4	90	3706	27.8	14.2	87	6585	27.7	25.3	86	6229	30.9	23.9	96
	QUINTILE 4	16605	12861	22.5	77.5	110	3059	23.0	18.4	112	5652	23.8	34.0	116	4150	20.6	25.0	100
	QUINTILE 5	26834	20074	35.1	74.8	106	4935	37.1	18.4	112	8583	36.2	32.0	109	6555	32.5	24.4	98
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	23346	15485	27.1	66.3	94	3581	26.9	15.3	93	6079	25.6	26.0	89	5825	28.9	25.0	100
	QUINTILE 2	17133	13156	23.0	76.8	109	3091	23.2	18.0	110	5978	25.2	34.9	119	4087	20.3	23.9	96
	QUINTILE 3	25892	19668	34.4	76.0	108	4753	35.7	18.4	112	8262	34.8	31.9	109	6653	33.0	25.7	103
	QUINTILE 4	23167	15312	26.8	66.1	94	3655	27.5	15.8	96	6026	25.4	26.0	89	5631	27.9	24.3	98
	QUINTILE 5	17159	12775	22.3	74.5	105	3063	23.0	17.9	109	5522	23.3	32.2	110	4190	20.8	24.4	98
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	26214	20460	35.8	78.0	110	4905	36.9	18.7	114	8885	37.4	33.9	116	6670	33.1	25.4	102
	QUINTILE 2	23412	14607	25.5	62.4	88	3418	25.7	14.6	89	5731	24.1	24.5	83	5458	27.1	23.3	94
	QUINTILE 3	15303	11307	19.8	73.9	105	2900	21.8	19.0	115	4615	19.4	30.2					

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS SEVEN OR MORE				MEDIUM USERS THREE - SIX				LIGHT USERS TWO OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	57218	100.0	70.7	100	13307	100.0	16.4	100	23742	100.0	29.3	100	20169	100.0	24.9	100
ATLANTIC MONTHLY	415	300	0.5	72.3	102	**62	0.5	14.9	91	*194	0.8	46.7	159	**44	0.2	10.6	43
BARRON'S	453	329	0.4	72.6	103	**155	1.2	34.2	208	**98	0.4	21.6	74	**77	0.4	17.0	68
BETTER HOMES & GARDENS	16256	12560	22.0	77.3	109	2979	22.4	18.3	112	5202	21.9	32.0	109	4379	21.7	26.9	108
BON APPETIT	2535	2054	1.4	81.0	115	509	3.8	20.1	122	899	3.8	35.5	121	646	3.2	25.5	102
BUSINESS WEEK	1278	1030	1.8	80.6	114	293	2.2	22.9	140	384	1.6	30.0	102	352	1.7	27.5	111
CAR AND DRIVER	378	331	0.5	87.6	124	**73	0.5	19.3	118	**96	0.4	25.4	87	*162	0.8	42.9	172
CBS MAGAZINE NETWORK (GROSS)	1498	1199	2.1	80.0	113	306	2.3	20.4	124	592	2.5	39.5	135	301	1.5	20.1	81
CHANGING TIMES	1505	988	1.7	65.6	93	254	1.9	16.9	103	423	1.8	28.1	96	311	1.5	20.7	83
COLONIAL HOMES	1231	876	1.1	71.2	101	274	2.1	22.3	135	376	1.6	30.5	104	226	1.1	18.4	74
CONDE NAST MAG. PKG. (GROSS)	14146	10625	18.4	75.1	106	2937	22.1	20.8	126	4183	17.6	29.6	101	3505	17.4	24.8	99
CONSUMERS DIGEST	1323	1077	1.9	83.1	118	343	2.6	25.9	158	475	2.0	35.9	122	280	1.4	21.2	85
COSMOPOLITAN	7102	5374	5.4	75.7	107	1409	10.6	19.8	121	2229	9.4	31.4	107	1736	8.6	24.4	98
COUNTRY LIVING	2481	2054	3.1	82.8	117	558	4.2	22.5	137	839	3.5	33.8	115	657	3.3	26.5	106
CUISINE	1472	1256	2.2	85.3	121	357	2.7	24.3	148	537	2.3	36.5	124	361	1.8	24.5	98
CYCLE WORLD	425	*329	0.1	77.4	110	**99	0.7	23.3	142	**140	0.6	32.9	112	**91	0.5	21.4	86
DCI:CREATIVE IDEAS FOR LIV	2510	1878	3.3	75.6	107	395	3.0	15.7	96	841	3.5	33.5	114	662	3.3	26.4	106
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5158	9.1	77.1	109	1051	7.9	15.7	96	2370	10.0	35.4	121	1738	8.6	26.0	104
DISCOVER	894	640	1.2	73.8	104	*232	1.7	26.0	158	*191	0.8	21.4	73	237	1.2	26.5	106
EWOMY	3507	2371	4.1	67.6	96	574	4.3	16.4	100	1130	4.8	32.2	110	668	3.3	19.0	76
ESQUIRE	1083	757	1.3	69.9	99	*220	1.7	20.3	124	274	1.2	25.3	86	263	1.3	24.3	98
ESSENCE	1830	1239	2.2	67.7	96	327	2.5	17.9	109	518	2.2	28.3	97	395	2.0	21.6	87
FAMILY CIRCLE	15930	12320	21.5	77.3	109	2981	22.4	18.7	114	5473	23.1	34.4	117	3866	19.2	24.3	97
THE FAMILY HANDYMAN	1126	897	1.6	79.7	113	*157	1.2	13.9	85	474	2.0	42.1	144	*267	1.3	23.7	95
FAMILY WEEKLY	11468	8209	14.3	71.6	101	1570	11.8	13.7	83	3519	14.8	30.7	105	3120	15.5	27.2	109
FIELD & STREAM	2234	1548	2.7	69.3	98	300	2.3	13.4	82	776	3.3	34.7	118	472	2.3	21.1	85
FOOD & WINE	579	431	0.8	74.4	105	**93	0.7	16.1	98	*194	0.8	33.5	114	*144	0.7	24.9	100
FURBER'S	728	582	1.0	79.9	113	**154	1.2	21.2	129	285	1.2	39.1	134	*143	0.7	19.6	79
FORTUNE	906	598	1.2	77.0	109	*205	1.5	22.6	138	*324	1.4	35.8	122	*169	0.8	18.7	75
GENTLEMEN'S QUARTERLY	791	572	0.9	66.8	94	*172	1.3	21.7	132	*194	0.8	24.5	84	*162	0.8	20.5	82
GLAMOUR	5265	3975	6.9	75.5	107	1063	8.0	20.2	123	1583	6.7	30.1	103	1328	6.6	25.2	101
GOLF DIGEST	636	501	0.9	78.8	111	*165	1.2	25.9	158	*197	0.8	31.0	106	**139	0.7	21.9	88
GOLF DIGEST/TENNIS (GROSS)	1186	913	1.6	77.0	109	*277	2.1	23.4	142	383	1.6	32.3	110	*253	1.3	21.3	86
GOLF MAGAZINE	441	400	0.7	90.7	128	**117	0.9	26.5	161	**130	0.5	29.5	101	*153	0.8	34.7	139
GOLF MAGAZINE/SKI (GROSS)	922	799	1.4	86.7	123	*222	1.7	24.1	147	280	1.2	30.4	104	297	1.5	32.2	129
GOOD HOUSEKEEPING	16487	12781	22.3	77.5	110	3035	22.8	18.4	112	5592	23.6	33.9	116	4154	20.6	25.2	101
HARPER'S BAZAAR	2423	1711	3.0	70.6	100	510	3.8	21.0	128	653	2.8	27.0	92	549	2.7	22.7	91
HEALTH	1994	1526	2.7	76.5	108	332	2.5	16.6	101	557	2.3	27.9	95	637	3.2	31.9	128
HEARST MAG CORP. BUY (GROSS)	44101	33653	58.8	76.3	108	8755	65.8	19.9	121	14180	59.7	32.2	110	10718	53.1	24.3	98
HEARST MAN POWER (GROSS)	1993	1545	2.7	77.5	110	372	2.8	18.7	114	638	2.7	32.0	109	535	2.7	26.8	108
HEARST WOMAN POWER (GROSS)	31274	23967	41.9	76.6	108	5947	44.7	19.0	116	10278	43.3	32.9	112	7743	38.4	24.8	99
HOUSE BEAUTIFUL	3623	2717	4.7	75.0	106	878	6.6	24.2	147	1080	4.5	29.8	102	759	3.8	20.9	84
INC.	283	259	0.5	91.5	130	**127	1.0	44.9	273	**90	0.4	31.8	108	**42	0.2	14.8	60
JET	2928	1912	3.3	65.3	92	454	3.4	15.5	94	868	3.7	29.6	101	591	2.9	20.2	81
LADIES' HOME JOURNAL	11918	9037	15.8	75.8	107	2187	16.4	18.4	112	3867	16.3	32.4	111	2983	14.8	25.0	101
LHJ FAMILY GRP COMBO(GROSS)	16764	12729	22.2	75.9	107	3111	23.4	18.6	113	5303	22.3	31.6	108	4314	21.4	25.7	103
LIFE	4254	3208	5.6	75.4	107	786	5.9	18.5	112	1341	5.6	31.5	108	1081	5.4	25.4	102
L.A. TIMES HOME MAGAZINE	1145	917	1.6	80.1	113	*247	1.9	21.6	131	324	1.4	28.3	97	347	1.7	30.3	122
MADEMOISELLE	2884	2224	3.9	77.1	109	555	4.2	19.2	117	813	3.4	28.2	96	857	4.2	29.7	119
MC CALL'S	13460	10047	17.6	74.6	106	2439	18.3	18.1	110	4251	17.9	31.6	108	3357	16.6	24.9	100
MC CALL'S/HRK MOTHER (GROSS)	14606	10903	19.1	74.6	106	2638	19.8	18.1	110	4670	19.7	32.0	109	3595	17.8	24.6	99
MECHANIX ILLUSTRATED	772	630	1.1	81.6	116	*166	1.2	21.5	131	*222	0.9	28.8	98	*243	1.2	31.5	126
METROPOLITAN HOME	967	762	1.3	78.8	112	*134	1.0	13.9	84	346	1.5	35.8	122	283	1.4	29.3	118
MONEY	1588	1227	2.1	77.3	109	310	2.3	19.5	119	561	2.4	35.3	121	356	1.8	22.4	90
MOTHER EARTH NEWS	1002	814	1.4	81.2	115	*189	1.4	18.9	115	362	1.5	36.1	123	263	1.3	26.2	105
MS.	825	614	1.1	74.4	105	*152	1.1	18.4	112	241	1.0	29.2	100	221	1.1	26.8	108
NATIONAL ENQUIRER	10336	7102	12.4	68.7	97	1784	13.4	17.3	105	3229	13.6	31.2	107	2088	10.4	20.2	81
NATIONAL GEOGRAPHIC	9597	7714	13.5	80.4	114	1963	14.8	20.5	124	3342	14.1	34.8	119	2410	11.9	25.1	101
NATIONAL SUNDAY MAGAZINE PKG	49558	37426	65.4	75.5	107	8857	66.6	17.9	109	15795	66.5	31.9	109	12774	63.3	25.8	103
NATURAL HISTORY	573	451	0.8	78.7	111	*166	1.2	29.0	176	*163	0.7	28.4	97	*122	0.6	21.3	85
NEW WOMAN	1699	1256	2.2	73.9	105	242	1.8	14.2	87	527	2.2	31.0	106	487	2.4	28.7	115
NEW YORK INCLUDING CUE	443	358	0.6	80.8	114	*161	1.2	36.3	221	*129	0.5	29.1	99	*67	0.3	15.1	61
THE NEW YORKER	1270	1072	1.9	84.4	119	333	2.5	26.2	160	409	1.7	32.2	110	329	1.6	25.9	104
NEWSWEEK	6277	4805	8.4	76.5	108	1283	9.6	20.4	124	1904	8.0	30.3	103	1619	8.0	25.8	104
THE N.Y. TIMES DAILY EDITION	1205	1045	1.8	86.7	123	287	2.2	23.8	145	496	2.1	41.2	140	262	1.3	21.7	87
THE N.Y. TIMES MAGAZINE	2081	1733	3.0	83.3	118	467	3.5	22.4	137	821	3.5	39.5	135	445	2.2	21.4	86
OWHI	788	588	1.0	74.6	106	**95	0.7	12.1	73	274	1.2	34.8	119	*219	1.1	27.8	112
ON CABLE	1158	782	1.4	67.5	96	*227	1.7	19.6	119	*270	1.1	23.3	80	*286	1.4	24.7	99
1001 HOME IDEAS	2852	2166	3.8	75.9	107	592	4.4	20.8	126	879	3.7	30.8	105	695	3.4	24.4	98
ORGANIC GARDENING	1658	1315	2.3	79.3	112	*230	1.7	13.9	84	528	2.2	31.8	109	556	2.8	33.5	135
OUTDOOR LIFE	896	852	1.1	72.8	103	**90	0.7	10.0	61	367	1.5	41.0	140	*195	1.0	21.8	87
PARADE MAGAZINE	24275	18404	32.2	75.8	107	4661	35.0	19.2	117	7703	32.4	31.7	108	6040	29.9	24.9	100

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS SEVEN OR MORE				MEDIUM USERS THREE - SIX				LIGHT USERS TWO OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	57218	100.0	70.7	100	13307	100.0	16.4	100	23742	100.0	29.3	100	20169	100.0	24.9	100
PARENTS	3845	2964	5.2	77.1	109	801	6.0	20.8	127	1255	5.3	32.6	111	908	4.5	23.6	95
PENTHOUSE	831	614	1.1	73.9	105	**105	0.8	12.6	77	*266	1.1	32.0	109	*243	1.2	29.2	117
PEOPLE	11645	8953	15.6	76.9	109	2305	17.3	19.8	120	3753	15.8	32.2	110	2895	14.4	24.9	100
PLAYBOY	2006	1475	2.6	73.5	104	379	2.8	18.9	115	540	2.3	26.9	92	557	2.8	27.8	111
POPULAR HOT RODDING	297	*186	0.3	62.6	89	**23	0.2	7.7	47	**99	0.4	33.3	114	**63	0.3	21.2	85
POPULAR MECHANICS	1018	852	1.5	83.7	118	*152	1.1	14.9	91	411	1.7	40.4	138	*288	1.4	28.3	114
POPULAR SCIENCE	878	706	1.2	80.4	114	**113	0.8	12.9	78	401	1.7	45.7	156	*193	1.0	22.0	88
PREVENTION	3913	3191	5.6	81.5	115	823	6.2	21.0	128	1325	5.6	33.9	116	1042	5.2	26.6	107
PSYCHOLOGY TODAY	1710	1386	2.4	81.1	115	335	2.5	19.6	119	581	2.4	34.0	116	471	2.3	27.5	111
READER'S DIGEST	22204	16961	29.6	76.4	108	3821	28.7	17.2	105	7453	31.4	33.6	114	5688	28.2	25.6	103
REDBOOK	7684	5812	10.2	75.6	107	1503	11.3	19.6	119	2456	10.3	32.0	109	1853	9.2	24.1	97
ROAD & TRACK	410	345	0.6	84.1	119	**126	0.9	30.7	187	**125	0.5	30.5	104	**94	0.5	22.9	92
ROLLING STONE	969	696	1.2	71.8	102	*213	1.6	22.0	134	208	0.9	21.5	73	275	1.4	28.4	114
RUNNER'S WORLD	298	264	0.5	88.6	125	**36	0.3	12.1	74	**93	0.4	31.2	106	**136	0.7	45.6	183
SATURDAY EVENING POST	1169	941	1.6	80.5	114	*190	1.4	16.3	99	487	2.1	41.7	142	264	1.3	22.6	91
SCIENCE 84	587	491	0.9	83.6	118	*159	1.2	27.1	165	*169	0.7	28.8	98	*163	0.8	27.8	111
SCIENCE DIGEST	482	399	0.6	73.7	104	*158	1.2	32.8	199	*79	0.3	16.4	56	*119	0.6	24.7	99
SCIENTIFIC AMERICAN	594	468	0.8	78.8	112	*184	1.4	31.0	189	*152	0.6	25.6	87	*132	0.7	22.2	89
SELF	2089	1493	2.6	71.5	101	458	3.4	21.9	133	641	2.7	30.7	105	394	2.0	18.9	76
SEVENTEEN	2411	1709	3.0	70.9	100	498	3.7	20.7	126	798	3.4	33.1	113	413	2.0	17.1	69
SKI	480	399	0.7	83.1	118	**105	0.8	21.9	133	*150	0.6	31.3	107	**144	0.7	30.0	120
SMITHSONIAN	2760	2240	3.9	81.2	115	560	4.2	20.3	123	833	3.5	30.2	103	847	4.2	30.7	123
SOAP OPERA DIGEST	3013	2053	3.6	68.1	96	535	4.0	17.8	108	821	3.5	27.2	93	697	3.5	23.1	93
SOUTHERN LIVING	4184	3260	5.7	77.9	110	656	4.9	15.7	95	1529	6.4	36.5	125	1075	5.3	25.7	103
SPORT	559	414	0.7	74.1	105	**62	0.5	11.1	68	*175	0.7	31.3	107	*177	0.9	31.7	127
THE SPORTING NEWS	436	*336	0.6	77.1	109	**69	0.5	15.8	96	**140	0.6	32.1	110	**127	0.6	29.1	117
SPORTS AFIELD	493	338	0.6	68.6	97	**62	0.5	12.6	77	*148	0.6	30.0	102	*128	0.6	26.0	104
SPORTS ILLUSTRATED	2758	2104	3.7	76.3	108	584	4.4	21.2	129	887	3.7	32.2	110	632	3.1	22.9	92
STAR	7456	5120	8.9	68.7	97	1372	10.3	18.4	112	2318	9.8	31.1	106	1430	7.1	19.2	77
SUNDAY	24936	19269	33.7	77.3	109	4854	36.5	19.5	118	8085	34.1	32.4	111	6329	31.4	25.4	102
SUNSET	2124	1757	3.1	82.7	117	*343	2.6	16.1	98	636	2.7	29.9	102	778	3.9	36.6	147
TV GUIDE	21661	15728	27.5	72.6	103	3981	29.9	18.4	112	6619	27.9	30.6	104	5128	25.4	23.7	95
TENNIS	550	412	0.7	74.9	106	**111	0.8	20.2	123	*187	0.8	34.0	116	**114	0.6	20.7	83
TIME	8880	7016	12.3	79.0	112	1822	13.7	20.5	125	2958	12.5	33.3	114	2235	11.1	25.2	101
TOWN & COUNTRY	917	656	1.1	71.5	101	*146	1.1	15.9	97	289	1.2	31.5	108	222	1.1	24.2	97
TRAVEL & LEISURE	972	757	1.3	77.9	110	*205	1.5	21.1	128	331	1.4	34.1	116	221	1.1	22.7	91
TRUE STORY	3356	2173	3.8	64.7	92	457	3.4	13.6	83	880	4.1	29.2	100	736	3.6	21.9	88
U.S. NEWS & WORLD REPORT	3410	2672	4.7	78.4	111	576	4.3	16.9	103	1268	5.3	37.2	127	829	4.1	24.3	98
USA TODAY	1759	1384	2.4	78.7	111	370	2.8	21.0	128	656	2.8	37.3	127	358	1.8	20.4	82
US	1873	1341	2.3	71.6	101	398	3.0	21.2	129	576	2.4	30.8	105	366	1.8	19.5	78
VOGUE	3909	2932	5.1	75.0	106	861	6.5	22.0	134	1145	4.8	29.3	100	925	4.6	23.7	95
MALL STREET JOURNAL	1886	1536	2.7	81.4	115	421	3.2	22.3	136	569	2.4	30.2	103	545	2.7	28.9	116
WEIGHT WATCHERS	2120	1653	2.9	78.0	110	341	2.6	16.1	98	721	3.0	34.0	116	592	2.9	27.9	112
WOMAN'S DAY	14172	11021	19.3	77.8	110	2849	21.4	20.1	122	4710	19.8	33.2	113	3463	17.2	24.4	98
WORKING MOTHER	1146	896	1.5	74.7	106	*199	1.5	17.4	106	419	1.8	36.6	125	239	1.2	20.9	84
WORKING WOMAN	1322	1045	1.8	79.0	112	292	2.2	22.1	134	402	1.7	30.4	104	351	1.7	26.6	107
WORLD TENNIS	*163	*126	0.2	77.3	109	**20	0.2	12.3	75	**77	0.3	47.2	161	**28	0.1	17.2	69
ZIFF-DAVIS MAG NETHK (GROSS)	2532	2055	3.5	79.2	112	498	3.7	19.7	120	806	3.4	31.8	109	700	3.5	27.6	111
BLAIR INSERTS	43657	33470	58.5	76.7	109	8294	62.3	19.0	116	13975	58.9	32.0	109	11200	55.5	25.7	103
DAILY NEWSPAPERS																	
READ ANY	51633	38397	67.1	74.4	105	9203	69.2	17.8	108	16330	68.8	31.6	108	12864	63.8	24.9	100
READ ONE	43463	32015	56.0	73.7	104	7690	57.8	17.7	108	13531	57.0	31.1	106	10794	53.5	24.8	100
READ TWO OR MORE	8170	6382	11.2	78.1	111	1513	11.4	18.5	113	2799	11.8	34.3	117	2069	10.3	25.3	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	39637	69.3	75.2	106	9499	71.4	18.0	110	16771	70.6	31.8	109	13367	66.3	25.4	102
READ ONE	46126	34311	60.0	74.4	105	8112	61.0	17.6	107	14536	61.2	31.5	107	11664	57.8	25.3	102
READ TWO OR MORE	8552	5326	9.3	81.3	115	1387	10.4	21.2	129	2235	9.4	34.1	116	1704	8.4	26.0	104
OUTDOOR																	
100 SHM - 30 DAY AV FREQ	27.55	28.14				27.29				28.23				28.61			
30 DAY REACH	71455	50646	88.5	70.9	100	12055	90.6	16.9	103	20820	87.7	29.1	99	17771	88.1	24.9	100
50 SHM - 30 DAY AV FREQ	14.56	14.80				14.14				14.92				15.12			
30 DAY REACH	67742	48232	84.3	71.2	101	11629	87.4	17.2	104	19738	83.1	29.1	99	16864	83.6	24.9	100
25 SHM - 30 DAY AV FREQ	7.94	8.05				7.63				8.09				8.28			
30 DAY REACH	62117	44330	77.5	71.4	101	10760	80.9	17.3	105	18216	76.7	29.3	100	15355	76.1	24.7	99
CABLE TV: HOME WIRED	32077	23958	41.9	74.7	106	5888	44.2	18.4	112	10475	44.1	32.7	111	7595	37.7	23.7	95
HOME NOT WIRED	48909	33260	58.1	68.0	96	7419	55.8	15.2	92	13268	55.9	27.1	93	12574	62.3	25.7	103
HAVE PAY CABLE	15935	12305	21.5	77.2	109	3452	25.9	21.7	132	5290	22.3	33.2	113	3563	17.7	22.4	90

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FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS SEVEN OR MORE				MEDIUM USERS THREE - SIX				LIGHT USERS TWO OR LESS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS		80986	57218	100.0	70.7	100	13307	100.0	16.4	100	23742	100.0	29.3	100	20169	100.0	24.9	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	31965	55.9	72.8	103	7492	56.3	17.1	104	13574	57.2	30.9	105	10899	54.0	24.8	100	
10:00 AM - 3:00 PM	30659	22201	38.8	72.4	102	5142	38.6	16.8	102	9426	39.7	30.7	105	7633	37.8	24.9	100	
3:00 PM - 7:00 PM	31045	22701	39.7	73.1	103	5491	41.3	17.7	108	9498	40.0	30.6	104	7712	38.2	24.8	100	
7:00 PM - MIDNIGHT	15767	11276	19.7	71.5	101	2819	21.2	17.9	109	4488	18.9	28.5	97	3970	19.7	25.2	101	
MIDNIGHT - 6:00 AM	9120	6783	11.9	74.4	105	1682	12.6	18.4	112	2672	11.3	29.3	100	2429	12.0	26.6	107	
6:00 AM - MIDNIGHT	58527	42325	74.0	72.3	102	10113	76.0	17.3	105	17559	74.0	30.0	102	14652	72.6	25.0	101	
ENTIRE DAY	59311	42883	74.9	72.3	102	10244	77.0	17.3	105	17798	75.0	30.0	102	14841	73.6	25.0	100	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	16172	12110	21.2	74.9	106	2839	21.3	17.6	107	4915	20.7	30.4	104	4356	21.6	26.9	108	
ALL NEWS	2256	1840	3.2	81.6	115	482	3.6	21.4	130	830	3.5	36.8	125	527	2.6	23.4	94	
AOR/PROGRESSIVE	3874	2951	5.2	76.2	108	744	5.6	19.2	117	1227	5.2	31.7	108	980	4.9	25.3	102	
BEAUTIFUL MUSIC	5660	4481	7.8	79.2	112	1114	8.4	19.7	120	2022	8.5	35.7	122	1346	6.7	23.8	95	
BLACK	2204	1263	2.2	57.3	81	283	2.1	12.8	78	575	2.4	26.1	89	406	2.0	18.4	74	
CLASSICAL	1418	1056	1.8	74.5	105	*255	1.9	18.0	109	439	1.8	31.0	106	362	1.8	25.5	103	
CHR/ROCK	9538	6877	12.0	72.1	102	1654	12.4	17.3	106	2827	11.9	29.6	101	2396	11.9	25.1	101	
COUNTRY	12648	8577	15.0	67.8	96	1877	14.1	14.8	90	3517	14.8	27.8	95	3183	15.8	25.2	101	
GOLDEN OLDIES	1191	843	1.5	70.8	100	*280	2.1	23.5	143	321	1.4	27.0	92	*242	1.2	20.3	82	
MOR/NOSTALGIA	4757	3520	6.2	74.0	105	843	6.3	17.7	108	1378	5.8	29.0	99	1299	6.4	27.3	110	
NEWS/TALK	3863	3044	5.3	78.8	112	770	5.8	19.9	121	1277	5.4	33.1	113	998	4.9	25.8	104	
RELIGIOUS	3084	2055	3.6	66.6	94	496	3.7	16.1	98	837	3.5	27.1	93	722	3.6	23.4	94	
SOFT ROCK	521	367	0.6	70.4	100	**64	0.5	12.3	75	*198	0.8	38.0	130	**105	0.5	20.2	81	
URBAN CONTEMPORARY	1585	1028	1.8	64.9	92	315	2.4	19.9	121	454	1.9	28.6	98	259	1.3	16.3	66	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2178	3.8	66.8	95	430	3.2	13.2	80	984	4.1	30.2	103	764	3.8	23.4	94	
ABC DIRECTION	2316	1742	3.0	75.2	106	382	2.9	16.5	100	758	3.2	32.7	112	603	3.0	26.0	105	
ABC ENTERTAINMENT	4834	3470	6.1	71.8	102	955	7.2	19.8	120	1247	5.3	25.8	88	1267	6.3	26.2	105	
ABC FM	2202	1503	2.6	68.3	97	456	3.4	20.7	126	536	2.3	24.3	83	510	2.5	23.2	93	
ABC INFORMATION	5425	4029	7.0	74.3	105	1035	7.8	19.1	116	1413	6.0	26.0	89	1581	7.8	29.1	117	
ABC ROCK	1677	1280	2.2	76.3	108	356	2.7	21.2	129	439	1.8	26.2	89	486	2.4	29.0	116	
CBS	4430	3315	5.8	74.8	106	706	5.3	15.9	97	1439	6.1	32.5	111	1170	5.8	26.4	106	
MUTUAL	4992	3808	6.7	76.3	108	906	6.8	18.1	110	1576	6.6	31.6	108	1326	6.6	26.6	107	
NBC	4679	3443	6.0	73.6	104	903	6.8	19.3	117	1439	6.1	30.8	105	1102	5.5	23.6	95	
RADIO RADIO	1994	1419	2.5	71.2	101	322	2.4	16.1	98	653	2.8	32.7	112	443	2.2	22.2	89	
RKO ONE	2298	1655	2.9	72.0	102	330	2.5	14.4	87	748	3.2	32.6	111	577	2.9	25.1	101	
RKO TWO	3311	2264	4.0	68.4	97	400	3.0	12.1	74	1119	4.7	33.8	115	745	3.7	22.5	90	
THE SOURCE	2114	1578	2.8	74.6	106	474	3.6	22.4	136	741	3.1	35.1	120	363	1.8	17.2	69	
NON-WIRED : BLAIR	8654	6419	11.2	74.2	105	1473	11.1	17.0	104	2575	10.8	29.8	101	2371	11.8	27.4	110	
INTERNET	12025	8778	15.3	73.0	103	2385	17.9	19.8	121	3551	15.0	29.5	101	2842	14.1	23.6	95	
KATZ RADIO GROUP	15359	11793	20.6	76.8	109	2846	21.4	18.5	113	5122	21.6	33.3	114	3825	19.0	24.9	100	
SUPERNET	10628	7345	12.8	69.1	98	1518	11.4	14.3	87	3087	13.0	29.0	99	2740	13.6	25.8	104	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	6031	10.5	69.7	99	1442	10.8	16.7	101	2490	10.5	28.8	98	2098	10.4	24.2	97	
WKDAY 9:00 AM - 1:00 PM	12163	8208	14.3	67.5	96	1862	14.0	15.3	93	3484	14.7	28.6	98	2862	14.2	23.5	94	
WKDAY 1:00 PM - 4:30 PM	16150	10763	18.8	66.6	94	2375	17.8	14.7	89	4545	19.1	28.1	96	3843	19.1	23.8	96	
WKDAY 4:30 PM - 7:30 PM	22463	15369	26.9	68.4	97	3469	26.1	15.4	94	6433	27.1	28.6	98	5466	27.1	24.3	98	
WKDAY 7:30 PM - 8:00 PM	31795	21991	38.4	69.2	98	5113	38.4	16.1	98	9174	38.6	28.9	98	7704	38.2	24.2	97	
WKDAY 11:00 PM - 11:30 PM	23977	16908	29.6	70.5	100	4023	30.2	16.8	102	6735	28.4	28.1	96	6151	30.5	25.7	103	
WKDAY 11:30 PM - 1:00 AM	7703	5384	9.4	69.9	99	1339	10.1	17.4	106	2089	8.8	27.1	93	1956	9.7	25.4	102	
M-SAT 8-11 PM-SUN 7-11 PM	33800	23956	41.9	70.9	100	5850	44.0	17.3	105	9722	40.9	28.8	98	8384	41.6	24.8	100	
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A 6538	4363	7.6	66.7	94	1020	7.7	15.6	95	1822	7.7	27.9	95	1521	7.5	23.3	93	
ANOTHER WORLD	N 4620	3114	5.4	67.4	95	544	4.1	11.8	72	1306	5.5	28.3	96	1265	6.3	27.4	110	
AS THE WORLD TURNS	C 5614	3816	6.7	68.0	96	808	6.1	14.4	88	1557	6.6	27.7	95	1451	7.2	25.8	104	
CAPITOL	C 3396	2142	3.7	63.1	89	407	3.1	12.0	73	886	3.7	26.1	89	849	4.2	25.0	100	
CBS MORN. NEWS 1	C 1446	895	1.6	61.9	88	190	1.4	13.1	80	358	1.5	24.8	84	347	1.7	24.0	96	
CBS MORN. NEWS 2	C 1207	728	1.3	60.3	85	167	1.3	13.8	84	268	1.1	22.2	76	292	1.4	24.2	97	
DAYS OF OUR LIVES	N 5877	4124	7.2	70.2	99	822	6.2	14.0	85	1867	7.9	31.8	108	1436	7.1	24.4	98	
FACTS OF LIFE - DAYTIME	N 2290	1506	2.6	65.8	93	326	2.4	14.2	87	615	2.6	26.9	92	565	2.8	24.7	99	
FAMILY FEUD	A 3023	1909	3.3	63.1	89	385	2.9	12.7	78	860	3.6	28.4	97	664	3.3	22.0	88	
GENERAL HOSPITAL	A 6097	3857	6.7	63.3	90	924	6.9	15.2	92	1678	7.1	27.5	94	1255	6.2	20.6	83	
GOOD MORNING, AMERICA-730	A 3515	2461	4.3	70.0	99	635	4.8	18.1	110	987	4.2	28.1	96	839	4.2	23.9	96	
GOOD MORNING, AMERICA-830	A 2818	2018	3.5	71.6	101	538	4.0	19.1	116	814	3.4	28.9	99	666	3.3	23.6	95	
GUIDING LIGHT	C 5339	3618	6.3	67.8	96	764	5.7	14.3	87	1455	6.1	27.3	93	1399	6.9	26.2	105	
ONE LIFE TO LIVE	A 4478	2781	4.9	62.1	88	767	5.8	17.1	104	1193	5.0	26.6	91	821	4.1	18.3	74	

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FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB) - TYPES OF PLAIN
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PLAIN (NO SAUCES OR BUTTER ADDED)				IN A BOX				IN A BOIL-IN-BAG				IN A LARGE PLASTIC BAG			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	51737	100.0	63.9	100	30934	100.0	38.2	100	10415	100.0	12.9	100	26644	100.0	32.9	100
18 - 24	9282	5104	9.9	55.0	86	2792	9.0	30.1	79	1299	12.5	14.0	109	2735	10.3	29.5	90
25 - 34	19072	12476	24.1	65.4	102	7305	23.6	38.3	100	2505	24.1	13.1	102	7351	27.6	38.5	117
35 - 44	14591	9936	19.2	68.1	107	5839	18.9	40.0	105	1690	16.2	11.6	90	5308	19.9	36.4	111
45 - 54	11345	7761	15.0	68.4	107	4653	15.0	41.0	107	1528	14.7	13.5	105	3700	13.9	32.6	99
55 - 64	11635	7829	15.1	67.3	105	4837	15.6	41.6	109	1569	15.1	13.5	105	3805	14.3	32.7	99
65 OR OLDER	15061	8631	16.7	57.3	90	5508	17.8	36.6	96	1825	17.5	12.1	94	3746	14.1	24.9	76
18 - 34	28354	17580	34.0	62.0	97	10096	32.6	35.6	93	3804	36.5	13.4	104	10086	37.9	35.6	108
18 - 49	48339	31252	60.4	64.7	101	18257	59.0	37.8	99	6216	59.7	12.9	100	17246	64.7	35.7	108
25 - 54	45008	30173	58.3	67.0	105	17797	57.5	39.5	104	5722	54.9	12.7	99	16359	61.4	36.3	110
35 - 49	19985	13672	26.4	68.4	107	8161	26.4	40.8	107	2413	23.2	12.1	94	7160	26.9	35.8	109
50 OR OLDER	32647	20485	39.6	62.7	98	12676	41.0	38.8	102	4199	40.3	12.9	100	9399	35.3	28.8	88
GRADUATED COLLEGE	11155	8560	16.5	76.7	120	5455	17.6	48.9	128	1684	16.2	15.1	117	4806	18.0	43.1	131
ATTENDED COLLEGE	13682	10197	19.7	74.5	117	6322	20.4	46.2	121	1995	19.2	14.6	113	5574	20.9	40.7	124
GRADUATED HIGH SCHOOL	33880	21760	42.1	64.2	101	13187	42.6	38.9	102	4469	42.9	13.2	103	11013	41.3	32.5	99
DID NOT GRADUATE HIGH SCHOOL	22270	11220	21.7	50.4	79	5970	19.3	26.8	70	2267	21.8	10.2	79	5251	19.7	23.6	72
EMPLOYED	40306	27694	53.5	68.7	108	16229	52.5	40.3	105	5706	54.8	14.2	110	14683	55.1	36.4	111
EMPLOYED FULL-TIME	32850	22384	43.3	68.1	107	12947	41.9	39.4	103	4775	45.8	14.5	113	12050	45.2	36.7	111
EMPLOYED PART-TIME	7456	5310	10.3	71.2	111	3282	10.6	44.0	115	931	8.9	12.5	97	2633	9.9	35.3	107
NOT EMPLOYED	40680	24043	46.5	59.1	93	14705	47.5	36.1	95	4709	45.2	11.6	90	11961	44.9	29.4	89
PROFESSIONAL/MANAGER	10392	7907	15.3	76.1	119	4997	16.2	48.1	126	1661	15.9	16.0	124	4382	16.4	42.2	128
TECH/CLERICAL/SALES	17574	12629	24.4	71.9	112	7465	24.1	42.5	111	2587	24.8	14.7	114	6542	24.6	37.2	113
PRECISION/CRAFT	985	613	1.2	62.2	97	*403	1.3	40.9	107	*87	0.8	8.8	69	*298	1.1	30.3	92
OTHER EMPLOYED	11354	6545	12.7	57.6	90	3365	10.9	29.6	78	1371	13.2	12.1	94	3461	13.0	30.5	93
SINGLE	9863	5777	11.2	58.6	92	3416	11.0	34.6	91	1763	16.9	17.9	139	2830	10.6	28.7	87
MARRIED	51375	34307	66.3	66.8	105	20501	66.3	39.9	104	6042	58.0	11.8	91	18441	69.2	35.9	109
DIVORCED/SEPARATED/WIDOWED	19748	11653	22.5	59.0	92	7016	22.7	35.5	93	2611	25.1	13.2	103	5373	20.2	27.2	83
PARENTS	32590	20796	40.2	63.8	100	12152	39.3	37.3	98	3512	33.7	10.8	84	11683	43.8	35.8	109
WHITE	70416	46101	89.1	65.5	102	27585	89.2	39.2	103	9088	87.3	12.9	100	24209	90.9	34.4	104
BLACK	8778	4548	8.8	51.8	81	2695	8.7	30.7	80	1126	10.8	12.8	100	1862	7.0	21.2	64
OTHER	1791	1088	2.1	60.7	95	*654	2.1	36.5	96	**201	1.9	11.2	87	*574	2.2	32.0	97
NORTHEAST-CENSUS	17786	12346	23.9	69.4	109	8390	27.1	47.2	123	2518	24.2	14.2	110	5861	22.0	33.0	100
NORTH CENTRAL	20741	13643	26.4	65.8	103	7293	23.6	35.2	92	2415	23.2	11.6	91	7956	29.9	38.4	117
SOUTH	27775	15638	30.2	56.3	88	9657	31.2	34.8	91	3748	36.0	13.5	105	6822	25.6	24.6	75
WEST	14683	10111	19.5	68.9	108	5594	18.1	38.1	100	1734	16.6	11.8	92	6006	22.5	40.9	124
NORTHEAST-MKTG.	17961	12519	24.2	69.7	109	8303	26.8	46.2	121	2917	28.0	16.2	126	5738	21.5	31.9	97
EAST CENTRAL	11885	7754	15.0	65.2	102	4482	14.5	37.7	99	1369	13.1	11.5	90	4128	15.5	34.7	106
WEST CENTRAL	14090	9265	17.9	65.8	103	4976	16.1	35.3	92	1606	15.4	11.4	89	5424	20.4	38.5	117
SOUTH	24081	13367	25.8	55.4	87	8369	27.1	34.8	91	2960	28.4	12.3	96	6026	22.6	25.0	76
PACIFIC	12969	8852	17.1	68.3	107	4805	15.5	37.0	97	1563	15.0	12.1	94	5328	20.0	41.1	125
COUNTY SIZE A	32439	22107	42.7	68.1	107	13269	42.9	40.9	107	5222	50.1	16.1	125	11224	42.1	34.6	105
COUNTY SIZE B	24915	16023	31.0	64.3	101	9825	31.8	39.4	103	2918	28.0	11.7	91	8413	31.6	33.8	103
COUNTY SIZE C	12930	8015	15.5	62.0	97	4941	16.0	38.2	100	1463	14.0	11.3	88	3784	14.2	29.3	89
COUNTY SIZE D	10703	5592	10.8	52.2	82	2898	9.4	27.1	71	813	7.8	7.6	59	3224	12.1	30.1	92
METRO CENTRAL CITY	24518	14903	28.8	60.8	95	9565	30.9	39.0	102	3182	30.6	13.0	101	7172	29.6	29.3	89
METRO SUBURBAN	35919	25387	49.1	70.7	111	14828	47.9	41.3	108	5140	49.4	14.3	111	13654	51.2	38.0	116
NON METRO	20549	11447	22.1	55.7	87	6541	21.1	31.8	83	2093	20.1	10.2	79	5818	21.8	28.3	86
TOP 5 ADI'S	18341	12716	24.6	69.3	109	7909	25.6	43.1	113	2817	27.0	15.4	119	6298	23.6	34.3	104
TOP 10 ADI'S	25378	17159	33.2	67.6	106	10401	33.6	41.0	107	4171	40.0	16.4	128	8356	31.4	32.9	100
TOP 20 ADI'S	36488	24610	47.6	67.4	106	14745	47.7	40.4	106	5752	55.2	15.8	123	12523	47.0	34.3	104
HSHLD INC. \$50,000 OR MORE	6612	5290	10.2	80.0	125	3309	10.7	50.0	131	1174	11.3	17.8	138	2782	10.4	42.1	128
\$40,000 OR MORE	12659	10100	19.5	79.8	125	6282	20.3	49.6	130	2104	20.2	16.6	129	5457	20.5	43.1	131
\$30,000 OR MORE	24698	18628	36.0	75.4	118	11402	36.9	46.2	121	3667	35.2	14.8	115	10276	38.6	41.6	126
\$25,000 OR MORE	32077	23797	46.0	74.2	116	14613	47.2	45.6	119	4575	43.9	14.3	111	12902	48.4	40.2	122
\$20,000 - \$24,999	9144	6232	12.0	68.2	107	3740	12.1	40.9	107	1420	13.6	15.5	121	3222	12.1	35.2	107
\$15,000 - \$19,999	8728	5606	10.8	64.2	101	3359	10.9	38.5	101	1108	10.6	12.7	99	2933	11.0	33.6	102
\$10,000 - \$14,999	12562	7009	13.5	55.8	87	4136	13.4	32.9	86	1555	14.9	12.4	96	3492	13.1	27.8	84
UNDER \$10,000	18475	9093	17.6	49.2	77	5087	16.4	27.5	72	1757	16.9	9.5	74	4095	15.4	22.2	67
HOUSEHOLD OF 1 PERSON	11987	6864	13.3	57.3	90	4154	13.4	34.7	91	1713	16.4	14.3	111	2952	11.1	24.6	75
2 PEOPLE	26577	17294	33.4	65.1	102	10424	33.7	39.2	103	3866	37.1	14.5	113	8570	32.2	32.2	98
3 OR 4 PEOPLE	30617	20059	38.8	65.5	103	12144	39.3	39.7	104	3458	33.2	11.3	88	10591	39.8	34.6	105
5 OR MORE PEOPLE	11804	7520	14.5	63.7	100	4211	13.6	35.7	93	1379	13.2	11.7	91	4532	17.0	38.4	117
NO CHILD IN HSHLD	46165	29552	57.1	64.0	100	17877	57.8	38.7	101	6631	63.7	14.4	112	14315	53.7	31.0	94
CHILD(REN) UNDER 2 YRS	5325	3238	6.3	60.8	95	1605	5.2	30.1	79	*515	4.9	9.7	75	2169	8.1	40.7	124
2 - 5 YEARS	14221	8665	16.7	60.9	95	4962	16.0	34.9	91	1377	13.2	9.7	75	5142	19.3	36.2	110
6 - 11 YEARS	15117	9377	18.1	62.0	97	5478	17.7	36.2	95	1592	15.3	10.5	82	5397	20.3	35.7	109
12 - 17 YEARS	16611	10901	21.1	65.6	103	6547	21.2	39.4	103	1854	17.8	11.2	87	5802	21.8	34.9	106
RESIDENCE OWNED	55884	37535	72.5	67.2	105	22842	73.8	40.9	107	7126	68.4	12.8	99	19519	73.3	34.9	106
VALUE: \$50,000 OR MORE	31744	23495	45.4	74.0	116	14520	46.9	45.7	120	4520	43.4	14.2	111	12517	47.0	39.4	120
VALUE: UNDER \$50,000	24140	14039	27.1	58.2	91	8322	26.9	34.5	90	2606	25.0	10.8	84	7002	26.3	29.0	88

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB) - TYPES OF PLAIN
(FEMALE HOMEMAKERS)

			PLAIN (NO SAUCES OR BUTTER ADDED)				IN A BOX				IN A BOIL-IN-BAG				IN A LARGE PLASTIC BAG			
		TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	51737	100.0	63.9	100	30934	100.0	38.2	100	10415	100.0	12.9	100	26644	100.0	32.9	100
MAGAZINES	QUINTILE 1	15799	11255	21.8	71.2	112	6754	21.8	42.7	112	2484	23.9	15.7	122	6064	22.8	38.4	117
	QUINTILE 2	17259	12337	23.8	71.5	112	7581	24.5	43.9	115	2357	22.6	13.7	106	6308	23.7	36.5	111
	QUINTILE 3	13545	8704	16.8	64.3	101	5000	16.2	36.9	97	1660	15.9	12.3	95	4583	17.2	33.8	103
	QUINTILE 4	15133	9139	17.7	60.4	95	5611	18.1	37.1	97	1786	17.1	11.8	92	4666	17.5	30.8	94
	QUINTILE 5	19250	10301	19.9	53.5	84	5987	19.4	31.1	81	2128	20.4	11.1	86	5024	18.9	26.1	79
NEWSPAPERS	QUINTILE 1	12413	9199	17.8	74.1	116	5897	19.1	47.5	124	1963	18.8	15.8	123	4523	17.0	36.4	111
	QUINTILE 2	24116	16536	32.0	68.6	107	10070	32.6	41.8	109	3599	34.6	14.9	116	8313	31.2	34.5	105
	QUINTILE 3	11261	7180	13.9	63.8	100	4216	13.6	37.4	98	1372	13.2	12.2	95	3854	14.5	34.2	104
	QUINTILE 4	20255	12684	24.5	62.6	98	7546	24.4	37.3	98	2430	23.3	12.0	93	6720	25.2	33.2	101
	QUINTILE 5	12940	6140	11.9	47.4	74	3204	10.4	24.8	65	1050	10.1	8.1	63	3235	12.1	25.0	76
OUTDOOR	QUINTILE 1	14852	9983	19.3	67.2	105	6002	19.4	40.4	106	2182	21.0	14.7	114	5333	20.0	35.9	109
	QUINTILE 2	15725	10359	20.0	65.9	103	6277	20.3	39.9	105	1943	18.7	12.4	96	5562	20.9	35.4	108
	QUINTILE 3	16330	10173	19.7	62.3	98	6257	20.2	38.3	100	1898	18.2	11.6	90	5251	19.7	32.2	98
	QUINTILE 4	16744	10633	20.6	63.5	99	6189	20.0	37.0	97	2160	20.7	12.9	100	5500	20.6	32.8	100
	QUINTILE 5	17334	10589	20.5	61.1	96	6209	20.1	35.8	94	2232	21.4	12.9	100	4998	18.8	28.8	88
RADIO-DRIVE TIME	QUINTILE 1	15911	10826	20.9	68.0	107	6783	21.9	42.6	112	2005	19.3	12.6	98	5822	21.9	36.6	111
	QUINTILE 2	14837	9732	18.8	65.6	103	5791	18.7	39.0	102	1984	19.0	13.4	104	5028	18.9	33.9	103
	QUINTILE 3	15339	9832	19.0	64.1	100	5940	19.2	38.7	101	1837	17.6	12.0	93	5063	19.0	33.0	100
	QUINTILE 4	16723	10503	20.3	62.8	98	6317	20.4	37.8	99	2115	20.3	12.6	98	5193	19.5	31.1	94
	QUINTILE 5	18176	10845	21.0	59.7	93	6101	19.7	33.6	88	2473	23.7	13.6	106	5539	20.8	30.5	93
RADIO-MID- DAY	QUINTILE 1	21020	14188	27.4	67.5	106	8539	27.6	40.6	106	2744	26.3	13.1	102	7568	28.4	36.0	109
	QUINTILE 2	21610	13858	26.8	64.1	100	8307	26.9	38.4	101	2868	27.5	13.3	103	6888	25.9	31.9	97
	QUINTILE 3	38355	23691	45.8	61.8	97	14089	45.5	36.7	96	4803	46.1	12.5	97	12188	45.7	31.8	97
	QUINTILE 4	15988	10878	21.0	68.0	107	6468	20.9	40.5	106	2166	20.8	13.5	105	5829	21.9	36.5	111
	QUINTILE 5	15626	9878	19.1	63.2	99	6207	20.1	39.7	104	2065	19.8	13.2	103	4915	18.4	31.5	96
RADIO-TOTAL	QUINTILE 1	16723	10946	21.2	65.5	102	6748	21.8	40.4	106	2085	20.0	12.5	97	5696	21.4	34.1	104
	QUINTILE 2	16342	10498	20.3	64.2	101	6118	19.8	37.4	98	2040	19.6	12.5	97	5464	20.5	33.4	102
	QUINTILE 3	16306	9537	18.4	58.5	92	5392	17.4	33.1	87	2058	19.8	12.6	98	4740	17.8	29.1	88
	QUINTILE 4																	
	QUINTILE 5																	
TV-PRIME TIME	QUINTILE 1	15953	10109	19.5	63.4	99	6182	20.0	38.8	101	2013	19.3	12.6	98	4916	18.5	30.8	94
	QUINTILE 2	16137	10319	19.9	63.9	100	6424	20.8	39.8	104	2221	21.3	13.8	107	5334	20.0	33.1	100
	QUINTILE 3	16420	10521	20.3	64.1	100	6445	20.8	39.3	103	1999	19.2	12.2	95	5492	20.6	33.4	102
	QUINTILE 4	16687	10551	20.4	63.2	99	6136	19.8	36.8	96	2235	22.3	13.9	108	5439	20.4	32.6	99
	QUINTILE 5	15789	10238	19.8	64.8	102	5747	18.6	36.4	95	1857	17.8	11.8	91	5463	20.5	34.6	105
TV-DAYTIME	QUINTILE 1	27736	16582	32.1	59.8	94	9795	31.7	35.3	92	3422	32.9	12.3	96	8317	31.2	30.0	91
	QUINTILE 2	26489	16860	32.6	63.6	100	10263	33.2	38.7	101	3531	33.9	13.3	104	8623	32.4	32.6	99
	QUINTILE 3	26761	18294	35.4	68.4	107	10875	35.2	40.6	106	3462	33.2	12.9	101	9705	36.4	36.3	110
	QUINTILE 4	16345	9825	19.0	60.1	94	6032	19.5	36.9	97	2049	19.7	12.5	97	4732	17.8	29.0	88
	QUINTILE 5	16447	10145	19.6	61.7	97	5997	19.4	36.5	95	2148	20.6	13.1	102	5171	19.4	31.4	96
TV-TOTAL	QUINTILE 1	15980	10413	20.1	65.2	102	6220	21.4	41.4	108	1978	19.0	12.4	96	5218	19.6	32.7	99
	QUINTILE 2	15887	10290	19.9	64.8	101	6201	20.0	39.0	102	2100	20.2	13.2	103	5420	20.3	34.1	104
	QUINTILE 3	16326	11063	21.4	67.8	106	6084	19.7	37.3	98	2140	20.5	13.1	102	6104	22.9	37.4	114
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 1	20721	15204	29.4	73.4	115	9523	30.8	46.0	120	3104	29.8	15.0	116	7770	29.2	37.5	114
	QUINTILE 2	19186	12506	24.2	65.2	102	7150	23.1	37.3	98	2351	22.6	12.3	95	6862	25.8	35.8	109
	QUINTILE 3	21899	14176	27.4	64.7	101	8600	27.8	39.3	103	3129	30.0	14.3	111	6947	26.1	31.7	96
MAGAZINES-OUTDOOR: DUAL	QUINTILE 1	15451	11232	21.7	72.7	114	6758	21.8	43.7	115	2369	22.7	15.3	119	6163	23.1	39.9	121
	QUINTILE 2	25953	17725	34.3	68.3	107	10589	34.2	40.8	107	3584	34.4	13.8	107	8945	33.6	34.5	105
	QUINTILE 3	24400	14200	27.4	58.2	91	8460	27.3	34.7	91	2571	24.7	10.5	82	7389	27.7	30.3	92
MAGAZINES-RADIO: DUAL	QUINTILE 1	18049	12578	24.3	69.7	109	7638	24.7	42.3	111	2610	25.1	14.5	112	6475	24.3	35.9	109
	QUINTILE 2	23571	16459	31.8	69.8	109	9888	32.0	41.9	110	3294	31.6	14.0	109	8616	32.3	36.6	111
	QUINTILE 3	23278	14151	27.4	60.8	95	8580	27.7	36.9	96	2754	26.4	11.8	92	7360	27.6	31.6	96
MAGAZINES-TELEVISION: DUAL	QUINTILE 1	15459	10413	20.1	67.4	105	6619	21.4	42.8	112	2062	19.8	13.3	104	5105	19.2	33.0	100
	QUINTILE 2	25829	18484	35.7	71.6	112	10828	35.0	41.9	110	3758	36.1	14.5	113	9925	37.3	38.4	117
	QUINTILE 3	26039	14700	28.4	56.5	88	8750	28.3	33.6	88	3053	29.3	11.7	91	7264	27.3	27.9	85
NEWSPAPERS-OUTDOOR: DUAL	QUINTILE 1	16605	11748	22.7	70.7	111	7360	23.8	44.3	116	2373	22.8	14.3	111	6210	23.3	37.4	114
	QUINTILE 2	26834	18276	35.3	68.1	107	11092	35.9	41.3	108	4006	38.5	14.9	116	8892	33.4	33.1	101
	QUINTILE 3	23346	13939	26.9	59.7	93	8176	26.4	35.0	92	2736	26.3	11.7	91	7413	27.8	31.8	97
NEWSPAPERS-RADIO: DUAL	QUINTILE 1	17133	12081	23.4	70.5	110	7520	24.3	43.9	115	2685	25.8	15.7	122	6232	23.4	36.4	111
	QUINTILE 2	25892	17762	34.3	68.6	107	10695	34.6	41.3	108	3742	35.9	14.5	112	8928	33.5	34.5	105
	QUINTILE 3	23167	13910	26.9	60.0	94	8201	26.5	35.4	93	2491	23.9	10.8	84	7401	27.8	31.9	97
NEWSPAPERS-TELEVISION: DUAL	QUINTILE 1	17159	11702	22.6	68.2	107	7293	23.6	42.5	111	2476	23.8	14.4	112	5762	21.6	33.6	102
	QUINTILE 2	26214	18623	36.0	71.0	111	11369	36.8	43.4	114	4064	39.0	15.5	121	9571	35.9	36.5	111
	QUINTILE 3	23412	12902	24.9	55.1	86	7637</											

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB) - TYPES OF PLAIN
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PLAIN (NO SAUCES OR BUTTER ADDED)				IN A BOX				IN A BOIL-IN-BAG				IN A LARGE PLASTIC BAG			
		A	B %	C ACROSS	D	A	B %	C ACROSS	D	A	B %	C ACROSS	D	A	B %	C ACROSS	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80988	51737	100.0	63.9	100	30934	100.0	38.2	100	10415	100.0	12.9	100	26644	100.0	32.9	100
ATLANTIC MONTHLY	415	287	0.6	69.2	108	*206	0.7	49.6	130	**66	0.6	15.9	124	*118	0.4	28.4	88
BARRON'S	453	320	0.6	70.6	111	*234	0.8	51.7	135	**57	0.5	12.6	98	**144	0.5	31.8	97
BETTER HOMES & GARDENS	16256	11443	22.1	70.4	110	6876	22.2	42.3	111	2253	21.6	13.9	108	6188	23.2	38.1	116
BON APPETIT	2535	1953	3.8	77.0	121	1266	4.1	49.9	131	418	4.0	16.5	128	1067	4.0	42.1	125
BUSINESS WEEK	1278	950	1.8	74.3	116	575	1.9	45.0	118	*250	2.4	19.6	152	491	1.8	38.4	117
CAR AND DRIVER	378	*298	0.6	78.8	123	*186	0.6	49.2	129	**72	0.7	19.0	148	**194	0.7	51.3	156
CBS MAGAZINE NETWORK (GROSS)	1498	1059	2.0	70.7	111	652	2.1	43.5	114	245	2.4	16.4	127	722	2.7	48.2	146
CHANGING TIMES	1505	890	1.7	59.1	93	661	2.1	43.9	115	*172	1.7	11.4	89	419	1.6	27.8	85
COLONIAL HOMES	1231	831	1.6	67.5	106	526	1.7	42.7	112	*189	1.8	15.4	119	396	1.5	32.2	98
CONDE NAST MAG. PKG. (GROSS)	14146	9770	18.9	69.1	108	6190	20.0	43.8	115	2378	22.8	16.8	131	4826	18.1	34.1	104
CONSUMERS DIGEST	1323	934	1.8	70.6	111	541	1.7	40.9	107	*199	1.9	15.0	117	444	1.7	33.6	102
COSMOPOLITAN	7102	4970	9.6	70.0	110	2878	9.3	40.5	106	1137	10.9	16.0	124	2712	10.2	38.2	116
COUNTRY LIVING	2481	1942	3.8	78.3	123	1211	3.9	48.8	128	*101	3.9	16.4	128	913	3.4	36.8	112
CUISINE	1472	1165	2.3	79.1	124	752	2.4	51.1	134	344	3.3	23.5	183	519	1.9	35.3	107
CYCLE WORLD	425	*292	0.6	68.7	108	**154	0.5	36.2	95	**44	0.4	10.4	81	*207	0.8	48.7	148
DCI:CREATIVE IDEAS FOR LIV	2510	1685	3.3	67.1	105	1034	3.3	41.2	108	282	2.7	11.2	87	835	3.1	33.3	101
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4577	8.8	68.4	107	2801	9.1	41.8	110	975	8.9	13.8	108	2302	8.6	34.4	105
DISCOVER	894	555	1.1	62.1	97	415	1.3	46.4	122	*116	1.1	13.0	101	275	1.0	30.8	93
EBONY	3507	2090	4.0	59.6	93	1281	4.1	36.5	96	552	5.3	15.7	122	857	3.2	24.4	74
ESQUIRE	1081	656	1.3	60.6	95	378	1.2	34.9	91	*123	1.2	11.4	88	332	1.2	30.7	93
ESSENCE	1830	1081	2.1	59.1	92	643	2.1	35.1	92	300	2.9	16.4	127	443	1.7	24.2	74
FAMILY CIRCLE	15930	11404	22.0	71.6	112	6652	21.5	41.8	109	2043	19.7	12.9	100	6319	23.7	39.7	121
THE FAMILY HANDYMAN	1126	833	1.6	74.0	116	461	1.5	40.9	107	*223	2.1	19.8	154	484	1.8	43.0	131
FAMILY WEEKLY	11468	7423	14.3	64.7	101	4529	14.6	39.5	103	1265	12.1	11.0	86	3858	14.5	33.6	102
FIELD & STREAM	2234	1375	2.7	61.5	96	811	2.6	36.3	95	*217	2.1	9.7	76	788	3.0	35.3	107
FOOD & WINE	579	365	0.7	63.0	99	240	0.8	41.5	109	*128	1.2	12.1	172	*152	0.6	26.3	80
FOURTEEN	728	566	1.1	77.7	122	358	1.2	49.2	129	*152	1.5	20.9	162	273	1.0	37.5	114
FORTUNE	904	664	1.3	73.3	115	484	1.6	53.4	140	*174	1.7	19.2	149	337	1.3	37.2	113
GENTLEMEN'S QUARTERLY	791	478	0.9	60.4	95	308	1.0	38.9	102	*192	1.8	24.3	189	*255	1.0	32.2	98
GLAMOUR	5245	3637	7.0	69.1	108	2131	6.9	40.5	106	943	9.1	17.9	139	1875	7.0	35.6	108
GOLF DIGEST	538	484	0.9	76.1	119	348	1.1	54.7	143	**94	0.9	14.8	115	*174	0.7	27.4	83
GOLF DIGEST/TENNIS (GROSS)	1186	828	1.6	69.8	109	560	1.8	47.2	124	*166	1.6	14.0	109	370	1.4	31.2	95
GOLF MAGAZINE	441	379	0.7	85.9	135	*291	0.9	66.0	173	**73	0.7	16.6	129	*144	0.5	32.7	99
GOLF MAGAZINE/SKI (GROSS)	822	753	1.5	81.7	128	524	1.7	56.8	149	*145	1.4	15.7	122	328	1.2	35.6	108
GOOD HOUSEKEEPING	16487	11739	22.7	71.2	111	6924	22.4	42.0	110	2146	20.6	13.0	101	6450	24.2	39.1	119
HARPER'S BAZAAR	2423	1562	3.0	64.5	101	1062	3.4	43.8	115	342	3.3	14.1	110	775	2.9	32.0	97
HEALTH	1994	1362	2.6	68.3	107	807	2.6	40.5	106	217	2.1	10.9	85	639	2.4	32.0	97
HEARST MAG CORP. BUY (GROSS)	44101	30975	59.9	70.2	110	18846	60.9	42.7	112	6307	60.6	14.3	111	16224	60.9	36.8	112
HEARST MAN POWER (GROSS)	1993	1461	2.8	73.3	115	960	3.1	48.2	126	230	2.2	11.5	90	706	2.6	35.4	108
HEARST WOMAN POWER (GROSS)	31274	22006	42.5	70.4	110	12978	42.0	41.5	109	4370	42.0	14.0	109	11958	44.9	38.2	116
HOUSE BEAUTIFUL	3623	2462	4.8	68.0	106	1620	5.2	44.7	117	892	5.7	16.3	127	1184	4.4	32.7	99
INC.	288	259	0.5	91.5	143	**117	0.4	41.3	108	**85	0.8	30.0	234	*164	0.6	58.0	176
JET	2928	1725	3.3	58.9	92	1007	3.3	34.4	90	459	4.4	15.7	122	668	2.5	22.8	69
LADIES' HOME JOURNAL	11918	8196	15.8	68.8	108	4825	15.6	40.5	106	1651	15.9	13.9	108	4390	16.5	36.8	112
LMJ FAMILY GRP COMBO(GROSS)	16764	11548	22.3	68.9	108	6768	21.9	40.4	106	2268	21.8	13.5	105	6170	23.2	36.8	112
LIFE	4254	2974	5.7	69.9	109	1780	5.8	41.8	110	540	6.1	15.0	117	1646	6.2	38.7	118
L.A. TIMES HOME MAGAZINE	1145	829	1.6	72.4	113	448	1.4	39.1	102	*225	2.2	19.7	153	471	1.8	41.1	125
MADAMEISELLE	2884	2048	4.0	71.0	111	1354	4.4	46.9	123	496	4.8	17.2	134	939	3.5	32.6	99
MC CALL'S	13460	9170	17.7	68.1	107	5507	17.8	40.9	107	1943	18.7	14.4	112	4791	18.0	35.6	108
MC CALL'S/WRK MOTHER (GROSS)	14606	9914	19.2	67.9	106	6016	19.4	41.2	108	2880	20.0	14.2	111	5219	19.6	35.7	109
MECHANIX ILLUSTRATED	772	533	1.0	69.0	108	353	1.1	45.7	120	**81	0.8	10.5	82	*251	0.9	32.5	99
METROPOLITAN HOME	967	705	1.4	72.9	114	489	1.6	50.6	132	*209	2.0	21.6	168	329	1.2	34.0	103
MONEY	1588	1115	2.2	70.2	110	661	2.1	41.6	109	225	2.2	14.2	110	700	2.6	44.1	134
MOTHER EARTH NEWS	1002	767	1.5	76.5	120	339	1.1	33.8	89	*148	1.4	14.8	115	453	1.7	45.2	137
MS.	825	583	1.1	70.7	111	357	1.2	43.3	113	*128	1.2	15.5	121	307	1.2	37.2	113
NATIONAL ENQUIRER	10336	6303	12.2	61.0	95	3730	12.1	36.1	94	1371	13.2	13.3	103	2879	10.8	27.9	85
NATIONAL GEOGRAPHIC	9597	7276	14.1	75.8	119	4443	14.4	46.3	121	1400	13.4	14.6	113	4107	15.4	42.8	130
NATIONAL SUNDAY MAGAZINE PKG	49558	34133	66.0	68.9	108	20711	67.0	41.8	109	7099	68.2	14.3	111	17620	66.1	35.6	108
NATURAL HISTORY	573	430	0.8	75.0	117	297	1.0	51.8	136	**45	0.4	7.9	61	294	1.1	51.3	156
NEW WOMAN	1699	1119	2.2	65.9	103	611	2.0	36.0	94	345	3.3	20.3	158	564	2.1	33.2	101
NEW YORK INCLUDING CUE	443	351	0.7	79.2	124	264	0.9	59.6	156	*76	0.7	17.2	133	*110	0.4	24.8	75
THE NEW YORKER	1270	1027	2.0	80.9	127	693	2.2	54.6	143	236	2.3	18.6	144	503	1.9	39.6	120
NEWSWEEK	6277	4427	8.6	70.5	110	2774	9.0	44.2	116	927	8.9	14.8	115	2246	8.4	35.8	109
THE N.Y. TIMES DAILY EDITION	1205	1024	2.0	85.0	133	701	2.3	58.2	152	185	1.8	15.4	119	430	1.6	35.7	108
THE N.Y. TIMES MAGAZINE	2081	1699	3.3	81.6	128	1249	4.0	60.0	157	310	3.0	14.9	116	802	3.0	38.5	117
OMNI	788	535	1.0	67.9	106	292	0.9	37.1	97	**120	1.2	15.2	118	342	1.3	43.4	132
ON CABLE	1158	715	1.4	61.7	97	364	1.2	31.4	82	*146	1.4	12.6	98	442	1.7	38.2	116
1001 HOME IDEAS	2852	1990	3.8	69.8	109	1135	3.7	39.8	104	400	3.8	14.0	109	1141	4.3	40.0	122
ORGANIC GARDENING	1658	1180	2.3	71.2	111	767	2.5	46.3	121	*152	1.5	9.2	71	642	2.4	38.7	118
OUTDOOR LIFE	896	565	1.1	63.1	99	343	1.1	38.3	100	**100	1.0	11.2	87	271	1.0	30.2	92
PARADE MAGAZINE	24275	16978	32.8	69.9	109	10358	33.5	42.7	112	3845	36.9	15.8	123	8603	32.3	35.4	108

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB) - TYPES OF PLAIN
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PLAIN (NO SAUCES OR BUTTER ADDED)				IN A BOX				IN A BOIL-IN-BAG				IN A LARGE PLASTIC BAG			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	51737	100.0	63.9	100	30934	100.0	38.2	100	10415	100.0	12.9	100	26644	100.0	32.9	100
PARENTS	3845	2763	5.3	71.9	112	1633	5.3	42.5	111	535	5.1	13.9	108	1619	6.1	42.1	128
PENTHOUSE	831	526	1.0	63.3	99	*250	0.8	30.1	79	**130	1.2	15.6	122	*296	1.1	35.6	108
PEOPLE	11645	8074	15.6	69.3	109	4412	14.3	37.9	99	2047	19.7	17.6	137	4314	16.2	37.0	113
PLAYBOY	2006	1289	2.5	64.3	101	677	2.2	33.7	88	316	3.0	15.8	122	626	2.3	31.2	95
POPULAR HOT RODDING	297	*156	0.3	52.5	82	**88	0.3	29.6	78	**36	0.3	12.1	94	**67	0.3	22.6	69
POPULAR MECHANICS	1018	824	1.6	80.9	127	556	1.8	54.6	143	**117	1.1	11.5	89	383	1.4	37.6	114
POPULAR SCIENCE	878	682	1.3	77.7	122	413	1.3	47.0	123	*155	1.5	17.7	137	388	1.5	44.2	134
PREVENTION	3913	2930	5.7	74.9	117	1650	5.3	42.2	110	539	5.2	13.8	107	1685	6.3	43.1	131
PSYCHOLOGY TODAY	1710	1273	2.5	74.4	117	766	2.5	44.8	117	320	3.1	18.7	146	777	2.9	45.4	138
READER'S DIGEST	22204	15361	29.7	69.2	108	9103	29.4	41.0	107	3120	30.0	14.1	109	8272	31.0	37.3	113
REDBOOK	7684	5297	10.2	68.9	108	3177	10.3	41.3	108	1087	10.4	14.1	110	2797	10.5	36.4	111
ROAD & TRACK	410	*316	0.6	77.1	121	**182	0.6	44.4	116	**99	1.0	24.1	188	*217	0.8	52.9	161
ROLLING STONE	969	607	1.2	62.6	98	323	1.0	33.3	87	*216	2.1	22.3	173	291	1.1	30.0	91
RUNNER'S WORLD	298	261	0.5	87.6	137	*139	0.4	46.6	122	**83	0.8	27.9	217	*172	0.6	57.7	175
SATURDAY EVENING POST	1169	869	1.7	74.3	116	582	1.9	49.8	130	*208	2.0	17.8	138	393	1.5	33.6	102
SCIENCE 84	587	467	0.9	79.6	125	306	1.0	52.1	136	*150	1.4	25.6	199	*222	0.8	37.8	115
SCIENCE DIGEST	482	330	0.6	68.0	107	*230	0.7	47.7	125	**63	0.6	13.1	102	*190	0.7	39.4	120
SCIENTIFIC AMERICAN	594	452	0.9	76.1	119	*256	0.8	43.1	113	**99	1.0	16.7	130	*255	1.0	42.9	130
SELF	2089	1364	2.6	65.3	102	899	2.9	43.0	113	335	3.2	16.0	125	731	2.7	35.0	106
SEVENTEEN	2411	1599	3.1	66.3	104	1073	3.5	44.5	117	413	4.0	17.1	133	818	3.1	33.9	103
SKI	480	373	0.7	77.7	122	*233	0.8	48.5	127	**72	0.7	15.0	117	*184	0.7	38.3	117
SMITHSONIAN	2760	2087	4.0	75.6	118	1316	4.3	47.7	125	469	4.5	17.0	132	999	3.7	36.2	110
SOAP OPERA DIGEST	3013	1876	3.6	62.3	97	1059	3.4	35.1	92	448	4.3	14.9	116	896	3.4	29.7	90
SOUTHERN LIVING	4184	2892	5.6	69.1	108	1767	5.7	42.2	111	643	6.2	15.4	120	1467	5.5	35.1	107
SPORT	559	351	0.7	62.8	98	*275	0.9	49.2	129	**48	0.5	8.6	67	**124	0.5	22.2	67
THE SPORTING NEWS	436	*327	0.6	75.0	117	*221	0.7	50.7	133	**82	0.8	18.8	146	**86	0.3	19.7	60
SPORTS AFIELD	493	306	0.6	62.1	97	*174	0.6	35.3	92	**51	0.5	10.3	80	*133	0.5	27.0	82
SPORTS ILLUSTRATED	2758	1896	3.7	68.7	108	1094	3.5	39.7	104	529	5.1	19.2	149	1005	3.8	36.4	111
STAR	7456	4531	8.8	60.8	95	2755	8.9	37.0	97	954	9.2	12.8	99	2004	7.5	26.9	82
SUNDAY	24936	17640	34.1	70.7	111	10459	33.8	41.9	110	3973	38.1	15.9	124	9157	34.4	36.7	112
SUNSET	2124	1642	3.2	77.3	121	1037	3.4	48.8	128	*244	2.3	11.5	89	946	3.6	44.5	135
TV GUIDE	21661	14044	27.1	64.8	101	8384	27.1	38.7	101	2843	27.3	13.1	102	7127	26.7	32.9	100
TENNIS	550	344	0.7	62.5	98	*211	0.7	38.4	100	**73	0.7	13.3	103	*196	0.7	35.6	108
TIME	8880	6350	12.3	71.5	112	3822	12.4	43.0	113	1493	14.3	16.8	131	3406	12.8	38.4	117
TOWN & COUNTRY	917	594	1.1	64.8	101	410	1.3	44.7	117	*165	1.6	18.0	140	244	0.9	26.6	81
TRAVEL & LEISURE	972	648	1.3	66.7	104	435	1.4	44.8	117	*159	1.5	16.4	127	280	1.1	28.8	88
TRUE STORY	3356	1803	3.5	53.7	84	1047	3.4	31.2	82	333	3.2	9.9	77	801	3.0	23.9	73
U.S. NEWS & WORLD REPORT	3410	2453	4.7	71.9	113	1552	5.0	45.5	119	592	5.7	17.4	135	1312	4.9	38.5	117
USA TODAY	1759	1350	2.6	76.7	120	857	2.8	48.7	128	316	3.0	18.0	140	799	3.0	45.4	138
US	1873	1225	2.4	65.4	102	741	2.4	39.6	104	302	2.9	16.1	125	626	2.3	33.4	102
VOGUE	3909	2722	5.3	69.6	109	1806	5.8	46.2	121	605	5.8	15.5	120	1281	4.8	32.8	100
MALL STREET JOURNAL	1886	1396	2.7	74.0	116	846	2.7	44.9	117	362	3.5	19.2	149	741	2.8	39.3	119
WEIGHT WATCHERS	2120	1525	2.9	71.9	113	754	2.4	35.6	93	338	3.2	15.9	124	882	3.3	41.6	126
WOMAN'S DAY	14172	10124	19.6	71.4	112	6012	19.4	42.4	111	1904	18.3	13.4	104	5431	20.4	38.3	111
WORKING MOTHER	1146	744	1.4	64.9	102	509	1.6	44.4	116	*137	1.3	12.0	93	428	1.6	37.3	114
WORKING WOMAN	1322	965	1.9	73.0	114	560	1.8	42.4	111	243	2.3	18.4	143	559	2.1	42.3	129
WORLD TENNIS	*163	*112	0.2	68.7	108	**92	0.3	56.4	148	**19	0.2	11.7	91	**62	0.2	38.0	116
ZIFF-DAVIS MAG NETHK (GROSS)	2532	1851	3.6	73.1	114	1005	3.2	39.7	104	434	4.2	17.1	133	1114	4.2	44.0	134
BLAIR INSERTS	43657	30650	59.2	70.2	110	18707	60.5	42.8	112	6658	63.9	15.3	119	15806	59.3	36.2	110
DAILY NEWSPAPERS																	
READ ANY	51633	34895	67.4	67.6	106	21502	69.5	41.6	109	7286	70.0	14.1	110	17474	65.6	33.8	103
READ ONE	43463	28991	56.0	66.7	104	17643	57.0	40.6	106	5993	57.5	13.8	107	14613	54.8	33.6	102
READ TWO OR MORE	8170	5904	11.4	72.3	113	3859	12.5	47.2	124	1293	12.4	15.8	123	2861	10.7	35.0	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	36245	70.1	68.8	108	22030	71.2	41.8	109	7535	72.3	14.3	111	18694	70.2	35.5	108
READ ONE	46126	31246	60.4	67.7	106	18863	61.0	40.9	107	6480	62.2	14.0	109	16269	61.1	35.3	107
READ TWO OR MORE	6552	5000	9.7	76.3	119	3167	10.2	48.3	127	1055	10.1	16.1	125	2425	9.1	37.0	112
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.40				28.55				30.16				28.32			
30 DAY REACH	71455	45825	88.6	64.1	100	27461	88.8	38.4	101	9174	88.1	12.8	100	23819	89.4	33.3	101
50 SHWG - 30 DAY AV FREQ	14.56	14.98				14.99				15.94				14.88			
30 DAY REACH	67742	43542	84.2	64.3	101	26203	84.7	38.7	101	8683	83.4	12.8	100	22684	85.1	33.5	102
25 SHWG - 30 DAY AV FREQ	7.94	8.12				8.12				8.73				8.00			
30 DAY REACH	62117	40114	77.5	64.6	101	24150	78.1	38.9	102	7959	76.4	12.8	100	21067	79.1	33.9	103
CABLE TV: HOME WIRED	32077	21547	41.6	67.2	105	13448	43.5	41.9	110	4436	42.6	13.8	108	11389	42.7	35.5	108
HOME NOT WIRED	48909	30190	58.4	61.7	97	17486	56.5	35.8	94	5979	57.4	12.2	95	15256	57.3	31.2	95
HAVE PAY CABLE	15935	11158	21.6	70.0	110	6835	22.1	42.9	112	2498	24.0	15.7	122	6002	22.5	37.7	114

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB) - TYPES OF PLAIN
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PLAIN (NO SAUCES OR BUTTER ADDED)				IN A BOX				IN A BOIL-IN-BAG				IN A LARGE PLASTIC BAG				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALE HOMEMAKERS	80986	51737	100.0	63.9	100	30934	100.0	38.2	100	10415	100.0	12.9	100	26644	100.0	32.9	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	29108	56.3	66.3	104	17854	57.7	40.7	106	5475	52.6	12.5	97	15335	57.6	34.9	106	
10:00 AM - 3:00 PM	30659	20367	39.4	66.4	104	12306	39.8	40.1	105	4040	38.8	13.2	102	10607	39.8	34.6	105	
3:00 PM - 7:00 PM	31045	20862	40.3	67.2	105	12732	41.2	41.0	107	4198	40.3	13.5	105	10897	40.9	35.1	107	
7:00 PM - MIDNIGHT	15767	10373	20.0	65.8	103	6315	20.4	40.1	105	2164	20.8	13.7	107	5413	20.3	34.3	104	
MIDNIGHT - 6:00 AM	9120	6190	12.0	67.9	106	3811	12.3	41.8	109	1258	12.1	13.8	107	3282	12.3	36.0	109	
6:00 AM - MIDNIGHT	58527	38601	74.6	66.0	103	23338	75.4	39.9	104	7546	72.5	12.9	100	20190	75.8	34.5	105	
ENTIRE DAY	59311	39087	75.5	65.9	103	23669	76.5	39.9	104	7660	73.5	12.9	100	20461	76.8	34.5	105	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	11144	21.5	68.9	108	6530	21.1	40.4	106	2094	20.1	12.9	101	6257	23.5	38.7	118	
ALL NEWS	2256	1718	3.3	76.2	119	1078	3.5	47.8	125	333	3.2	14.8	115	851	3.2	37.7	115	
AOR/PROGRESSIVE	3874	2784	5.4	71.9	112	1775	5.7	45.8	120	629	6.0	16.2	126	1488	5.6	38.4	117	
BEAUTIFUL MUSIC	5660	4117	8.0	72.7	114	2589	8.4	45.7	120	731	7.0	12.9	100	2031	7.6	35.9	109	
BLACK	2204	1137	2.2	51.6	81	668	2.2	30.3	79	341	3.3	15.5	120	486	1.8	22.1	67	
CLASSICAL	1418	972	1.9	68.5	107	600	1.9	42.3	111	*222	2.1	15.7	122	481	1.8	33.9	103	
CHR/ROCK	9538	6288	12.2	65.9	103	3728	12.1	39.1	102	1272	12.2	13.3	104	3443	12.9	36.1	110	
COUNTRY	12648	7622	14.7	60.3	94	4506	14.6	35.6	93	1300	12.5	10.3	80	3952	14.8	31.2	95	
GOLDEN OLDIES	1191	747	1.4	62.7	98	445	1.4	37.4	98	*196	1.9	16.5	128	333	1.2	28.0	85	
MOR/NOSTALGIA	4757	3142	6.1	66.1	103	1924	6.2	40.4	106	567	5.4	11.9	93	1664	6.2	35.0	106	
NEWS/TALK	3863	2853	5.5	73.9	116	1845	6.0	47.8	125	699	6.7	18.1	141	1492	5.6	38.6	117	
RELIGIOUS	3084	1908	3.7	61.9	97	1108	3.6	35.9	94	430	4.1	13.9	108	957	3.6	31.0	94	
SOFT ROCK	521	349	0.7	67.0	105	*217	0.7	41.7	109	**31	0.3	6.0	46	*178	0.7	34.2	104	
URBAN CONTEMPORARY	1585	935	1.8	59.0	92	603	1.9	38.0	100	261	2.5	16.5	128	376	1.4	23.7	72	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2025	3.9	62.1	97	1297	4.2	39.8	104	425	4.1	13.0	101	1023	3.8	31.4	95	
ABC DIRECTION	2316	1544	3.0	66.7	104	919	3.0	39.7	104	316	3.0	13.6	106	789	3.0	34.1	104	
ABC ENTERTAINMENT	4834	3196	6.2	66.1	103	2036	6.6	42.1	110	620	6.0	12.8	100	1636	6.1	33.8	103	
ABC FM	2202	1388	2.7	63.0	99	920	3.0	41.8	109	255	2.4	11.6	90	672	2.5	30.5	93	
ABC INFORMATION	5425	3766	7.3	69.4	109	2366	7.6	43.6	114	701	6.7	12.9	100	2119	8.0	39.1	119	
ABC ROCK	1677	1221	2.4	72.8	114	742	2.4	44.2	116	348	3.3	20.8	161	547	2.1	32.6	99	
CBS	4430	3058	5.9	69.0	108	1903	6.2	43.0	112	543	5.2	12.3	95	1759	6.6	39.7	121	
MUTUAL	4992	3449	6.7	69.1	108	2066	6.7	41.4	108	925	8.9	18.5	144	1774	6.7	35.5	108	
NBC	4679	3175	6.1	67.9	106	1774	5.7	37.9	99	612	5.9	13.1	102	1722	6.5	36.8	112	
RADIORADIO	1994	1315	2.5	65.9	103	787	2.5	39.5	103	*266	2.6	13.3	104	689	2.6	34.6	105	
RKO ONE	2298	1490	2.9	64.8	101	737	2.4	32.1	84	299	2.9	13.0	101	800	3.0	34.8	106	
RKO TWO	3311	2036	3.9	61.5	96	1292	4.2	39.0	102	479	4.6	14.5	112	939	3.5	28.4	86	
THE SOURCE	2114	1464	2.8	69.3	108	1021	3.3	48.3	126	331	3.2	15.7	122	647	2.4	30.6	93	
NON-WIRED : BLAIR	8654	5828	11.3	67.3	105	3518	11.4	40.7	106	1119	10.7	12.9	101	3097	11.6	35.8	109	
INTERNET	12025	8007	15.5	66.6	104	4809	15.5	40.0	105	1701	16.3	14.1	110	4370	16.4	36.3	110	
KATZ RADIO GROUP	15359	10788	20.9	70.2	110	6669	21.6	43.4	114	2153	20.7	14.0	109	5634	21.1	36.7	111	
SUPERNET	10628	6799	13.1	64.0	100	4073	13.2	38.3	100	1438	13.8	13.5	105	3626	13.6	34.1	104	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	5426	10.5	62.7	98	3362	10.9	38.8	102	1170	11.2	13.5	105	2714	10.2	31.3	95	
WKDAY 9:00 AM - 1:00 PM	12163	7302	14.1	60.0	94	4235	13.7	34.8	91	1542	14.8	12.7	99	3699	13.9	30.4	92	
WKDAY 1:00 PM - 4:30 PM	16150	9616	18.6	59.5	93	5681	18.4	35.2	92	2008	19.3	12.4	97	4812	18.1	29.8	91	
WKDAY 4:30 PM - 7:30 PM	22463	13801	26.7	61.4	96	8397	27.1	37.4	98	2824	27.1	12.6	98	6846	25.7	30.5	93	
WKDAY 7:30 PM - 8:00 PM	31795	19819	38.3	62.3	98	12178	39.4	38.3	100	4196	40.3	13.2	103	9779	36.7	30.8	93	
WKDAY 11:00 PM - 11:30 PM	23977	15208	29.4	63.4	99	9215	29.8	38.4	101	3101	29.8	12.9	101	7712	28.9	32.2	98	
WKDAY 11:30 PM - 1:00 AM	7703	4882	9.4	63.4	99	2921	9.4	37.9	99	1035	9.9	13.4	104	2427	9.1	31.5	96	
M-SAT 8-11 PM+SUN 7-11 PM	33800	21560	41.7	63.8	100	13171	42.6	39.0	102	4390	42.2	13.0	101	10921	41.0	32.3	98	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	3975	7.7	60.8	95	2208	7.1	33.8	88	847	8.1	13.0	101	2205	8.3	33.7	103
ANOTHER WORLD	N	4620	2783	5.4	60.2	94	1668	5.4	36.1	95	557	5.3	12.1	94	1361	5.1	29.5	90
AS THE WORLD TURNS	C	5614	3352	6.5	59.7	93	2052	6.6	36.6	96	712	6.8	12.7	99	1597	6.0	28.4	86
CAPITOL	C	3396	1894	3.7	55.8	87	1200	3.9	35.3	93	422	4.1	12.4	97	844	3.2	24.9	76
CBS MORN. NEWS 1	C	1446	780	1.5	53.9	84	464	1.5	32.1	84	178	1.7	12.3	96	356	1.3	24.6	75
CBS MORN. NEWS 2	C	1207	648	1.3	53.7	84	414	1.3	34.3	90	101	1.0	8.4	65	287	1.1	23.8	72
DAYS OF OUR LIVES	N	5877	3693	7.1	62.8	98	2082	6.7	35.4	93	731	7.0	12.4	97	1896	7.1	32.3	98
FACTS OF LIFE - DAYTIME	N	2290	1306	2.5	57.0	89	747	2.4	32.6	85	294	2.8	12.8	100	624	2.3	27.2	83
FAMILY FEUD	A	3023	1670	3.2	55.2	86	1024	3.3	33.9	89	355	3.4	11.7	91	846	3.2	28.0	85
GENERAL HOSPITAL	A	6097	3504	6.8	57.5	90	1969	6.4	32.3	85	688	6.6	11.3	88	1807	6.8	29.6	90
GOOD MORNING, AMERICA-730	A	3515	2250	4.3	64.0	100	1457	4.7	41.5	109	456	4.4	13.0	101	1097	4.1	31.2	95
GOOD MORNING, AMERICA-830	A	2818	1881	3.6	66.7	104	1181	3.8	41.9	110	340	3.3	12.1	94	941	3.5	33.4	101
GUIDING LIGHT	C	5339	3148	6.1	59.0	92	1891	6.1	35.4	93	693	6.7	13.0	101	1529	5.7	28.6	87
ONE LIFE TO LIVE	A	4478	2462	4.8	55.0	86	1411	4.6	31.5	82	524	5.0	11.7	91	1294	4.9	2	

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB) - TYPES OF PLAIN
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	PLAIN (NO SAUCES OR BUTTER ADDED)				IN A BOX				IN A BOIL-IN-BAG				IN A LARGE PLASTIC BAG			
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	51737	100.0	63.9	100	30934	100.0	38.2	100	10415	100.0	12.9	100	26644	100.0	32.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	15885	30.7	60.9	95	9801	31.7	37.6	98	3345	32.1	12.8	100	7876	29.6	30.2	92
NETWORK AFFILIATES - LATE		20261	12835	24.8	63.3	99	7839	25.3	38.7	101	2621	25.2	12.9	101	6550	24.6	32.3	98
INDEPENDENTS - LATE		2076	1451	2.8	69.9	109	970	3.1	46.7	122	308	3.0	14.8	115	691	2.6	33.3	101
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	6574	12.7	62.9	98	3927	12.7	37.6	98	1216	11.7	11.6	90	3297	12.4	31.5	96
ABC MONDAY NIGHT MOVIE		A 6412	4166	8.1	65.0	102	2634	8.5	41.1	108	809	7.8	12.6	98	2089	7.8	32.6	99
ABC SUNDAY NIGHT MOVIE		A 12407	8071	15.6	65.1	102	5137	16.6	41.4	108	1543	14.8	12.4	97	4095	15.4	33.0	100
ABC WORLD NEWS TONIGHT		A 6176	3687	7.1	59.7	93	2335	7.5	37.8	99	763	7.3	12.4	96	1953	7.3	31.6	96
AFTERMASH		C 5863	3372	6.5	57.5	90	2027	6.6	34.6	91	812	7.8	13.8	108	1825	6.8	31.1	95
ALICE		C 9594	5710	11.0	59.5	93	3440	11.1	35.9	94	1148	11.0	12.0	93	2955	11.1	30.8	94
AMERICAN PARADE		C 6622	4193	8.1	63.3	99	2640	8.5	39.9	104	904	8.7	13.7	106	2154	8.1	32.5	99
BENSON		A 10886	6964	13.5	64.0	100	4328	14.0	39.8	104	1544	14.8	14.2	110	3460	13.0	31.8	97
BLUE THUNDER		A 5036	3227	6.2	64.1	100	1930	6.2	38.3	100	607	5.8	12.1	94	1647	6.2	32.7	99
CAGNEY & LACEY		C 9965	6502	12.6	65.2	102	3704	12.0	37.2	97	1329	12.8	13.3	104	3650	13.7	36.6	111
CBS EVENING NEWS-DEAN		C 3491	2079	4.0	59.6	93	1332	4.3	38.2	100	375	3.6	10.7	84	1062	4.0	30.4	92
CBS EVENING NEWS-RATHER		C 7123	4508	8.7	63.3	99	2898	9.4	40.7	107	903	8.7	12.7	99	2174	8.2	30.5	93
CBS SAT. NEWS-SCHIEFFER		C 3621	2226	4.3	61.5	96	1442	4.7	39.8	104	498	4.8	13.8	107	1085	4.1	30.0	91
CBS SATURDAY NIGHT MOVIE		C 5436	3522	6.8	64.8	101	2189	7.1	40.3	105	601	5.8	11.1	86	1865	7.0	34.3	104
CBS WEDNESDAY NIGHT MOVIE		C 6100	3846	7.4	63.0	99	2384	7.7	39.1	102	729	7.0	12.0	93	1998	7.5	32.8	100
CHEERS		N 8889	6166	11.9	69.4	109	3578	11.6	40.3	105	1243	11.9	14.0	109	3204	12.0	36.0	110
DALLAS		C 22109	13928	26.9	63.0	99	8162	26.4	36.9	97	2757	26.5	12.5	97	7356	27.6	33.3	101
DIFF'RENT STROKES		N 6940	4182	8.1	60.3	94	2563	8.3	36.9	97	831	8.0	12.0	93	2108	7.9	30.4	92
DOUBLE TROUBLE		N 7223	4469	8.6	61.9	97	2648	8.6	36.7	96	916	8.8	12.7	99	2351	8.8	32.5	99
DUCK FACTORY		N 5595	3795	7.3	67.8	106	2218	7.2	39.6	104	658	6.3	11.8	91	1984	7.4	35.5	108
DUKES OF HAZZARD		C 5768	3311	6.4	57.4	90	1845	6.0	32.0	84	634	6.1	11.0	85	1667	6.3	28.9	88
DYNASTY		A 20053	12304	23.8	61.4	96	7153	23.1	35.7	93	2616	25.1	13.0	101	6275	23.6	31.3	95
FACTS OF LIFE		N 8087	5101	9.9	63.1	99	3090	10.0	38.2	100	997	9.6	12.3	96	2486	9.3	30.7	93
FALCON CREST		C 20046	12491	24.1	62.3	98	7230	23.4	36.1	94	2437	23.4	12.2	95	6563	24.6	32.7	100
FALL GUY		A 9084	5419	10.5	59.7	93	3239	10.5	35.7	93	1092	10.5	12.0	93	2789	10.5	30.7	93
FAMILY TIES		N 7964	5155	10.0	64.7	101	3009	9.7	37.8	99	1102	10.6	13.8	108	2557	9.6	32.1	98
FANTASY ISLAND		A 7687	4726	9.1	61.5	96	2830	9.1	36.8	96	977	9.4	12.7	99	2386	9.0	31.0	94
FOOLUPS, BLEEPS & BLUNDERS		A 8861	5614	10.9	63.4	99	3323	10.7	37.5	98	1179	11.3	13.3	103	3040	11.4	34.3	104
FOUR SEASONS		C 5095	3144	6.1	61.7	97	2056	6.6	40.4	106	696	6.7	13.7	106	1511	5.7	29.7	90
GIMME A BREAK		N 8838	5374	10.4	60.8	95	2978	9.6	33.7	88	1173	11.3	13.3	103	2733	10.3	30.9	94
HART TO HART		A 8978	5328	10.3	59.3	93	3201	10.3	35.7	93	1075	10.3	12.0	93	2698	10.1	30.1	91
HILL STREET BLUES		N 8590	5648	10.9	65.8	103	3303	10.7	38.5	101	1137	10.9	13.2	103	3085	11.6	35.9	109
HOTEL		A 14085	8699	16.8	61.8	97	5098	16.5	36.2	95	1896	18.2	13.5	105	4373	16.4	31.0	94
JEFFERSONS		C 9360	5516	10.7	58.9	92	3304	10.7	35.3	92	1171	11.2	12.5	97	2771	10.4	29.6	90
JENNIFER SLEPT HERE		N 5841	3601	7.0	61.7	97	2147	6.9	36.8	96	648	6.2	11.1	86	1828	6.9	31.3	95
KATE & ALLIE		C 9206	5718	11.1	62.1	97	3401	11.0	36.9	97	1166	11.2	12.7	98	3099	11.6	33.7	102
KNIGHT RIDER		N 7076	4480	8.7	63.3	99	2717	8.8	38.4	101	956	9.2	13.5	105	2350	8.8	33.2	101
LOVE BOAT		A 12219	7536	14.6	61.7	97	4691	15.2	38.4	101	1655	15.9	13.5	105	3705	13.9	30.3	92
MAGNUM PI		C 11199	7123	13.8	63.6	100	4335	14.0	38.7	101	1470	14.1	13.1	102	3524	13.2	31.5	96
MAMA'S FAMILY		N 6057	3862	7.5	63.8	100	2267	7.3	37.4	98	774	7.4	12.8	99	2026	7.6	33.4	102
MASTER, THE		N 3598	2300	4.4	63.9	100	1400	4.5	38.9	102	486	4.7	13.5	105	1112	4.2	30.9	94
MATT HOUSTON		A 6344	3972	7.7	62.6	98	2508	8.1	39.5	103	800	7.7	12.6	98	2058	7.7	32.4	99
NBC MONDAY NIGHT MOVIE		N 11994	7531	14.6	62.8	98	4439	14.3	37.0	97	1427	13.7	11.9	93	3823	14.3	31.9	97
NBC NIGHTLY NEWS		N 5132	3314	6.4	64.6	101	2038	6.6	39.7	104	706	6.8	13.8	107	1637	6.1	31.9	97
NBC NIGHTLY NEWS-SAT		N 3375	2154	4.2	63.8	100	1428	4.6	42.3	111	399	3.8	11.8	92	1112	4.2	32.9	100
NBC NIGHTLY NEWS-SUN		N 3130	1912	3.7	61.1	96	1222	4.0	39.0	102	364	3.5	11.6	90	1068	4.0	34.1	104
NBC SUNDAY NIGHT MOVIE		N 8284	5383	10.4	65.0	102	3220	10.4	38.9	102	1153	11.1	13.9	108	2487	9.3	30.0	91
NEWHART		C 9240	5887	11.4	63.7	100	3572	11.5	38.7	101	1142	11.0	12.4	96	3211	12.1	34.8	106
ONE DAY AT A TIME		C 7288	4481	8.7	61.5	96	2621	8.5	36.0	94	991	9.5	13.6	106	2427	9.1	33.3	101
PEOPLE ARE FUNNY		N 4855	3047	5.9	62.8	98	1864	6.0	38.4	101	594	5.7	12.2	95	1476	5.5	30.4	92
REAL PEOPLE		N 8869	5382	10.4	60.7	95	3389	11.0	38.2	100	1050	10.1	11.8	92	2522	9.5	28.4	86
REMINGTON STEELE		N 7743	4801	9.3	62.0	97	2888	9.3	37.3	98	891	8.6	11.5	89	2481	9.3	32.0	97
RIPLEY'S BELIEVE IT - NOT		A 5345	3637	7.0	68.0	107	2358	7.6	44.1	115	654	6.3	12.2	95	1905	7.1	35.6	108
RIPTIDE		N 6988	4457	8.6	63.8	100	2562	8.3	36.7	96	930	8.9	13.3	103	2278	8.5	32.6	99
SCARECROW & MRS. KING		C 10002	6104	11.8	61.0	96	3783	12.2	37.8	99	1250	12.0	12.5	97	3198	12.0	32.0	97
SIMON & SIMON		C 10638	6536	12.6	61.4	96	3963	12.8	37.3	98	1302	12.5	12.2	95	3258	12.2	30.6	93
60 MINUTES		C 13293	8475	16.4	63.8	100	5364	17.3	40.4	106	1853	17.8	13.9	108	4271	16.0	32.1	98
ST. ELSEWHERE		N 7017	4586	8.9	65.4	102	2666	8.6	38.0	99	883	8.5	12.6	98	2404	9.0	34.3	104
THREE'S COMPANY		A 10917	6882	13.3	63.0	99	4128	13.3	37.8	99	1469	14.1	13.5	105	3445	12.9	31.6	96
T.J. HOOKER		A 9204	5755	11.1	62.5	98	3587	11.6	39.0	102	1264	12.1	13.7	107	2924	11.0	31.8	97
TONIGHT SHOW		N 2372	1595	3.1	67.2	105	958	3.1	40.4	106	382	3.7	16.1	125	751	2.8	31.7	96
TRAPPER JOHN, M.D.		C 9846	5719	11.1	58.1	91	3549	11.5	36.0	94	1245	12.0	12.6	98	2906	10.9	29.5	90
TV BLOOPERS & PRAC. JOKES		N 9105	5719	11.1	62.8	98	3260	10.5	35.8	94	1109	10.6	12.2	95	3100	11.6	34.0	103
20/20		A 9387	6411	12.4	68.3	107	4142	13.4	44.1	116	1253	12.0	13.3	104	3188	12.0	34.0	103
WEBSTER		A 11067	6962	13.5	62.9	98	4327	14.0	39.1	102	1518	14.6	13.7	107	3597	13.5	32.5	99
WORLD NEWS - SUN		A 3062	2004	3.9	65.4	102	1280	4.1	41.8	109	415	4.0	13.6	105	988	3.7	32.3	98
YELLOW ROSE		N 4978	3022	5.8	60.7	95	1799	5.8	36.1	95	630	6.0	12.7	98	1489	5.6	29.9	91
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	6369	12.3	71.7	112	4110	13.3	46.3	121	1427	13.7	16.1	125	3072	11.5</		

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB)-TYPES OF PREPARED
(FEMALE HOMEMAkers)

	TOTAL U.S. '000	PREPARED (WITH SAUCE OR ADDED INGREDIENTS)				IN A BOX				IN A BOIL-IN-BAG				IN A LARGE PLASTIC BAG			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	20699	100.0	25.6	100	8583	100.0	10.6	100	12169	100.0	15.0	100	4394	100.0	5.4	100
18 - 24	9282	2403	11.6	25.9	101	882	10.3	9.5	90	1435	11.8	15.5	103	*665	15.1	7.2	132
25 - 34	19072	5493	26.5	28.8	113	2135	24.9	11.2	106	3669	30.2	19.2	128	998	22.7	5.2	96
35 - 44	14591	3997	19.3	27.4	107	1540	17.9	10.6	100	2468	20.3	16.9	113	701	16.0	4.8	89
45 - 54	11345	2975	14.4	26.2	103	1305	15.2	11.5	109	1573	12.9	13.9	92	706	16.1	6.2	115
55 - 64	11635	2782	13.4	23.9	94	1291	15.0	11.1	105	1449	11.9	12.5	83	*625	14.2	5.4	99
65 OR OLDER	15061	3048	14.7	20.2	79	1431	16.7	9.5	90	1575	12.9	10.5	70	699	15.9	4.6	86
18 - 34	28354	7896	38.1	27.8	109	3016	35.1	10.6	100	5104	41.9	18.0	120	1663	37.8	5.9	108
18 - 49	48339	13224	63.9	27.4	107	5079	59.2	10.5	99	8374	68.8	17.3	115	2651	60.3	5.5	101
25 - 54	45008	12466	60.2	27.7	108	4979	58.0	11.1	104	7710	63.4	17.1	114	2405	54.7	5.3	98
35 - 49	19985	5328	25.7	26.7	104	2063	24.0	10.3	97	3270	26.9	16.4	109	988	22.5	4.9	91
50 OR OLDER	32647	7475	36.1	22.9	90	3504	40.8	10.7	101	3796	31.2	11.6	77	1743	39.7	5.3	98
GRADUATED COLLEGE	11155	3276	15.8	29.4	115	1358	15.8	12.2	115	2160	17.8	19.4	129	*427	9.7	3.8	71
ATTENDED COLLEGE	13682	3961	19.1	29.0	113	1770	20.6	12.9	122	2451	20.1	17.9	119	724	16.5	5.3	98
GRADUATED HIGH SCHOOL	33880	9353	45.2	27.6	108	3916	45.6	11.6	109	5663	46.5	16.7	111	1884	42.9	5.6	102
DID NOT GRADUATE HIGH SCHOOL	22270	4109	19.9	18.5	72	1540	17.9	6.9	65	1895	15.6	8.5	57	1359	30.9	6.1	112
EMPLOYED	40306	11669	56.4	29.0	113	4888	56.9	12.1	114	7293	59.9	18.1	120	1991	45.3	4.9	91
EMPLOYED FULL-TIME	32850	9658	46.7	29.4	115	3856	44.9	11.7	111	6130	50.4	18.7	124	1644	37.4	5.0	92
EMPLOYED PART-TIME	7456	2011	9.7	27.0	106	1033	12.0	13.9	131	1162	9.5	15.6	104	*348	7.9	4.7	86
NOT EMPLOYED	40680	9030	43.6	22.2	87	3695	43.1	9.1	86	4877	40.1	12.0	80	2403	54.7	5.9	109
PROFESSIONAL/MANAGER	10392	3217	15.5	31.0	121	1268	14.8	12.2	115	2332	19.2	22.4	149	*384	8.7	3.7	68
TECH/CLERICAL/SALES	17574	5444	26.3	31.0	121	2315	27.0	13.2	124	3417	28.1	19.4	129	832	18.9	4.7	87
PRECISION/CRAFT	985	*356	1.7	36.1	141	**120	1.4	12.2	115	**201	1.7	20.4	136	**73	1.7	7.4	137
OTHER EMPLOYED	11354	2652	12.8	23.4	91	1186	13.8	10.4	99	1343	11.0	11.8	79	703	16.0	6.2	114
SINGLE	9863	3125	15.1	31.7	124	1076	12.5	10.9	103	1985	16.3	20.1	134	742	16.9	7.5	139
MARRIED	51375	12615	60.9	24.6	96	5216	60.8	10.2	96	7521	61.8	14.6	97	2478	56.4	4.8	89
DIVORCED/SEPARATED/WIDOWED	19748	4959	24.0	25.1	98	2291	26.7	11.6	109	2663	21.9	13.5	90	1174	26.7	5.9	110
PARENTS	32590	8234	39.8	25.3	99	3411	39.7	10.5	99	4892	40.2	15.0	100	1761	40.1	5.4	100
WHITE	70416	18393	88.9	26.1	102	7578	88.3	10.8	102	11047	90.8	15.7	104	3723	84.7	5.3	97
BLACK	8778	1912	9.2	21.8	85	838	9.8	9.5	90	882	7.2	10.0	67	641	14.6	7.3	135
OTHER	1791	*395	1.9	22.1	86	**168	2.0	9.4	89	**240	2.0	13.4	89	**30	0.7	1.7	31
NORTHEAST-CENSUS	17786	4892	23.6	27.5	108	2390	27.8	13.4	127	2878	23.7	16.2	108	859	19.5	4.8	89
NORTH CENTRAL	20741	4885	23.6	23.6	92	1956	22.8	9.4	89	2819	23.2	13.6	90	1146	26.1	5.5	102
SOUTH	27775	6960	33.6	25.1	98	2798	32.6	10.1	95	4088	33.6	14.7	98	1669	38.0	6.0	111
WEST	14683	3962	19.1	27.0	106	1441	16.8	9.8	93	2385	19.6	16.2	108	720	16.4	4.9	90
NORTHEAST-MKTG.	17961	5434	26.3	30.3	118	2601	30.3	14.5	137	3291	27.0	18.3	122	939	21.4	5.2	96
EAST CENTRAL	11885	2748	13.3	23.1	90	1166	13.6	9.8	93	1496	12.3	12.6	84	655	14.9	5.5	102
WEST CENTRAL	14090	3385	16.4	24.0	94	1302	15.2	9.2	87	2066	17.0	14.7	98	750	17.1	5.3	98
SOUTH	24081	5677	27.4	23.6	92	2343	27.3	9.7	92	3212	26.4	13.3	89	1442	32.8	6.0	110
PACIFIC	12969	3454	16.7	26.6	104	1171	13.6	9.0	85	2105	17.3	16.2	108	*608	13.8	4.7	86
COUNTY SIZE A	32439	9852	47.6	30.4	119	4227	49.2	13.0	123	6040	49.6	18.6	124	1910	43.5	5.9	109
COUNTY SIZE B	24915	5722	27.6	23.0	90	2304	26.8	9.2	87	3344	27.5	13.4	89	1173	26.7	4.7	87
COUNTY SIZE C	12930	3188	15.4	24.7	96	1354	15.8	10.5	99	1842	15.1	14.2	95	641	14.6	5.0	91
COUNTY SIZE D	10703	1937	9.4	18.1	71	699	8.1	6.5	62	944	7.8	8.8	59	671	15.3	6.3	116
METRO CENTRAL CITY	24518	5985	28.9	24.4	96	2473	28.8	10.1	95	3484	28.6	14.2	95	1248	28.4	5.1	94
METRO SUBURBAN	35919	10301	49.8	28.7	112	4443	51.8	12.4	117	6294	51.7	17.5	117	2060	46.9	5.7	106
NON METRO	20549	4413	21.3	21.5	84	1667	19.4	8.1	77	2392	19.7	11.6	77	1086	24.7	5.3	97
TOP 5 ADI'S	18341	5700	27.5	31.1	122	2488	29.0	13.6	128	3429	28.2	18.7	124	938	21.3	5.1	94
TOP 10 ADI'S	25378	7914	38.2	31.2	122	3396	39.6	13.4	126	4838	39.8	19.1	127	1400	31.9	5.5	102
TOP 20 ADI'S	36488	10791	52.1	29.6	116	4538	52.9	12.4	117	6667	54.8	18.3	122	2014	45.8	5.5	102
HSGLD INC. \$50,000 OR MORE	6612	2310	11.2	34.9	137	823	9.6	12.4	117	1599	13.1	24.2	161	**228	5.2	3.4	64
\$40,000 OR MORE	12659	4221	20.4	33.3	130	1759	20.5	13.9	131	2811	23.1	22.2	148	*515	11.7	4.1	75
\$30,000 OR MORE	24698	7402	35.8	30.0	117	3166	36.9	12.8	121	4705	38.7	19.1	127	1172	26.7	4.7	87
\$25,000 OR MORE	32077	9500	45.9	29.6	116	3964	46.2	12.4	117	6075	49.9	18.9	126	1588	36.1	5.0	91
\$20,000 - \$24,999	9144	2522	12.2	27.6	108	1119	13.0	12.2	115	1545	12.7	16.9	112	*413	9.4	4.5	83
\$15,000 - \$19,999	8728	2217	10.7	25.4	99	873	10.2	10.0	94	1288	10.6	14.8	98	*488	11.1	5.6	103
\$10,000 - \$14,999	12562	3125	15.1	24.9	97	1269	14.8	10.1	95	1640	13.5	13.1	87	923	21.0	7.3	135
UNDER \$10,000	18475	3335	16.1	18.1	71	1359	15.8	7.4	69	1621	13.3	8.8	58	982	22.3	5.3	98
HOUSEHOLD OF 1 PERSON	11987	2940	14.2	24.5	96	1373	16.0	11.5	108	1740	14.3	14.5	97	477	10.9	4.0	73
2 PEOPLE	26577	7093	34.3	26.7	104	2926	34.1	11.0	104	4175	34.3	15.7	105	1572	35.8	5.9	109
3 OR 4 PEOPLE	30617	7852	37.9	25.6	100	3067	35.7	10.0	95	4745	39.0	15.5	103	1561	35.5	5.1	94
5 OR MORE PEOPLE	11804	2814	13.6	23.8	93	1218	14.2	10.3	97	1510	12.4	12.8	85	784	17.8	6.6	122
NO CHILD IN HSHLD	46165	11892	57.5	25.8	101	4944	57.6	10.7	101	7028	57.8	15.2	101	2485	56.6	5.4	99
CHILD(REN) UNDER 2 YRS	5325	1068	5.2	20.1	78	*373	4.3	7.0	66	743	6.1	14.0	93	**200	4.6	3.8	69
2 - 5 YEARS	14221	3156	15.2	22.2	87	1201	14.0	8.4	80	1905	15.7	13.4	89	752	17.1		

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB)-TYPES OF PREPARED
(FEMALE HOMEMAkers)

		PREPARED (WITH SAUCE OR ADDED INGREDIENTS)				IN A BOX				IN A BOIL-IN-BAG				IN A LARGE PLASTIC BAG				
		TOTAL U.S. '000	A '000	B DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	20699	100.0	25.6	100	8583	100.0	10.6	100	12169	100.0	15.0	100	4394	100.0	5.4	100
MAGAZINES	QUINTILE 1	15799	4793	23.2	30.3	119	2125	24.8	13.5	127	2968	24.4	18.8	125	895	20.4	5.7	104
	QUINTILE 2	17259	4972	24.0	28.8	113	1849	21.5	10.7	101	3002	24.7	17.4	116	1101	25.1	6.4	118
	QUINTILE 3	13545	3382	16.3	25.0	98	1409	16.4	10.4	98	1970	16.2	14.5	97	682	15.5	5.0	93
	QUINTILE 4	15133	3342	16.1	22.1	86	1502	17.5	9.9	94	1947	16.0	12.9	86	684	15.6	4.5	83
	QUINTILE 5	19250	4210	20.3	21.9	86	1698	19.8	8.8	83	2282	18.8	11.9	79	1033	23.5	5.4	99
NEWSPAPERS	QUINTILE 1	12413	3628	17.5	29.2	114	1629	19.0	13.1	124	2203	18.1	17.7	118	709	16.1	5.7	105
	QUINTILE 2	24116	6777	32.7	28.1	110	3039	35.4	12.6	119	4063	33.4	16.8	112	1207	27.5	5.0	92
	QUINTILE 3	11261	2941	14.2	26.1	102	947	11.0	8.4	79	1987	16.3	17.6	117	655	14.9	5.8	107
	QUINTILE 4	20255	5026	24.3	24.8	97	2078	24.2	10.3	97	2834	23.3	14.0	93	1144	26.0	5.6	104
	QUINTILE 5	12940	2327	11.2	18.0	70	890	10.4	6.9	65	1083	8.9	8.4	56	679	15.5	5.2	97
OUTDOOR	QUINTILE 1	14852	4212	20.3	28.4	111	1757	20.5	11.8	112	2762	22.7	18.6	124	812	18.5	5.5	101
	QUINTILE 2	15725	4063	19.6	25.8	101	1803	21.0	11.5	108	2503	20.6	15.9	106	717	16.3	4.6	84
	QUINTILE 3	16330	4221	20.4	25.8	101	1641	19.1	10.0	95	2411	19.8	14.8	98	972	22.1	6.0	110
	QUINTILE 4	16744	4319	20.9	25.8	101	1802	21.0	10.8	102	2403	19.7	14.4	96	1020	23.2	6.1	112
	QUINTILE 5	17334	3883	18.8	22.4	88	1579	18.4	9.1	86	2091	17.2	12.1	80	873	19.9	5.0	93
RADIO-DRIVE TIME	QUINTILE 1	15911	4184	20.2	26.3	103	1859	21.7	11.7	110	2441	20.1	15.3	102	888	20.2	5.6	103
	QUINTILE 2	14837	3844	18.6	25.9	101	1553	18.1	10.5	99	2266	18.6	15.3	102	771	17.5	5.2	96
	QUINTILE 3	15339	4165	20.1	27.2	106	1694	19.7	11.0	104	2505	20.6	16.3	109	839	19.1	5.5	101
	QUINTILE 4	16723	4470	21.6	26.7	105	1872	21.8	11.2	106	2617	21.5	15.6	104	934	21.3	5.6	103
	QUINTILE 5	18176	4037	19.5	22.2	87	1606	18.7	8.8	83	2341	19.2	12.9	86	963	21.9	5.3	98
RADIO-MID- DAY	QUINTILE 1	21020	5513	26.6	26.2	103	2306	26.9	11.0	104	3204	26.3	15.2	101	1212	27.6	5.8	106
	QUINTILE 2	21610	5653	27.3	26.2	102	2141	24.9	9.9	93	3387	27.8	15.7	104	1055	24.0	4.9	90
	QUINTILE 3	38355	9533	46.1	24.9	97	4136	48.2	10.8	102	5579	45.8	14.5	97	2127	48.4	5.5	102
	QUINTILE 4	15988	4226	20.4	26.4	103	1780	20.7	11.1	105	2498	20.5	15.6	104	927	21.1	5.8	107
	QUINTILE 5	15626	4063	19.6	26.0	102	1654	19.3	10.6	100	2432	20.0	15.6	104	739	16.8	4.7	87
RADIO-TOTAL	QUINTILE 1	16723	4502	21.7	26.9	105	1934	22.5	11.6	109	2625	21.6	15.7	104	926	21.1	5.5	102
	QUINTILE 2	16342	4555	22.0	27.9	109	1785	20.8	10.9	103	2818	23.2	17.2	115	878	20.0	5.4	99
	QUINTILE 3	16306	3353	16.2	20.6	80	1431	16.7	8.8	83	1796	14.8	11.0	73	923	21.0	5.7	104
	QUINTILE 4																	
	QUINTILE 5																	
TV-PRIME TIME	QUINTILE 1	15953	4345	21.0	27.2	107	2032	23.7	12.7	120	2433	20.0	15.3	101	923	21.0	5.8	107
	QUINTILE 2	16137	4222	20.4	26.2	102	1858	21.6	11.5	109	2586	21.3	16.0	107	797	18.1	4.9	91
	QUINTILE 3	16420	4177	20.2	25.4	100	1472	17.2	9.0	85	2515	20.7	15.3	102	1013	23.1	6.2	114
	QUINTILE 4	16687	4045	19.5	24.2	95	1597	18.6	9.6	90	2547	20.9	15.3	102	736	16.8	4.4	81
	QUINTILE 5	15789	3910	18.9	24.8	97	1624	18.9	10.3	97	2090	17.2	13.2	88	925	21.1	5.9	108
TV-DAYTIME	QUINTILE 1	27736	6434	31.1	23.2	91	2656	30.9	9.6	90	3792	31.2	13.7	91	1529	34.8	5.5	102
	QUINTILE 2	26489	6948	33.6	26.2	103	2731	31.8	10.3	97	4201	34.5	15.9	106	1280	29.1	4.8	89
	QUINTILE 3	26761	7317	35.3	27.3	107	3196	37.2	11.9	113	4176	34.3	15.6	104	1585	36.1	5.9	109
	QUINTILE 4	16345	3772	18.2	23.1	90	1702	19.8	10.4	98	1994	16.4	12.2	81	996	22.7	6.1	112
	QUINTILE 5	16447	4164	20.1	25.3	99	1859	21.7	11.3	107	2483	20.4	15.1	100	822	18.7	5.0	92
TV-TOTAL	QUINTILE 1	15980	4252	20.5	26.6	104	1815	21.1	11.4	107	2497	20.5	15.6	104	848	19.3	5.3	98
	QUINTILE 2	15887	4340	21.0	27.3	107	1571	18.3	9.9	93	2873	23.6	18.1	120	676	15.4	4.3	78
	QUINTILE 3	16326	4171	20.2	25.5	100	1636	19.1	10.0	95	2322	19.1	14.2	95	1052	23.9	6.4	119
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE	QUINTILE 1	20721	6031	29.1	29.1	114	2612	30.4	12.6	119	3721	30.6	18.0	120	1118	25.4	5.4	99
	QUINTILE 2	19186	5292	25.6	27.6	108	1952	22.7	10.2	96	3146	25.9	16.4	109	1211	27.6	6.3	116
	QUINTILE 3	21899	5739	27.7	26.2	103	2539	29.6	11.6	109	3441	28.3	15.7	105	1100	25.0	5.0	93
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	15451	4731	22.9	30.6	120	1925	22.4	12.5	118	3096	25.4	20.0	133	878	20.0	5.7	105
	QUINTILE 2	25953	7112	34.4	27.4	107	2804	32.7	10.8	102	4090	33.6	15.8	105	1578	35.9	6.1	112
	QUINTILE 3	24400	5494	26.5	22.5	88	2369	27.6	9.7	92	3215	26.4	13.2	88	1134	25.8	4.6	86
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	18049	5337	25.8	29.6	116	2246	26.2	12.4	117	3228	26.5	17.9	119	952	21.7	5.3	97
	QUINTILE 2	23571	6705	32.4	28.4	111	2763	32.2	11.7	111	4012	33.0	17.0	113	1501	34.2	6.4	117
	QUINTILE 3	23278	5483	26.5	23.6	92	2187	25.5	9.4	89	3191	26.2	13.7	91	1221	27.8	5.2	97
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	15459	4394	21.2	28.4	111	2028	23.6	13.1	124	2513	20.7	16.3	108	990	22.5	6.4	118
	QUINTILE 2	25829	7591	36.7	29.4	115	2944	34.3	11.4	108	4721	38.8	18.3	122	1448	33.0	5.6	103
	QUINTILE 3	26039	5572	26.9	21.4	84	2479	28.9	9.5	90	3131	25.7	12.0	80	1162	26.4	4.5	82
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	16605	5044	24.4	30.4	119	2191	25.5	13.2	125	3216	26.4	19.4	129	927	21.1	5.6	103
	QUINTILE 2	26834	7149	34.5	26.6	104	2982	34.7	11.1	105	4232	34.8	15.8	105	1425	32.4	5.3	98
	QUINTILE 3	23346	5611	27.1	24.0	94	2224	25.9	9.5	90	3365	27.7	14.4	96	1242	28.3	5.3	98
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	17133	4861	23.5	28.4	111	2166	25.2	12.6	119	3042	25.0	17.8	118	722	16.4	4.2	78
	QUINTILE 2	25892	7313	35.3	28.2	111	3108	36.2	12.0	113	4358	35.8	16.8	112	1566	35.6	6.0	111
	QUINTILE 3	23167	5685	27.5	24.5	96	2179	25.4	9.4	89	3209	26.4	13.9	92	1403	31.9	6.1	112
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	17159	4640	22.4	27.0	106	2264	26.4	13.2	124	2739	22.5	16.0	106	920	20.9	5.4	99
	QUINTILE 2	26214	7668	37.0	29.3	114	3047	35.5	11.6	110	4938	40.6	18.8	125	1311	29.8	5.0	92
	QUINTILE 3	23412	5114	24.7	21.8	85	2095	24.4	8.9	84	2834	23.3	12.1</					

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB)-TYPES OF PREPARED
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PREPARED (WITH SAUCE OR ADDED INGREDIENTS)				IN A BOX				IN A BOIL-IN-BAG				IN A LARGE PLASTIC BAG			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	20699	100.0	25.6	100	8583	100.0	10.6	100	12169	100.0	15.0	100	4394	100.0	5.4	100
ATLANTIC MONTHLY	415	*135	0.7	32.5	127	**109	1.3	26.3	248	**58	0.5	14.0	93	**4	0.1	1.0	18
BARRON'S	453	**138	0.7	30.5	119	**91	1.1	20.1	190	**62	0.5	13.7	91	**6	0.1	1.3	24
BETTER HOMES & GARDENS	16256	4478	21.6	27.5	108	1771	20.6	10.9	103	2715	22.3	16.7	111	918	20.9	5.6	104
BON APPETIT	2535	703	3.4	27.7	109	337	3.9	13.3	125	482	4.0	19.0	127	**152	3.5	6.0	111
BUSINESS WEEK	1278	434	2.1	34.0	133	*196	2.3	15.3	145	277	2.3	21.7	144	**94	2.1	7.4	136
CAR AND DRIVER	378	*184	0.9	48.7	190	**102	1.2	27.0	255	**92	0.8	24.3	162	**92	2.1	24.3	449
CBS MAGAZINE NETWORK (GROSS)	1498	676	3.3	45.1	177	312	3.6	20.8	197	402	3.3	26.8	179	**153	3.5	10.2	188
CHANGING TIMES	1505	396	1.9	26.3	103	233	2.7	15.5	146	*208	1.7	13.8	92	**53	1.2	3.5	65
COLONIAL HOMES	1231	331	1.6	26.9	105	*168	2.0	13.6	129	252	2.1	20.5	136	**97	2.2	7.9	145
CONDE NAST MAG. PKG. (GROSS)	14146	4577	22.1	32.4	127	1899	22.1	13.4	127	2979	24.5	21.1	140	852	19.4	6.0	111
CONSUMERS DIGEST	1323	462	2.2	34.9	137	*243	2.8	18.4	173	*283	2.3	21.4	142	**31	0.7	2.3	43
COSMOPOLITAN	7102	2267	11.0	31.9	125	852	9.9	12.0	113	1516	12.5	21.3	142	412	9.4	5.8	107
COUNTRY LIVING	2481	777	3.8	31.3	123	243	2.8	9.8	92	541	4.4	21.8	145	*189	4.3	7.6	140
CUISINE	1472	481	2.3	32.7	128	*247	2.9	16.8	158	352	2.9	23.9	159	**75	1.7	5.1	94
CYCLE WORLD	425	**141	0.7	33.2	130	**50	0.6	11.8	111	**74	0.6	17.4	116	**55	1.3	12.9	239
DCI:CREATIVE IDEAS FOR LIV	2510	769	3.7	30.6	120	364	4.2	14.5	137	374	3.1	14.9	99	**170	3.9	6.8	125
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2002	9.7	29.9	117	833	9.7	12.4	117	1129	9.3	16.9	112	470	10.7	7.0	129
DISCOVER	894	323	1.6	36.1	141	*125	1.5	14.0	132	*226	1.9	25.3	168	**50	1.1	5.6	103
EBONY	3507	899	4.3	25.6	100	384	4.5	10.9	103	407	3.3	11.6	77	328	7.5	9.4	172
ESQUIRE	1083	281	1.4	25.9	102	*119	1.4	11.0	104	**97	0.8	9.0	60	**107	2.4	9.9	182
ESSENCE	1830	478	2.3	26.1	102	*163	1.9	8.9	84	240	2.0	13.1	87	*209	4.8	11.4	210
FAMILY CIRCLE	15930	4343	21.0	27.3	107	1817	21.2	11.4	108	2473	20.3	15.5	103	945	21.5	5.9	109
THE FAMILY HANDYMAN	1126	368	1.8	32.7	128	*176	2.1	15.6	147	*229	1.9	20.3	135	**106	2.4	9.4	174
FAMILY WEEKLY	11468	2628	12.7	22.9	90	976	11.4	8.5	80	1591	13.1	13.9	92	553	12.6	4.8	89
FIELD & STREAM	2234	542	2.6	24.3	95	*237	2.8	10.6	100	293	2.4	13.1	87	**126	2.9	5.6	104
FOOD & WINE	579	*182	0.9	31.4	123	**82	1.0	14.2	134	*148	1.2	25.6	170	**36	0.8	6.2	115
FORBES	728	*292	1.4	40.1	157	**143	1.7	19.6	185	*217	1.8	29.8	198	**32	0.7	4.4	81
FORTUNE	906	355	1.7	39.2	153	*175	2.0	19.3	182	*234	1.9	25.8	172	**45	1.0	5.0	92
GENTLEMEN'S QUARTERLY	791	311	1.5	39.3	154	**107	1.2	13.5	128	*213	1.8	26.9	179	**78	1.8	9.9	182
GLAMOUR	5265	1718	8.3	32.6	128	659	7.7	12.5	118	1159	9.5	22.0	147	297	6.8	5.6	104
GOLF DIGEST	636	*150	0.7	23.6	92	**50	0.6	7.9	74	*122	1.0	19.2	128	**25	0.6	3.9	72
GOLF DIGEST/TENNIS (GROSS)	1186	316	1.5	26.6	104	*129	1.5	10.9	103	*186	1.5	15.7	104	**75	1.7	6.3	117
GOLF MAGAZINE	441	**150	0.7	34.0	133	**65	0.8	14.7	139	**104	0.9	23.6	157	**38	0.9	8.6	159
GOLF MAGAZINE/SKI (GROSS)	922	341	1.6	37.0	145	*148	1.7	16.1	151	*239	2.0	25.9	173	**58	1.3	6.3	116
GOOD HOUSEKEEPING	16487	4536	21.9	27.5	108	1887	22.0	11.4	108	2732	22.5	16.6	110	931	21.2	5.6	104
HARPER'S BAZAAR	2423	700	3.4	28.9	113	347	4.0	14.3	135	419	3.4	17.3	115	*137	3.1	5.7	104
HEALTH	1994	595	2.9	28.8	117	277	3.2	13.9	131	322	2.6	16.1	107	*182	4.1	9.1	168
HEARST MAG CORP. BUY (GROSS)	44101	13113	63.4	29.7	116	5282	61.5	12.0	113	8178	67.2	18.5	123	2658	60.5	6.0	111
HEARST MAN POWER (GROSS)	1993	638	3.1	32.0	125	302	3.5	15.2	143	328	2.7	16.5	110	*145	3.3	7.3	134
HEARST WOMAN POWER (GROSS)	31274	9290	44.9	29.7	116	3690	43.0	11.8	111	5755	47.3	18.4	122	1851	42.1	5.9	109
HOUSE BEAUTIFUL	3623	1049	5.1	29.0	113	401	4.7	11.1	104	682	5.6	18.8	125	*173	3.9	4.8	88
INC.	283	**144	0.7	50.9	199	**58	0.7	20.5	193	**107	0.9	37.8	252	**27	0.6	9.5	176
JET	2928	728	3.5	24.9	97	335	3.9	11.4	108	313	2.6	10.7	71	269	6.1	9.2	169
LADIES' HOME JOURNAL	11918	3432	16.6	28.8	113	1322	15.4	11.1	105	2105	17.3	17.7	118	661	15.0	5.5	102
LHJ FAMILY GRP COMBO(GROSS)	16764	4822	23.3	28.8	113	1920	22.4	11.5	108	2959	24.3	17.7	117	968	22.0	5.8	106
LIFE	4254	1340	6.5	31.5	123	594	6.9	14.0	132	804	6.6	18.9	126	*262	6.0	6.2	114
L.A. TIMES HOME MAGAZINE	1145	480	2.3	41.9	164	*182	2.1	15.9	150	358	2.9	31.3	208	**41	0.9	3.6	66
MADEMOISELLE	2884	968	4.7	33.6	131	461	5.4	16.0	151	572	4.7	19.8	132	*200	4.6	6.9	128
MC CALL'S	13460	3790	18.3	28.2	110	1508	17.6	11.2	106	2395	19.7	17.8	118	748	17.0	5.6	102
MC CALL'S/MRK MOTHER (GROSS)	14606	4177	20.2	28.6	112	1692	19.7	11.6	109	2665	21.9	18.2	121	853	19.4	5.8	108
MECHANIX ILLUSTRATED	772	*265	1.3	34.3	134	**156	1.8	20.2	191	**153	1.3	19.8	132	**34	0.8	4.4	81
METROPOLITAN HOME	967	349	1.7	36.1	141	*120	1.4	12.4	117	*246	2.0	25.4	169	**54	1.2	5.6	103
MONEY	1588	519	2.5	32.7	128	*205	2.4	12.9	122	343	2.8	21.6	144	**92	2.1	5.8	107
MOTHER EARTH NEWS	1002	*210	1.0	21.0	82	**80	0.9	8.0	75	*126	1.0	12.6	84	**42	1.0	4.2	77
MS.	825	256	1.2	31.0	121	**87	1.0	10.5	100	*195	1.6	23.6	157	**55	1.3	6.7	123
NATIONAL ENQUIRER	10336	2885	13.9	27.9	109	1173	13.7	11.3	107	1636	13.4	15.8	105	692	15.7	6.7	123
NATIONAL GEOGRAPHIC	9597	2829	13.7	29.5	115	1194	13.9	12.4	117	1780	14.6	18.5	123	534	12.2	5.6	103
NATIONAL SUNDAY MAGAZINE PKG	49558	13831	66.8	27.9	109	5800	67.6	11.7	110	8514	70.0	17.2	114	2634	59.9	5.3	98
NATURAL HISTORY	573	*169	0.8	29.5	115	**67	0.8	11.7	110	*118	1.0	20.6	137	**19	0.4	3.3	61
NEW WOMAN	1699	583	2.8	34.3	134	*237	2.8	13.9	132	435	3.6	25.6	170	**108	2.5	6.4	117
NEW YORK INCLUDING CUE	443	*115	0.6	26.0	102	**68	0.8	15.3	145	**77	0.6	17.4	116	**15	0.3	3.4	62
THE NEW YORKER	1270	401	1.9	31.6	124	208	2.4	16.4	155	307	2.5	24.2	161	**42	1.0	3.3	61
NEWSWEEK	6277	1931	9.3	30.8	120	962	11.2	15.3	145	1109	9.1	17.7	118	347	7.9	5.5	102
THE N.Y. TIMES DAILY EDITION	1205	409	2.0	33.9	133	*230	2.7	19.1	180	249	2.0	20.7	138	**42	1.0	3.5	64
THE N.Y. TIMES MAGAZINE	2081	607	2.9	29.2	114	370	4.3	17.8	168	358	2.9	17.2	114	**76	1.7	3.7	67
OMNI	788	282	1.4	35.8	140	*120	1.4	15.2	144	*222	1.8	28.2	187	**81	1.8	10.3	189
ON CABLE	1158	223	1.1	19.3	75	**84	1.0	7.3	68	*133	1.1	11.5	76	**40	0.9	3.5	64
1001 HOME IDEAS	2852	795	3.8	27.9	109	322	3.8	11.3	107	532	4.4	18.7	124	*125	2.8	4.4	81
ORGANIC GARDENING	1658	305	1.5	18.4	72	*142	1.7	8.6	81	*160	1.3	9.7	64	**90	2.0	5.4	100
OUTDOOR LIFE	896	*209	1.0	23.3	91	**107	1.2	11.9	113	*114	0.9	12.7	85	**50	1.1	5.6	103
PARADE MAGAZINE	24275	6902	33.3	28.4	111	2967	34.6	12.2	115	4254	35.0	17.5	117	1262	28.7	5.2	96

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB)-TYPES OF PREPARED
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	PREPARED (WITH SAUCE OR ADDED INGREDIENTS)				IN A BOX				IN A BOIL-IN-BAG				IN A LARGE PLASTIC BAG			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	10599	100.0	25.6	100	8583	100.0	10.6	100	12169	100.0	15.0	100	4394	100.0	5.4	100
PARENTS	3845	1039	5.0	27.0	106	463	5.4	12.0	114	713	5.9	18.5	123	*229	5.2	6.0	110
PENTHOUSE	831	*312	1.5	37.5	147	**112	1.3	13.5	127	*167	1.4	20.1	134	**90	2.0	10.8	200
PEOPLE	11645	3766	18.2	32.3	127	1545	18.0	13.3	125	2367	19.5	20.3	135	674	15.3	5.8	107
PLAYBOY	2006	604	2.9	30.1	118	286	3.3	14.3	135	392	3.2	19.5	130	**112	2.5	5.6	103
POPULAR HOT RODDING	297	**77	0.4	25.9	101	**16	0.2	5.4	51	**65	0.5	21.9	146	**18	0.4	6.1	112
POPULAR MECHANICS	1018	*350	1.7	34.4	135	**200	2.3	19.6	185	**131	1.1	12.9	86	**82	1.9	8.1	148
POPULAR SCIENCE	878	*261	1.3	29.7	116	**126	1.5	14.4	135	*197	1.6	22.4	149	**75	1.7	8.5	157
PREVENTION	3913	968	4.7	24.7	97	395	4.6	10.1	95	619	5.1	15.8	105	*176	4.0	4.5	83
PSYCHOLOGY TODAY	1710	532	2.6	31.1	122	*220	2.6	12.9	121	389	3.2	27.7	151	**89	2.0	5.2	96
READER'S DIGEST	22204	5983	28.9	26.9	105	2479	28.9	11.2	105	3546	29.1	16.0	106	1214	27.6	5.5	101
REDBOOK	7684	2487	12.0	32.4	127	951	11.1	12.4	117	1508	12.4	19.6	131	508	11.6	6.6	122
ROAD & TRACK	410	*237	1.1	57.8	226	**106	1.2	25.9	244	**163	1.3	39.8	265	**67	1.5	16.3	301
ROLLING STONE	969	342	1.7	35.3	138	*145	1.7	15.0	141	249	2.0	25.7	171	**55	1.3	5.7	105
RUNNER'S WORLD	298	**102	0.5	34.2	134	*333	0.4	11.1	104	**75	0.6	25.2	167	**11	0.3	3.7	68
SATURDAY EVENING POST	1169	372	1.8	31.8	125	*140	1.6	12.0	113	*251	2.1	21.5	143	*34	0.8	2.9	54
SCIENCE 84	587	*233	1.1	39.7	155	**122	1.4	20.8	196	*143	1.2	24.4	162	**15	0.3	2.6	47
SCIENCE DIGEST	482	*145	0.7	30.1	118	**50	0.6	10.4	98	*111	0.9	23.0	153	**25	0.6	5.2	96
SCIENTIFIC AMERICAN	594	*173	0.8	29.1	114	**57	0.7	9.6	91	*125	1.0	21.0	140	**25	0.6	4.2	78
SELF	2089	651	3.1	31.2	122	*235	2.7	11.2	106	472	3.9	22.6	150	**139	3.2	6.7	123
SEVENTEEN	2411	702	3.4	29.1	114	318	3.7	13.2	124	378	3.1	15.7	104	*264	6.0	10.9	202
SKI	480	*191	0.9	39.8	156	**84	1.0	17.5	165	*134	1.1	27.9	186	**20	0.5	4.2	77
SMITHSONIAN	2760	914	4.4	33.1	130	420	4.9	15.2	144	561	4.6	20.3	135	*153	3.5	5.5	102
SOAP OPERA DIGEST	3013	780	3.8	25.9	101	368	4.3	12.2	115	415	3.4	13.8	92	*190	4.3	6.3	116
SOUTHERN LIVING	4184	1233	6.0	29.5	115	469	5.5	11.2	106	755	6.2	18.0	120	300	6.8	7.2	132
SPORT	559	*210	1.0	37.6	147	**102	1.2	18.2	172	**132	1.1	23.6	157	**57	1.3	10.2	188
THE SPORTING NEWS	436	**171	0.8	39.2	153	**86	1.0	19.7	186	**90	0.7	20.6	137	**26	0.6	6.0	110
SPORTS AFIELD	493	*143	0.7	29.0	113	**52	0.6	10.5	100	**87	0.7	17.6	117	**37	0.8	7.5	138
SPORTS ILLUSTRATED	2758	987	4.8	35.8	140	393	4.6	14.2	134	695	5.7	25.2	168	*169	3.8	6.1	113
STAR	7456	2088	10.1	28.1	110	861	10.0	11.5	109	1139	9.4	15.3	102	508	11.5	6.8	125
SUNDAY	24936	7580	36.6	30.4	119	3267	38.1	13.1	124	4604	37.8	18.5	123	1491	33.9	6.0	110
SUNSET	2124	426	2.1	20.1	78	*199	2.3	9.4	88	262	2.2	12.3	82	**35	0.8	1.6	30
TV GUIDE	21661	5992	28.9	27.7	108	2475	28.8	11.4	108	3268	26.9	15.1	100	1338	30.5	6.2	114
TENNIS	550	*166	0.8	30.2	118	**79	0.9	14.4	136	**65	0.5	11.8	79	**51	1.2	9.3	171
TIME	8880	3005	14.5	33.9	133	1445	16.8	16.3	154	1861	15.3	21.0	139	546	12.4	6.1	113
TOWN & COUNTRY	917	281	1.4	30.6	120	*116	1.4	12.6	119	*168	1.4	18.3	122	**66	1.5	7.2	133
TRAVEL & LEISURE	972	334	1.6	34.4	134	*147	1.7	15.1	143	250	2.1	25.7	171	**21	0.5	2.2	40
TRUE STORY	3356	994	4.8	29.6	116	446	5.2	13.3	125	441	3.6	13.1	87	*281	6.4	8.4	154
U.S. NEWS & WORLD REPORT	3410	1022	4.9	30.0	117	425	5.0	12.5	118	683	5.6	20.0	133	*140	3.2	4.1	76
USA TODAY	1759	576	2.8	32.7	128	247	2.9	14.0	132	360	3.0	20.5	136	**94	2.1	5.3	98
US	1873	670	3.2	35.8	140	*236	2.7	12.6	119	460	3.8	24.6	163	*165	3.8	8.8	162
VOGUE	3909	1239	6.0	31.7	124	544	6.3	13.9	131	776	6.4	19.9	132	*217	4.9	5.6	102
WALL STREET JOURNAL	1886	570	2.8	30.2	118	236	2.7	12.5	118	396	3.3	21.0	140	**79	1.8	4.2	77
WEIGHT WATCHERS	2120	679	3.3	32.0	125	*305	3.6	14.4	136	388	3.2	18.3	122	*153	3.5	7.2	133
WOMAN'S DAY	14172	4067	19.6	28.7	112	1742	20.3	12.3	116	2242	18.4	15.8	105	860	19.6	6.1	112
WORKING MOTHER	1146	386	1.9	33.7	132	*185	2.2	16.1	152	*271	2.2	23.6	157	**105	2.4	9.2	169
WORKING WOMAN	1322	423	2.0	32.0	125	*135	1.6	10.2	96	307	2.5	23.2	155	**81	1.8	6.1	113
WORLD TENNIS	*163	**41	0.2	25.2	98	**12	0.1	7.4	69	**30	0.2	18.4	122	**11	0.3	6.7	124
ZIFF-DAVIS MAG NETWK (GROSS)	2532	847	4.1	33.5	131	372	4.3	14.7	139	511	4.2	20.2	134	*224	5.1	8.8	163
BLAIR INSERTS	43657	12652	61.1	29.0	113	5507	64.2	12.6	119	7767	63.8	17.8	118	2337	53.2	5.4	99
DAILY NEWSPAPERS																	
READ ANY	51633	13989	67.6	27.1	106	6029	70.2	11.7	110	8427	69.2	16.3	109	2710	61.7	5.2	97
READ ONE	43463	11689	56.5	26.9	105	5035	58.7	11.6	109	6988	57.4	16.1	107	2279	51.9	5.2	97
READ TWO OR MORE	8170	2300	11.1	28.2	110	994	11.6	12.2	115	1439	11.8	17.6	117	430	9.8	5.3	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	14726	71.1	28.0	109	6180	72.0	11.7	111	9053	74.4	17.2	114	2834	64.5	5.4	99
READ ONE	46126	12636	61.0	27.4	107	5256	61.2	11.4	108	7808	64.2	16.9	113	2410	54.8	5.2	96
READ TWO OR MORE	6552	2090	10.1	31.9	125	925	10.8	14.1	133	1246	10.2	19.0	127	424	9.6	6.5	119
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.02				28.54				31.40				28.11			
30 DAY REACH	71455	18742	90.5	26.2	103	7787	90.7	10.9	103	11077	91.0	15.5	103	3957	90.1	5.5	102
50 SHWG - 30 DAY AV FREQ	14.56	15.24				14.87				16.42				14.98			
30 DAY REACH	67742	17899	86.5	26.4	103	7492	87.3	11.1	104	10627	87.3	15.7	104	3725	84.8	5.5	101
25 SHWG - 30 DAY AV FREQ	7.94	8.31				8.10				8.86				8.19			
30 DAY REACH	62117	16427	79.4	26.4	103	6879	80.1	11.1	104	9881	81.2	15.9	106	3407	77.5	5.5	101
CABLE TV: HOME WIRED	32077	9034	43.6	28.2	110	3752	43.7	11.7	110	5343	43.9	16.7	111	1844	42.0	5.7	106
HOME NOT WIRED	48909	11665	56.4	23.9	93	4831	56.3	9.9	93	6826	56.1	14.0	93	2550	58.0	5.2	96
HAVE PAY CABLE	15935	5182	25.0	32.5	127	2037	23.7	12.8	121	3230	26.5	20.3	135	965	22.0	6.1	112

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	PREPARED (WITH SAUCE OR ADDED INGREDIENTS)				IN A BOX				IN A BOIL-IN-BAG				IN A LARGE PLASTIC BAG				
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS INDX	D	A '000	B % DOWN	C % ACROSS INDX	D	A '000	B % DOWN	C % ACROSS INDX	D	A '000	B % DOWN	C % ACROSS INDX	D
TOTAL FEMALE HOMEMAKERS	80986	20699	100.0	25.6	100	8583	100.0	10.6	100	12169	100.0	15.0	100	4394	100.0	5.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	11852	57.3	27.0	106	4991	58.1	11.4	107	7033	57.8	16.0	107	2433	55.4	5.5	102
10:00 AM - 3:00 PM	30659	8139	39.3	26.5	104	3317	38.6	10.8	102	4765	39.2	15.5	103	1632	37.1	5.3	98
3:00 PM - 7:00 PM	31045	8286	40.0	26.7	104	3514	40.9	11.3	107	4958	40.7	16.0	106	1582	36.0	5.1	94
7:00 PM - MIDNIGHT	15767	4138	20.0	26.2	103	1817	21.2	11.5	109	2545	20.9	16.1	107	750	17.1	4.8	88
MIDNIGHT - 6:00 AM	9120	2604	12.6	28.6	112	1124	13.1	12.3	116	1675	13.8	18.4	122	521	11.9	5.7	105
6:00 AM - MIDNIGHT	58527	15644	75.6	26.7	105	6525	76.0	11.1	105	9353	76.9	16.0	106	3084	70.2	5.3	97
ENTIRE DAY	59311	15893	76.8	26.8	105	6640	77.4	11.2	106	9477	77.9	16.0	106	3168	72.1	5.3	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4444	21.5	27.5	108	1918	22.3	11.9	112	2709	22.3	16.8	111	877	20.0	5.4	100
ALL NEWS	2256	784	3.8	34.8	136	280	3.3	12.4	117	525	4.3	23.3	155	**90	2.0	4.0	74
AOR/PROGRESSIVE	3874	1153	5.6	29.8	116	446	5.2	11.5	109	751	6.2	19.4	129	272	6.2	7.0	129
BEAUTIFUL MUSIC	5660	1609	7.8	28.4	111	727	8.5	12.8	121	952	7.8	16.8	112	*239	5.4	4.2	78
BLACK	2204	440	2.1	20.0	78	*129	1.5	5.9	55	260	2.1	11.8	79	*129	2.9	5.9	108
CLASSICAL	1418	422	2.0	29.8	116	*190	2.2	13.4	126	*254	2.1	17.9	119	**41	0.9	2.9	53
CHR/ROCK	9538	2576	12.4	27.0	106	1036	12.1	10.9	102	1753	14.4	18.4	122	374	8.5	3.9	72
COUNTRY	12648	3251	15.7	25.7	101	1373	16.0	10.9	102	1813	14.9	14.3	95	686	15.6	5.4	100
GOLDEN OLDIES	1191	365	1.8	30.6	120	**80	0.9	6.7	63	*197	1.6	16.5	110	**116	2.6	9.7	180
MOR/NOSTALGIA	4757	1174	5.7	24.7	97	526	6.1	11.1	104	664	5.5	14.0	93	*246	5.6	5.2	95
NEWS/TALK	3863	1108	5.4	28.7	112	551	6.4	14.3	135	745	6.1	19.3	128	*143	3.3	3.7	68
RELIGIOUS	3084	668	3.2	21.7	85	224	2.6	7.3	69	406	3.3	13.2	88	*169	3.8	5.5	101
SOFT ROCK	521	*111	0.5	21.3	83	**51	0.6	9.8	92	**48	0.4	9.2	61	**45	1.0	8.6	159
URBAN CONTEMPORARY	1585	471	2.3	29.7	116	*198	2.3	12.5	118	290	2.4	18.3	122	**108	2.5	6.8	126
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	730	3.5	22.4	88	265	3.1	8.1	77	544	4.5	16.7	111	**108	2.5	3.3	61
ABC DIRECTION	2316	721	3.5	31.1	122	265	3.1	11.4	108	402	3.3	17.4	116	*138	3.1	6.0	110
ABC ENTERTAINMENT	4834	1184	5.7	24.5	96	546	6.4	11.3	107	707	5.8	14.6	97	*226	5.1	4.7	86
ABC FM	2202	568	2.7	25.8	101	*282	3.3	12.8	121	343	2.8	15.6	104	*101	2.3	4.6	85
ABC INFORMATION	5425	1416	6.8	26.1	102	667	7.8	12.3	116	814	6.7	15.0	100	*264	6.0	4.9	90
ABC ROCK	1677	508	2.5	30.3	119	*145	1.7	8.6	82	403	3.3	24.0	160	**50	1.1	3.0	55
CBS	4430	1123	5.4	25.3	99	485	5.7	10.9	103	761	6.3	17.2	114	*242	5.5	5.5	101
MUTUAL	4992	1568	7.6	31.4	123	731	8.5	14.6	138	992	8.2	19.9	132	322	7.3	6.5	119
NBC	4679	1322	6.4	28.3	111	490	5.7	10.5	99	790	6.5	16.9	112	*223	5.1	4.8	88
RADIORADIO	1994	445	2.1	22.3	87	*172	2.0	8.6	81	271	2.2	13.6	90	**100	2.3	5.0	92
RKO ONE	2298	617	3.0	26.8	105	245	2.9	10.7	101	405	3.3	17.6	117	**69	1.6	3.0	55
RKO TWO	3311	761	3.7	23.0	90	377	4.4	11.4	107	443	3.6	13.4	89	**93	2.1	2.8	52
THE SOURCE	2114	621	3.0	29.4	115	*250	2.9	11.8	112	393	3.2	18.6	124	**123	2.8	5.8	107
NON-WIRED : BLAIR	8654	2201	10.6	25.4	100	983	11.5	11.4	107	1356	11.1	15.7	104	338	7.7	3.9	72
INTERNET	12025	3559	17.2	29.6	116	1534	17.9	12.8	120	2242	18.4	18.6	124	803	18.3	6.7	123
KATZ RADIO GROUP	15359	4409	21.3	28.7	112	1984	23.1	12.9	122	2684	22.1	17.5	116	775	17.6	5.0	93
SUPERNET	10628	2583	12.5	24.3	95	978	11.4	9.2	87	1554	12.8	14.6	97	521	11.9	4.9	90
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2056	9.9	23.7	93	901	10.5	10.4	98	1265	10.4	14.6	97	468	10.7	5.4	100
MKDAY 9:00 AM - 1:00 PM	12163	2895	14.0	23.8	93	1225	14.3	10.1	95	1641	13.5	13.5	90	683	15.5	5.6	103
MKDAY 1:00 PM - 4:30 PM	16150	3815	18.4	23.6	92	1524	17.8	9.4	89	2231	18.3	13.8	92	924	21.0	5.7	105
MKDAY 4:30 PM - 7:30 PM	22463	5473	26.4	24.4	95	2414	28.1	10.7	101	3085	25.4	13.7	91	1222	27.8	5.4	100
MKDAY 7:30 PM - 8:00 PM	31795	8101	39.1	25.5	100	3546	41.3	11.2	105	4684	38.5	14.7	98	1749	39.8	5.5	101
MKDAY 11:00 PM - 11:30 PM	23977	6090	29.4	25.4	99	2590	30.2	10.8	102	3528	29.0	14.7	98	1324	30.1	5.5	102
MKDAY 11:30 PM - 1:00 AM	7703	1845	8.9	24.0	94	794	9.3	10.3	97	1033	8.5	13.4	89	450	10.2	5.8	108
M-SAT 8-11 PM-SUN 7-11 PM	33800	8842	42.7	26.2	102	3802	44.3	11.2	106	5186	42.6	15.3	102	1871	42.6	5.5	102
MKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1609	7.8	24.6	96	660	7.7	10.1	95	965	7.9	14.8	98	375	8.5	5.7	106
ANOTHER WORLD	N 4620	1127	5.4	24.4	95	403	4.7	8.7	82	719	5.9	15.6	104	295	6.7	6.4	118
AS THE WORLD TURNS	C 5614	1284	6.2	22.9	89	486	5.7	8.7	82	771	6.3	13.7	91	342	7.8	6.1	112
CAPITOL	C 3396	778	3.8	22.9	90	291	3.4	8.6	81	484	4.0	14.3	95	207	4.7	6.1	112
CBS MORN. NEWS 1	C 1446	288	1.4	19.9	78	96	1.1	6.6	63	173	1.4	12.0	80	*66	1.5	4.6	84
CBS MORN. NEWS 2	C 1207	212	1.0	17.6	69	*79	0.9	6.5	62	108	0.9	8.9	60	*56	1.3	4.6	86
DAYS OF OUR LIVES	N 5877	1508	7.3	25.7	100	584	6.8	9.9	94	858	7.1	14.6	97	335	7.6	5.7	105
FACTS OF LIFE - DAYTIME	N 2290	619	3.0	27.0	106	284	3.3	12.4	117	341	2.8	14.9	99	136	3.1	5.9	109
FAMILY FEUD	A 3023	562	2.7	18.6	73	237	2.8	7.8	74	329	2.7	10.9	72	139	3.2	4.6	85
GENERAL HOSPITAL	A 6097	1325	6.4	21.7	85	547	6.4	9.0	85	752	6.2	12.3	82	319	7.3	5.2	96
GOOD MORNING, AMERICA-730 A	A 3515	763	3.7	21.7	85	349	4.1	9.9	94	486	4.0	13.8	92	184	4.2	5.2	96
GOOD MORNING, AMERICA-830 A	A 2818	579	2.8	20.5	80	282	3.3	10.0	94	311	2.6	11.0	73	123	2.8	4.4	80
GUIDING LIGHT	C 5339	1349	6.5	25.3	99	551	6.4	10.3	97	838	6.9	15.7	104	309	7.0	5.8	107
ONE LIFE TO LIVE	A 4478	994	4.8	22.2	87	371	4.3	8.3	78	543	4.5	12.1	811				

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB)--TYPES OF PREPARED
(FEMALE HOMEMAKERS)

		PREPARED (WITH SAUCE OR ADDED INGREDIENTS)				IN A BOX				IN A BOIL-IN-BAG				IN A LARGE PLASTIC BAG				
		TOTAL U.S. '000	A	B	C	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	20699	100.0	25.6	100	8583	100.0	10.6	100	12169	100.0	15.0	100	4394	100.0	5.4	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	6329	30.6	24.3	95	2719	31.7	10.4	98	3591	29.5	13.8	92	1439	32.7	5.5	102
NETWORK AFFILIATES - LATE		20261	5149	24.9	25.4	99	2144	25.0	10.6	100	2973	24.4	14.7	98	1116	25.4	5.5	102
INDEPENDENTS - LATE		2076	640	3.1	30.8	121	293	3.4	14.1	133	356	2.9	17.1	114	133	3.0	6.4	118
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	2846	13.7	27.2	107	1126	13.1	10.8	102	1622	13.3	15.5	103	679	15.5	6.5	120
ABC MONDAY NIGHT MOVIE		A 6412	1756	8.5	27.4	107	647	7.5	10.1	95	1089	8.9	17.0	113	420	9.6	6.6	121
ABC SUNDAY NIGHT MOVIE		A 12407	3119	15.1	25.1	98	1359	15.8	11.0	103	1813	14.9	14.6	97	674	15.3	5.4	100
ABC WORLD NEWS TONIGHT		A 6176	1560	7.5	25.3	99	777	9.1	12.6	119	837	6.9	13.6	90	437	9.9	7.1	130
AFTERMASH		C 5863	1509	7.3	25.7	101	613	7.1	10.5	99	817	6.7	13.9	93	*385	8.8	6.6	121
ALICE		C 9594	2351	11.4	24.5	96	922	10.7	9.6	91	1439	11.8	15.0	100	562	12.8	5.9	108
AMERICAN PARADE		C 6622	1427	6.9	21.5	84	564	6.6	8.5	80	871	7.2	13.2	88	312	7.1	4.7	87
BENSON		A 10886	2794	13.5	25.7	100	1029	12.0	9.5	89	1658	13.6	15.2	101	617	14.0	5.7	104
BLUE THUNDER		A 5036	1363	6.6	27.1	106	507	5.9	10.1	95	738	6.1	14.7	98	344	7.8	6.8	126
CAGNEY & LACEY		C 9965	2431	11.7	24.4	95	965	11.2	9.7	91	1422	11.7	14.3	95	508	11.6	5.1	94
CBS EVENING NEWS-DEAN		C 3491	806	3.9	23.1	90	319	3.7	9.1	86	456	3.7	13.1	87	*166	3.8	4.8	88
CBS EVENING NEWS-RATHER		C 7123	1572	7.6	22.1	86	698	8.1	9.8	92	783	6.4	11.0	73	402	9.1	5.6	104
CBS SAT. NEWS-SCHIEFFER		C 3621	771	3.7	21.3	83	275	3.2	7.6	72	448	3.7	12.4	82	192	4.4	5.3	98
CBS SATURDAY NIGHT MOVIE		C 5436	1476	7.1	27.2	106	632	7.4	11.6	110	823	6.8	15.1	101	301	6.9	5.5	102
CBS WEDNESDAY NIGHT MOVIE		C 6100	1525	7.4	25.0	98	688	8.0	11.3	106	811	6.7	13.3	88	454	10.3	7.4	137
CHEERS		N 8889	2687	13.0	30.2	118	1147	13.4	12.9	122	1609	13.2	18.1	120	447	10.2	5.0	93
DALLAS		C 22109	5223	25.2	23.6	92	2101	24.5	9.5	90	3111	25.6	14.1	94	1016	23.1	4.6	85
DIFF'RENT STROKES		N 6940	1558	7.5	22.4	88	672	7.8	9.7	91	846	7.0	12.2	81	405	9.2	5.8	108
DOUBLE TROUBLE		N 7223	1913	9.2	26.5	104	774	9.0	10.7	101	1180	9.7	16.3	109	352	8.0	4.9	90
DUCK FACTORY		N 5595	1656	8.0	29.6	116	762	8.9	13.6	129	922	7.6	16.5	110	285	6.5	5.1	94
DUKES OF HAZZARD		C 5768	1248	6.0	21.6	85	364	4.2	6.3	60	733	6.0	12.7	85	317	7.2	5.5	101
DYNASTY		A 20053	5084	24.6	25.4	99	2048	23.9	10.2	96	3110	25.6	15.5	103	1058	24.1	5.3	97
FACTS OF LIFE		N 8087	2028	9.8	25.1	98	835	9.7	10.3	97	1175	9.7	14.5	97	400	9.1	4.9	91
FALCON CREST		C 20046	4640	22.4	23.1	91	2019	23.5	10.1	95	2789	22.9	13.9	93	825	18.8	4.1	76
FALL GUY		A 9084	2384	11.5	26.2	103	954	11.1	10.5	99	1436	11.8	15.8	105	615	14.0	6.8	125
FAMILY TIES		N 7964	2157	10.4	27.1	106	899	10.5	11.3	107	1335	11.0	16.8	112	341	7.8	4.3	79
FANTASY ISLAND		A 7687	1683	8.1	21.9	86	808	9.4	10.5	99	964	7.9	12.5	83	339	7.7	4.4	81
FOULUPS, BLEEPERS & BLUNDERS		A 8861	2247	10.9	25.4	99	974	11.3	11.0	104	1295	10.6	14.6	97	544	12.4	6.1	113
FOUR SEASONS		C 5095	1512	7.3	29.7	116	530	6.2	10.4	98	917	7.5	18.0	120	*326	7.4	6.4	118
GIMME A BREAK		N 8838	2292	11.1	25.9	101	962	11.2	10.9	103	1306	10.7	14.8	98	462	10.5	5.2	96
HART TO HART		A 8978	2313	11.2	25.8	101	966	11.3	10.8	102	1307	10.7	14.6	97	583	13.3	6.5	120
HILL STREET BLUES		N 8590	2518	12.2	29.3	115	1026	12.0	11.9	113	1498	12.3	17.4	116	508	11.6	5.9	109
HOTEL		A 14085	3537	17.1	25.1	98	1490	17.4	10.6	100	1955	16.1	13.9	92	847	19.3	6.0	111
JEFFERSONS		C 9360	2424	11.7	25.9	101	946	11.0	10.1	95	1410	11.6	15.1	100	561	12.8	6.0	110
JENNIFER SLEPT HERE		N 5841	1260	6.1	21.6	84	559	6.5	9.6	90	693	5.7	11.9	79	298	6.8	5.1	94
KATE & ALLIE		C 9206	2357	11.4	25.6	100	959	11.2	10.4	98	1399	11.5	15.2	101	500	11.4	5.4	100
KNIGHT RIDER		N 7076	1987	9.6	28.1	110	792	9.2	11.2	106	1250	10.3	17.7	118	453	10.3	6.4	118
LOVE BOAT		A 12219	2918	14.1	23.9	93	1274	14.8	10.4	98	1664	13.7	13.6	91	683	15.5	5.6	103
MAGNUM PI		C 11199	2910	14.1	26.0	102	1130	13.2	10.1	95	1837	15.1	16.4	109	655	14.9	5.8	108
MAMA'S FAMILY		N 6057	1431	6.9	23.6	92	600	7.0	9.9	93	889	7.3	14.7	98	287	6.5	4.7	87
MASTER, THE		N 3598	939	4.5	26.1	102	441	5.1	12.3	116	593	4.9	16.5	110	*134	3.0	3.7	69
MATT HOUSTON		A 6344	1708	8.3	26.9	105	662	7.7	10.4	98	896	7.4	14.1	94	458	10.4	7.2	133
NBC MONDAY NIGHT MOVIE		N 11994	3232	15.6	26.9	105	1461	17.0	12.2	115	1867	15.3	15.6	104	622	14.2	5.2	96
NBC NIGHTLY NEWS		N 5132	1332	6.4	26.0	102	579	6.7	11.3	106	813	6.7	15.8	105	232	5.3	4.5	83
NBC NIGHTLY NEWS-SAT		N 3375	715	3.5	21.2	83	346	4.0	10.3	97	404	3.3	12.0	80	*141	3.2	4.2	77
NBC NIGHTLY NEWS-SUN		N 3130	652	3.1	20.8	82	284	3.3	9.1	86	361	3.1	12.2	81	*151	3.4	4.8	89
NBC SUNDAY NIGHT MOVIE		N 8284	2412	11.7	29.1	114	1073	12.5	13.0	122	1431	11.8	17.3	115	480	10.9	5.8	107
NEWMART		C 9240	2239	10.8	24.2	95	916	10.7	9.9	94	1288	10.6	13.9	93	557	12.7	6.0	111
ONE DAY AT A TIME		C 7288	1781	8.6	24.4	96	688	8.0	9.4	89	1089	8.9	14.9	99	402	9.1	5.5	102
PEOPLE ARE FUNNY		N 4855	1156	5.6	23.8	93	458	5.3	9.4	89	661	5.4	13.6	91	*254	5.8	5.2	96
REAL PEOPLE		N 8869	2244	10.8	25.3	99	921	10.7	10.4	98	1238	10.2	14.0	93	410	9.3	4.6	85
REMINGTON STEELE		N 7743	1915	9.3	24.7	97	738	8.6	9.5	90	1091	9.0	14.1	94	468	10.7	6.0	111
RIPLEY'S BELIEVE IT - NOT		A 5345	1583	7.6	29.6	116	642	7.5	12.0	113	917	7.5	17.2	114	388	8.8	7.3	134
RIPTIDE		N 6988	1864	9.0	26.7	104	754	8.8	10.8	102	1115	9.2	16.0	106	417	9.5	6.0	110
SCARECROW & MRS. KING		C 10002	2521	12.2	25.2	99	1031	12.0	10.3	97	1449	11.9	14.5	96	648	14.7	6.5	119
SIMON & SIMON		C 10638	2746	13.3	25.8	101	1193	13.9	11.2	106	1624	13.3	15.3	102	666	15.2	6.3	115
60 MINUTES		C 13293	3371	16.3	25.4	99	1475	17.2	11.1	105	1979	16.3	14.9	99	712	16.2	5.4	99
ST. ELSEWHERE		N 7017	1932	9.3	27.5	108	798	9.3	11.4	107	1177	9.7	16.8	112	332	7.6	4.7	87
THREE'S COMPANY		A 10917	2921	14.1	26.8	105	1039	12.1	9.5	90	1830	15.0	16.8	112	642	14.6	5.9	108
T.J. HOOKER		A 9204	2209	10.7	24.0	94	882	10.3	9.6	90	1312	10.8	14.3	95	543	12.4	5.9	109
TONIGHT SHOW		N 2372	611	3.0	25.8	101	274	3.2	11.6	109	321	2.6	13.5	90	148	3.4	6.2	115
TRAPPER JOHN, M.D.		C 9846	2266	10.9	23.0	90	1071	12.5	10.9	103	1260	10.4	12.8	85	555	12.6	5.6	104
TV BLOOPERS & PRAC. JOKES		N 9105	2382	11.5	26.2	102	999	11.6	11.0	104	1382	11.4	15.2	101	458	10.4	5.0	93
20/20		A 9387	2557	12.4	27.2	107	1212	14.1	12.9	122	1508	12.4	16.1	107	551	12.5	5.9	108
WEBSTER		A 11067	2834	13.7	25.6	100	1073	12.5	9.7	91	1650							

	TOTAL U.S. '000	A '000	BEL-AIR B % DOWN	C % ACROSS	D % INDX	A '000	BIRDS EYE B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	5209	100.0	6.4	100	28254	100.0	34.9	100	4345	100.0	5.4	100				
18 - 24	7252	*551	10.6	5.9	92	2288	8.1	24.6	71	483	11.1	5.2	97				
25 - 34	19072	1289	24.7	6.8	105	6369	22.5	33.4	96	1122	25.8	5.9	110				
35 - 44	14591	902	17.3	6.2	96	4838	17.1	33.2	95	917	21.1	6.3	117				
45 - 54	11345	668	12.8	5.9	92	4106	14.5	36.2	104	507	11.7	4.5	83				
55 - 64	11635	908	17.4	7.8	121	5019	17.8	43.1	124	610	14.0	5.2	98				
65 OR OLDER	15061	891	17.1	5.9	92	5635	19.9	37.4	107	707	16.3	4.7	87				
18 - 34	28354	1840	35.3	6.5	101	8656	30.6	30.5	88	1605	36.9	5.7	106				
18 - 49	46334	3087	59.3	6.4	99	15492	54.8	32.0	92	2727	62.8	5.6	105				
25 - 54	45002	2859	54.9	6.4	99	15313	54.2	34.0	98	2545	58.6	5.7	105				
35 - 49	19985	1247	23.9	6.2	97	6836	24.2	34.2	98	1122	25.8	5.6	105				
50 OR OLDER	32647	2122	40.7	6.5	101	12762	45.2	39.1	112	1618	37.2	5.0	92				
GRADUATED COLLEGE	11155	1051	20.2	9.4	146	4442	15.7	39.8	114	697	16.0	6.2	116				
ATTENDED COLLEGE	13682	1481	28.4	10.8	168	5544	19.6	40.5	116	821	18.9	6.0	112				
GRADUATED HIGH SCHOOL	33880	1777	34.1	5.2	82	12485	44.1	36.9	106	1920	44.2	5.7	106				
DID NOT GRADUATE HIGH SCHOOL	22270	900	17.3	4.0	63	5783	20.5	26.0	74	907	20.9	4.1	76				
EMPLOYED	40306	2725	52.3	6.8	105	14486	51.3	35.9	103	2244	51.6	5.6	104				
EMPLOYED FULL-TIME	32850	2077	39.9	6.3	98	11830	41.9	36.0	103	1778	40.9	5.4	101				
EMPLOYED PART-TIME	7456	648	12.4	8.7	135	2656	9.4	35.6	102	*466	10.7	6.3	116				
NOT EMPLOYED	40680	2485	47.7	6.1	95	13768	48.7	33.8	97	2101	48.4	5.2	96				
PROFESSIONAL/MANAGER	10392	965	18.5	9.3	144	4152	14.7	40.0	115	596	13.7	5.7	107				
TECH/CLERICAL/SALES	17574	1282	24.6	7.3	113	6775	24.0	38.6	111	1160	26.7	6.6	123				
PRECISION/CRAFT	985	**223	0.4	2.3	36	*369	1.3	37.5	107	**55	1.3	5.6	104				
OTHER EMPLOYED	11354	455	8.7	4.0	62	3190	11.3	28.1	81	433	10.0	3.8	71				
SINGLE	9363	573	11.0	5.8	90	3001	10.6	30.4	87	461	10.6	4.7	87				
MARRIED	51375	3372	64.7	6.6	102	18194	64.4	35.4	102	3078	70.8	6.0	112				
DIVORCED/SEPARATED/WIDOWED	19748	1265	24.3	6.4	100	7060	25.0	35.8	102	805	18.5	4.1	76				
PARENTS	32590	2103	40.4	6.5	100	10347	36.6	31.7	91	2034	46.8	6.2	116				
WHITE	70416	4516	86.7	6.4	100	25865	91.5	36.7	105	3843	88.4	5.5	102				
BLACK	8778	*448	8.6	5.1	79	1987	7.0	22.6	65	446	10.3	5.1	95				
OTHER	1791	**245	4.7	13.7	213	**402	1.4	22.4	64	**55	1.3	3.1	57				
NORTHEAST-CENSUS	17786	**93	1.8	0.5	8	8091	28.6	45.5	130	*334	7.7	1.9	35				
NORTH CENTRAL	20741	*414	7.9	2.0	31	7089	25.1	34.2	98	3153	72.6	15.2	283				
SOUTH	27775	1695	32.5	6.1	95	8015	28.4	28.9	83	*575	13.2	2.1	39				
WEST	14683	3007	57.7	10.5	318	5059	17.9	34.5	99	*283	6.5	1.9	36				
NORTHEAST-MKTG.	17961	*337	6.5	1.9	29	7857	27.8	43.7	125	*324	7.5	1.8	34				
EAST CENTRAL	11885	**74	1.4	0.6	10	4385	15.5	36.9	106	2097	48.3	17.6	329				
WEST CENTRAL	14090	762	14.6	5.4	84	4621	16.4	32.8	94	1337	30.8	9.5	177				
SOUTH	24081	1550	29.8	6.4	100	6982	24.7	29.0	83	**318	7.3	1.3	25				
PACIFIC	12969	2487	47.7	19.2	298	4410	15.6	34.0	97	**269	6.2	2.1	39				
COUNTY SIZE A	32439	2243	43.1	6.9	108	12017	42.5	37.0	106	1928	44.4	5.9	111				
COUNTY SIZE B	24915	1382	26.5	5.5	86	9113	32.3	36.6	105	1170	26.9	4.7	88				
COUNTY SIZE C	12930	1051	20.2	8.1	126	4432	15.7	34.3	98	565	13.0	4.4	81				
COUNTY SIZE D	10703	533	10.2	5.0	77	2692	9.5	25.2	72	682	15.7	6.4	119				
METRO CENTRAL CITY	24518	1684	32.3	6.9	107	8246	29.2	33.6	96	1077	24.8	4.4	82				
METRO SUBURBAN	35919	2341	44.9	6.5	101	14052	49.7	39.1	112	2265	52.1	6.3	118				
NON METRO	20549	1184	22.7	5.8	90	5956	21.1	29.0	83	1003	23.1	4.9	91				
TOP 5 ADI'S	18341	1125	21.6	6.1	95	7179	25.4	39.1	112	797	18.3	4.3	81				
TOP 10 ADI'S	25378	1583	30.4	6.2	97	9605	34.0	37.8	108	1320	30.4	5.2	97				
TOP 20 ADI'S	36438	2361	45.3	6.5	101	13547	47.9	37.1	106	1979	45.5	5.4	101				
HSGLD INC. \$50,000 OR MORE	6612	*539	10.3	8.2	127	2710	9.6	41.0	117	*458	10.5	6.9	129				
\$40,000 OR MORE	12659	1066	20.5	8.4	131	5353	18.9	42.3	121	764	17.6	6.0	112				
\$30,000 OR MORE	24698	1936	37.2	7.8	122	10007	35.4	40.5	116	1531	35.2	6.2	116				
\$25,000 OR MORE	32077	2395	46.0	7.5	116	12822	45.4	40.0	115	2010	46.3	6.3	117				
\$20,000 - \$24,999	9144	612	11.7	6.7	104	3457	12.2	37.8	108	554	12.8	6.1	113				
\$15,000 - \$19,999	8728	510	9.8	5.8	91	3173	11.2	36.4	104	*336	7.7	3.8	72				
\$10,000 - \$14,999	12562	610	11.7	4.9	75	4157	14.7	33.1	95	693	15.9	5.5	103				
UNDER \$10,000	18475	1083	20.8	5.9	91	4645	16.4	25.1	72	751	17.3	4.1	76				
HOUSEHOLD OF 1 PERSON	11987	856	16.4	7.1	111	4264	15.1	35.6	102	417	9.6	3.5	65				
2 PEOPLE	26577	1830	35.1	6.9	107	10017	35.5	37.7	108	1476	34.0	5.6	104				
3 OR 4 PEOPLE	30617	1705	32.7	5.6	87	10179	36.0	33.2	95	1842	42.4	6.0	112				
5 OR MORE PEOPLE	11804	817	15.7	6.9	108	3794	13.4	32.1	92	*609	14.0	5.2	96				
NO CHILD IN HSHLD	46165	2942	56.5	6.4	99	17124	60.6	37.1	106	2139	49.2	4.6	86				
CHILD(REN) UNDER 2 YRS	5325	*317	6.1	6.0	93	1434	5.1	26.9	77	**292	6.7	5.5	102				
2 - 5 YEARS	14221	984	18.9	6.9	108	3874	13.7	27.2	78	823	18.9	5.8	108				
6 - 11 YEARS	15117	1023	19.6	6.8	105	4680	16.6	31.0	89	884	20.3	5.8	109				
12 - 17 YEARS	16611	996	19.1	6.0	93	5719	20.2	34.4	99	1003	23.1	6.0	113				
RESIDENCE OWNED	55884	3800	73.0	6.8	106	20882	73.9	37.4	107	3271	75.3	5.9	109				
VALUE: \$50,000 OR MORE	31744	2706	51.9	8.5	133	12853	45.5	40.5	116	1952	44.9	6.1	115				
VALUE: UNDER \$50,000	24140	1094	21.0	4.5	70	8029	28.4	33.3	95	1320	30.4	5.5	102				

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	BEL-AIR				BIRDS EYE				FRESHLIKE				A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	5209	100.0	6.4	100	28254	100.0	34.9	100	4345	100.0	5.4	100				
MAGAZINES	QUINTILE 1	15799	1173	22.5	7.4	115	6632	23.5	42.0	120	1000	23.0	6.3	118				
	QUINTILE 2	17259	1239	23.8	7.2	112	7070	25.0	41.0	117	1140	26.2	6.6	123				
	QUINTILE 3	13545	828	15.9	6.1	95	4624	16.4	34.1	98	725	16.7	5.4	100				
	QUINTILE 4	15133	1111	21.3	7.3	114	4945	17.5	32.7	94	699	16.1	4.6	86				
	QUINTILE 5	19250	858	16.5	4.5	69	4983	17.6	25.9	74	782	18.0	4.1	76				
NEWSPAPERS	QUINTILE 1	12413	748	14.4	6.0	94	5670	20.1	45.7	131	756	17.4	6.1	114				
	QUINTILE 2	24116	1787	34.3	7.4	115	9235	32.7	38.3	110	1601	36.8	6.6	124				
	QUINTILE 3	11261	817	15.7	7.3	113	4273	15.1	37.9	109	597	13.7	5.3	99				
	QUINTILE 4	20255	1134	21.8	5.6	87	6344	22.5	31.3	90	944	21.7	4.7	87				
	QUINTILE 5	12940	723	13.9	5.6	87	2733	9.7	21.1	61	*446	10.3	3.4	64				
OUTDOOR	QUINTILE 1	14852	902	17.3	6.1	94	5421	19.2	36.5	105	916	21.1	6.2	115				
	QUINTILE 2	15725	1157	22.2	7.4	114	5697	20.2	36.2	104	915	21.1	5.8	108				
	QUINTILE 3	16330	858	16.5	5.3	82	5645	20.0	34.6	99	776	17.9	4.8	89				
	QUINTILE 4	16744	1179	22.6	7.0	109	6093	21.6	36.4	104	894	20.6	5.3	100				
	QUINTILE 5	17334	1114	21.4	6.4	100	5397	19.1	31.1	89	844	19.4	4.9	91				
RADIO-DRIVE TIME	QUINTILE 1	15911	938	18.0	5.9	92	5991	21.2	37.7	108	891	20.5	5.6	104				
	QUINTILE 2	14837	1133	21.8	7.6	119	5183	18.3	34.9	100	821	18.9	5.5	103				
	QUINTILE 3	15339	814	15.6	5.3	83	5049	17.9	32.9	94	776	17.9	5.1	94				
	QUINTILE 4	16723	941	18.1	5.6	87	6132	21.7	36.7	105	925	21.3	5.5	103				
	QUINTILE 5	18176	1384	26.6	7.6	118	5899	20.9	32.5	93	931	21.4	5.1	95				
RADIO-MID- DAY	TERCILE 1	21020	1328	25.5	6.3	98	7673	27.2	36.5	105	1136	26.1	5.4	101				
	TERCILE 2	21610	1499	28.8	6.9	108	7593	26.9	35.1	101	1236	28.4	5.7	107				
	TERCILE 3	38355	2382	45.7	6.2	97	12988	46.0	33.9	97	1973	45.4	5.1	96				
	QUINTILE 1	15988	1050	20.2	6.6	102	5827	20.6	36.4	104	970	22.3	6.1	113				
	QUINTILE 2	15626	842	16.2	5.4	84	5367	19.0	34.3	98	763	17.6	4.9	91				
RADIO-TOTAL	QUINTILE 3	16723	1293	24.8	7.7	120	6191	21.9	37.0	106	813	18.7	4.9	91				
	QUINTILE 4	16342	947	18.2	5.8	90	5833	20.6	35.7	102	977	22.5	6.0	111				
	QUINTILE 5	16306	1078	20.7	6.6	103	5035	17.8	30.9	89	820	18.9	5.0	94				
	QUINTILE 1	15953	886	17.0	5.6	86	5617	19.9	35.2	101	742	17.1	4.7	87				
	QUINTILE 2	16137	924	17.7	5.7	89	5967	21.1	37.0	106	744	17.1	4.6	86				
TV-PRIME TIME	QUINTILE 3	16420	994	19.1	6.1	94	5974	21.1	36.4	104	1038	23.9	6.3	118				
	QUINTILE 4	16687	1274	24.5	7.6	119	5827	20.6	34.9	100	960	22.1	5.8	107				
	QUINTILE 5	15789	1132	21.7	7.2	111	4869	17.2	30.8	88	860	19.8	5.4	102				
	TERCILE 1	27736	1651	31.7	6.0	93	9077	32.1	32.7	94	1393	32.1	5.0	94				
	TERCILE 2	26489	1533	29.4	5.8	90	9085	32.2	34.3	98	1585	36.5	6.0	112				
TV-TOTAL	TERCILE 3	26761	2026	38.9	7.6	118	10092	35.7	37.7	108	1366	31.4	5.1	95				
	QUINTILE 1	16345	1025	19.7	6.3	97	5416	19.2	33.1	95	701	16.1	4.3	80				
	QUINTILE 2	16447	855	16.4	5.2	81	5944	21.0	36.1	104	911	21.0	5.5	103				
	QUINTILE 3	15980	1022	19.6	6.4	99	5802	20.5	36.3	104	1048	24.1	6.6	122				
	QUINTILE 4	15887	996	19.1	6.3	97	5721	20.2	36.0	103	746	17.2	4.7	88				
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5	16326	1311	25.2	8.0	125	5371	19.0	32.9	94	938	21.6	5.7	107				
	MAGAZINE IMPERATIVE	20721	1514	29.1	7.3	114	9065	32.1	43.7	125	1505	34.6	7.3	135				
	NEWSPAPER IMPERATIVE	19186	1293	24.8	6.7	105	6701	23.7	34.9	100	903	20.8	4.7	88				
	NEWSPAPER IMPERATIVE	21899	1376	26.4	6.3	98	7920	28.0	36.2	104	1174	27.0	5.4	100				
	MAGAZINES-OUTDOOR: DUAL	15451	1298	24.9	8.4	131	6227	22.0	40.3	116	1101	25.3	7.1	133				
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	25953	1758	33.7	6.8	105	10246	36.3	39.5	113	1475	33.9	5.7	106				
	OUTDOOR IMPERATIVE	24400	1294	24.8	5.3	82	7447	26.4	30.5	87	1095	25.2	4.5	84				
	MAGAZINES-RADIO: DUAL	18049	1263	24.2	7.0	109	7222	25.6	40.0	115	1081	24.9	6.0	112				
	MAGAZINE IMPERATIVE	23571	1740	33.4	7.4	115	9395	33.3	39.9	114	1478	34.0	6.3	117				
	RADIO IMPERATIVE	23278	1304	25.0	5.6	87	7282	25.8	31.3	90	1077	24.8	4.6	86				
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	871	16.7	5.6	88	6268	22.2	40.5	116	1031	23.7	6.7	124				
	TELEVISION IMPERATIVE	25829	2008	38.5	7.8	121	10222	36.2	39.6	113	1560	35.9	6.0	113				
	TELEVISION IMPERATIVE	26039	1486	28.5	5.7	89	7728	27.4	29.7	85	1144	26.3	4.4	82				
	NEWSPAPERS-OUTDOOR: DUAL	16605	1064	20.4	6.4	100	6959	24.6	41.9	120	1149	26.4	6.9	129				
	NEWSPAPER IMPERATIVE	26834	1889	36.3	7.0	109	10504	37.2	39.1	112	1603	36.9	6.0	111				
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	23346	1442	27.7	6.2	96	7132	25.2	30.5	88	1008	23.2	4.3	80				
	NEWSPAPERS-RADIO: DUAL	17133	954	18.3	5.6	87	6807	24.1	39.7	114	1167	26.9	6.8	127				
	NEWSPAPER IMPERATIVE	25892	1983	38.1	7.7	119	10443	37.0	40.3	116	1580	36.4	6.1	114				
	RADIO IMPERATIVE	23167	1512	29.0	6.5	101	7124	25.2	30.8	88	926	21.3	4.0	75				
	NEWSPAPERS-TELEVISION: DUAL	17159	959	18.4	5.6	87	7060	25.0	41.1	118	1096	25.2	6.4	119				
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	26214	2111	40.5	8.1	125	10482	37.1	40.0	115	1637	37.7	6.2	116				
	TELEVISION IMPERATIVE	23412	1293	24.8	5.5	86	6757	23.9	28.9	83	982	22.6	4.2	78				
	OUTDOOR-RADIO: DUAL	15303	1016	19.5	6.6	103	5766	20.4	37.7	108	797	18.3	5.2	97				
	OUTDOOR IMPERATIVE	24901	1551	29.8	6.2	97	8687	30.7	34.9	100	1415	32.6	5.7	106				
	RADIO IMPERATIVE	26492	1623	31.2	6.1	95	9182	32.5	34.7	99	1359	31.3	5.1	96				
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	14794	926	17.8	6.3	97	5292	18.7	35.8	103	736	16.9	5.0	93				
	TELEVISION IMPERATIVE	25437	1620	31.1	6.4	99	9140	32.3	35.9	103	1558	35.9	6.1	114				
	TELEVISION IMPERATIVE	27877	1622	31.1	5.8	90	9493	33.6	34.1	98	1457	33.5	5.2	97				
	RADIO-TELEVISION: DUAL	15996	946	18.2	5.9	92	5612	19.9	35.1	101	953	21.9	6.0	111				
	RADIO IMPERATIVE	25478	1782	34.2	7.0	109	9257	32.8	36.3	104	1272	29.3	5.0	93				
RADIO-TELEVISION: DUAL	TELEVISION IMPERATIVE	26573	1667	32.0	6.3	98	9203	32.6	34.6	99	1358	31.3	5.1	95				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	BEL-AIR B % DOWN	C ACROSS % INDX	D	A '000	BIRDS EYE B % DOWN	C ACROSS % INDX	D	A '000	FRESHLIKE B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D
TOTAL FEMALE HOMEMAKERS	80986	5209	100.0	6.4	100	28254	100.0	34.9	100	4345	100.0	5.4	100				
ATLANTIC MONTHLY	415	**14	0.3	3.4	52	*182	0.6	43.9	126	**24	0.6	5.8	108				
BARRON'S	453	**108	2.1	23.8	371	*161	0.6	35.5	102	**3	0.1	0.7	12				
BETTER HOMES & GARDENS	16256	1140	21.9	7.0	109	6549	23.2	40.3	115	1068	24.6	6.6	122				
BON APPETIT	2535	294	5.6	11.6	180	1051	3.7	41.5	119	**73	1.7	2.9	54				
BUSINESS WEEK	1278	**114	2.2	8.9	139	507	1.8	39.7	114	**48	1.1	3.8	70				
CAR AND DRIVER	378	**12	0.2	3.2	49	*177	0.6	46.8	134	**6	0.1	1.6	30				
CBS MAGAZINE NETWORK (GROSS)	1498	**42	0.8	2.8	44	616	2.2	41.1	118	**130	3.0	8.7	162				
CHANGING TIMES	1505	**63	1.2	4.2	65	540	1.9	35.9	103	**64	1.5	4.3	79				
COLONIAL HOMES	1231	**61	1.2	5.0	77	546	1.9	44.4	127	**105	2.4	8.5	159				
CONDE NAST MAG. PKG. (GROSS)	14146	891	17.1	6.3	98	5935	21.0	42.0	120	825	19.0	5.8	109				
CONSUMERS DIGEST	1323	**67	1.3	5.1	79	525	1.9	39.7	114	**64	1.5	4.8	90				
COSMOPOLITAN	7102	331	6.4	4.7	72	2849	10.1	40.1	115	442	10.2	6.2	116				
COUNTRY LIVING	2481	*147	2.8	5.9	92	1109	3.9	44.7	128	*230	5.3	9.3	173				
CUISINE	1472	*131	2.5	8.9	138	714	2.5	48.5	139	**68	1.6	4.6	86				
CYCLE WORLD	425	**5	0.1	1.2	18	**121	0.4	28.5	82	**73	1.7	17.2	320				
DCI:CREATIVE IDEAS FOR LIV	2510	*229	4.4	9.1	142	1025	3.6	40.8	117	*171	3.9	6.8	127				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	490	9.4	7.3	114	2745	9.7	41.0	118	245	5.6	3.7	68				
DISCOVER	894	**72	1.4	8.1	125	394	1.4	44.1	126	**33	0.8	3.7	69				
EBONY	3507	*236	4.5	6.7	105	1041	3.7	29.7	85	252	5.8	7.2	134				
ESQUIRE	1083	**64	1.2	5.9	92	323	1.1	29.8	85	**41	0.9	3.8	71				
ESSENCE	1830	**91	1.7	5.0	77	646	2.3	35.3	101	*120	2.8	6.6	122				
FAMILY CIRCLE	15930	957	18.4	6.0	93	6660	23.6	41.8	120	1136	26.1	7.1	133				
THE FAMILY HANDYMAN	1126	**50	1.0	4.4	69	416	1.5	36.9	106	**67	1.5	6.0	111				
FAMILY WEEKLY	11468	1098	21.1	9.6	149	4269	15.1	37.2	107	646	14.9	5.6	105				
FIELD & STREAM	2234	**89	1.7	4.0	62	775	2.7	34.7	99	*210	4.8	9.4	175				
FOOD & WINE	579	**27	0.5	4.7	73	292	1.0	50.4	145	**13	0.3	2.2	42				
FORBES	728	**120	2.3	16.5	256	284	1.0	39.0	112	**63	1.4	8.7	161				
FORTUNE	906	**94	1.8	10.4	161	291	1.0	32.1	92	**33	0.8	3.6	68				
GENTLEMEN'S QUARTERLY	791	**63	1.2	8.0	124	327	1.2	41.3	118	**22	0.5	2.8	52				
GLAMOUR	5265	376	7.2	7.1	111	2118	7.5	40.2	115	339	7.8	6.4	120				
GOLF DIGEST	636	**26	0.5	4.1	64	234	0.8	36.8	105	**60	1.4	9.4	176				
GOLF DIGEST/TENNIS (GROSS)	1186	**29	0.6	2.4	38	452	1.6	38.1	109	**83	1.9	7.0	130				
GOLF MAGAZINE	441	*35	0.7	7.9	123	*230	0.8	52.2	149	**63	1.4	14.3	266				
GOLF MAGAZINE/SKI (GROSS)	922	**70	1.3	7.6	118	446	1.6	48.4	139	**102	2.3	11.1	206				
GOOD HOUSEKEEPING	16487	1198	23.0	7.3	113	6601	23.4	40.0	115	1135	26.1	6.9	128				
HARPER'S BAZAAR	2423	*184	3.5	7.6	118	965	3.4	39.8	114	*127	2.9	5.2	98				
HEALTH	1994	**141	2.7	7.1	110	831	2.9	41.7	119	*126	2.9	6.3	118				
HEARST MAG CORP. BUY (GROSS)	44101	2719	52.2	6.2	96	18046	63.9	40.9	117	3113	71.6	7.1	132				
HEARST MAN POWER (GROSS)	1993	*109	2.1	5.5	85	831	2.9	41.7	120	*176	4.1	8.8	165				
HEARST WOMAN POWER (GROSS)	31274	1919	36.8	6.1	95	12665	44.8	40.5	116	2152	49.5	6.9	128				
HOUSE BEAUTIFUL	3623	271	5.2	7.5	116	1494	5.3	41.2	118	242	5.6	6.7	124				
INC.	283	**52	1.0	18.4	286	*116	0.4	41.0	117	**36	0.8	12.7	237				
JET	2928	*184	3.5	6.3	98	835	3.0	28.5	82	*150	3.5	5.1	95				
LADIES' HOME JOURNAL	11918	777	14.9	6.5	101	4695	16.6	39.4	113	839	19.3	7.0	131				
LHJ FAMILY GRP COMBO(GROSS)	16764	1108	21.3	6.6	103	6559	23.2	39.1	112	1162	26.7	6.9	129				
LIFE	4254	394	7.6	9.3	144	1739	6.2	40.9	117	277	6.4	6.5	121				
L.A. TIMES HOME MAGAZINE	1145	*213	4.1	18.6	289	476	1.7	41.6	119	*10	0.2	0.9	16				
MADEMOISELLE	2884	*186	3.6	6.4	100	1267	4.5	43.9	126	*158	3.6	5.5	102				
MC CALL'S	13460	942	18.1	7.0	109	5366	19.0	39.9	114	852	19.6	6.3	118				
MC CALL'S/WRK MOTHER (GROSS)	14606	1004	19.3	6.9	107	5842	20.7	40.0	115	924	21.3	6.3	118				
MECHANIX ILLUSTRATED	772	**63	1.2	8.2	127	301	1.1	39.0	112	**54	1.2	7.0	130				
METROPOLITAN HOME	967	**51	1.0	5.3	82	513	1.8	53.1	152	**87	2.0	9.0	168				
MONEY	1588	**105	2.0	6.6	103	554	2.0	34.9	100	**97	2.2	6.1	114				
MOTHER EARTH NEWS	1002	**114	2.2	11.4	177	243	0.9	24.3	70	**96	2.2	9.6	179				
MS.	825	**40	0.8	4.8	75	292	1.0	35.4	101	**45	1.0	5.5	102				
NATIONAL ENQUIRER	10336	486	9.3	4.7	73	3762	13.3	36.4	104	535	12.3	5.2	96				
NATIONAL GEOGRAPHIC	9597	920	17.7	9.6	149	3937	13.9	41.0	118	694	16.0	7.2	135				
NATIONAL SUNDAY MAGAZINE PKG	49558	3368	64.7	6.8	106	19212	68.0	38.8	111	3139	72.2	6.3	118				
NATURAL HISTORY	573	*36	0.7	6.3	98	*192	0.7	33.5	96	**82	1.9	14.3	267				
NEW WOMAN	1699	**110	2.1	6.5	101	707	2.5	41.6	119	*113	2.6	6.7	124				
NEW YORK INCLUDING CUE	443	**16	0.3	3.6	56	201	0.7	45.4	130	**4	0.1	0.9	17				
THE NEW YORKER	1270	**99	1.9	7.8	121	620	2.2	48.8	140	**81	1.9	6.4	119				
NEWSWEEK	6277	562	10.8	9.0	139	2474	8.8	39.4	113	339	7.8	5.4	101				
THE N.Y. TIMES DAILY EDITION	1205	**39	0.7	3.2	50	622	2.2	51.6	148	**27	0.6	2.2	42				
THE N.Y. TIMES MAGAZINE	2081	**43	0.8	2.1	32	1038	3.7	49.9	143	**39	0.9	1.9	35				
OMNI	788	**57	1.1	7.2	112	269	1.0	34.1	98	**77	1.8	9.8	182				
ON CABLE	1158	**12	0.2	1.0	16	418	1.5	36.1	103	**96	2.2	8.3	155				
1001 HOME IDEAS	2852	*189	3.6	6.6	103	1033	3.7	36.2	104	*197	4.5	6.9	129				
ORGANIC GARDENING	1658	*166	3.2	10.0	156	647	2.3	39.0	112	**94	2.2	5.7	106				
OUTDOOR LIFE	896	**31	0.6	3.5	54	342	1.2	38.2	109	**77	1.8	8.6	160				
PARADE MAGAZINE	24275	1546	29.7	6.4	99	9354	33.1	38.5	110	1407	32.4	5.8	108				

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	BEL-AIR				BIRDS EYE				FRESHLIKE							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80946	5209	100.0	6.4	100	28254	100.0	34.9	100	4345	100.0	5.4	100				
PARENTS	3845	**256	4.9	6.7	104	1374	4.9	35.7	102	309	7.1	8.0	150				
PENTHOUSE	831	**14	0.3	1.7	26	352	1.2	42.4	121	**32	0.7	3.9	72				
PEOPLE	11645	891	17.1	7.7	119	4434	15.7	38.1	109	728	16.8	6.3	117				
PLAYBOY	2006	**147	2.8	7.3	114	697	2.5	34.7	100	**197	4.5	9.8	183				
POPULAR HOT RODDING	297	**9	0.2	3.0	47	**85	0.3	28.6	82	**14	0.3	4.7	88				
POPULAR MECHANICS	1018	**67	1.3	6.6	102	488	1.7	47.9	137	**57	1.3	5.6	104				
POPULAR SCIENCE	878	**53	1.0	6.0	94	351	1.2	40.0	115	**71	1.6	8.1	151				
PREVENTION	3913	303	5.8	7.7	120	1709	6.0	43.7	125	284	6.5	7.3	135				
PSYCHOLOGY TODAY	1710	**60	1.2	3.5	55	748	2.6	43.7	125	*125	2.9	7.3	136				
READER'S DIGEST	22204	1811	34.8	8.2	127	8990	31.8	40.5	116	1323	30.4	6.0	111				
REDBOOK	7684	390	7.5	5.1	79	3216	11.4	41.9	120	575	13.2	7.5	139				
ROAD & TRACK	410	**14	0.3	3.4	53	*139	0.5	33.9	97	**18	0.4	4.4	82				
ROLLING STONE	969	**83	1.6	8.6	133	375	1.3	38.7	111	**77	1.8	7.9	148				
RUNNER'S WORLD	298	**15	0.3	5.0	78	*137	0.5	46.0	132	**6	0.1	2.0	38				
SATURDAY EVENING POST	1169	*151	2.9	12.9	201	432	1.5	37.0	106	**96	2.2	8.2	153				
SCIENCE 84	587	**78	1.5	13.3	207	244	0.9	41.6	119	**30	0.7	5.1	95				
SCIENCE DIGEST	482	**26	0.5	5.4	84	*184	0.7	38.2	109	**42	1.0	8.7	162				
SCIENTIFIC AMERICAN	594	**31	0.6	5.2	81	*190	0.7	32.0	92	**60	1.4	10.1	188				
SELF	2089	**71	1.4	3.4	53	846	3.0	40.5	116	*127	2.9	6.1	113				
SEVENTEEN	2411	*150	2.9	6.2	97	940	3.3	39.0	112	*174	4.0	7.2	135				
SKI	480	**35	0.7	7.3	113	*217	0.8	45.2	130	**39	0.9	8.1	151				
SMITHSONIAN	2760	364	7.0	13.2	205	1180	4.2	42.8	123	*132	3.0	4.8	89				
SOAP OPERA DIGEST	3013	**110	2.1	3.7	57	1123	4.0	37.3	107	*184	4.2	6.1	114				
SOUTHERN LIVING	4184	261	5.0	6.2	97	1721	6.1	41.1	118	**75	1.7	1.8	33				
SPORT	559	**24	0.5	4.3	67	*227	0.8	40.6	116	**33	0.8	5.9	110				
THE SPORTING NEWS	436	**23	0.4	5.3	82	**152	0.5	34.9	100	**15	0.3	3.4	64				
SPORTS AFIELD	493	**15	0.3	3.0	47	*159	0.6	32.3	92	**77	1.8	15.6	291				
SPORTS ILLUSTRATED	2758	*213	4.1	7.7	120	1194	4.2	43.3	124	*137	3.2	5.0	93				
STAR	7456	284	5.5	3.8	59	2731	9.7	36.6	105	344	7.9	4.6	86				
SUNDAY	24936	1366	26.2	5.5	85	10040	35.5	40.3	115	2096	48.2	8.4	157				
SUNSET	2124	633	12.2	29.8	463	697	2.5	32.8	94	**61	1.4	2.9	54				
TV GUIDE	21661	1550	29.8	7.2	111	8181	29.0	37.8	108	1091	25.1	5.0	94				
TENNIS	550	**3	0.1	0.5	8	*218	0.8	39.6	114	**23	0.5	4.2	78				
TIME	8810	709	13.6	8.0	124	3850	13.6	43.4	124	598	13.8	6.7	126				
TOWN & COUNTRY	917	**20	0.4	2.2	34	384	1.4	41.9	120	**61	1.4	6.7	124				
TRAVEL & LEISURE	972	**32	0.6	3.3	51	457	1.6	47.0	135	**88	2.0	9.1	169				
TRUE STORY	3356	*148	2.8	4.4	69	1069	3.8	31.9	91	*148	3.4	4.4	82				
U.S. NEWS & WORLD REPORT	3410	231	4.4	6.8	105	1424	5.0	41.8	120	*161	3.7	4.7	88				
USA TODAY	1759	**81	1.6	4.6	72	886	3.1	50.4	144	*107	2.5	6.1	113				
USA	1873	**47	0.9	2.5	39	725	2.6	38.7	111	*126	2.9	6.7	125				
VOGUE	3703	259	5.0	6.6	103	1704	6.0	43.6	125	201	4.6	5.1	96				
MALL STREET JOURNAL	1886	*163	3.1	8.6	134	735	2.6	39.0	112	*137	3.2	7.3	135				
HEIGHT MATCHERS	2120	*160	3.1	7.5	117	841	3.0	39.7	114	*99	2.3	4.7	87				
WOMAN'S DAY	14172	899	17.3	6.3	99	5811	20.6	41.0	118	987	22.7	7.0	130				
WORKING MOTHER	1146	**62	1.2	5.4	84	476	1.7	41.5	119	**72	1.7	6.3	117				
WORKING WOMAN	1322	**104	2.0	7.9	122	426	1.5	32.2	92	*85	2.0	6.4	120				
WORLD TENNIS	*163	**0	0.0	0.0	0	**83	0.3	50.9	146	**7	0.2	4.3	80				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*183	3.5	7.2	112	1081	3.8	42.7	122	*143	3.3	5.6	105				
BLAIR INSERTS	43657	2795	53.7	6.4	100	17322	61.3	39.7	114	2876	66.2	6.6	123				
DAILY NEWSPAPERS																	
READ ANY	51633	3517	67.5	6.8	106	20199	71.5	39.1	112	3020	69.5	5.8	109				
READ ONE	43463	2937	56.4	6.8	105	16579	58.7	38.1	109	2497	57.5	5.7	107				
READ TWO OR MORE	8170	580	11.1	7.1	110	3619	12.8	44.3	127	523	12.0	6.4	119				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3490	67.0	6.6	103	20396	72.2	38.7	111	3233	74.4	6.1	114				
READ ONE	46126	3102	59.6	6.7	105	17408	61.6	37.7	108	2808	64.6	6.1	113				
READ TWO OR MORE	5552	388	7.4	5.9	92	2988	10.6	45.6	131	425	9.8	6.5	121				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.56				28.40				28.58							
30 DAY REACH	71455	4555	87.4	6.4	99	25165	89.1	35.2	101	3866	89.0	5.4	101				
50 SHWG - 30 DAY AV FREQ	14.56	13.78				14.84				14.93							
30 DAY REACH	67742	4388	84.2	6.5	101	24138	85.4	35.6	102	3696	85.1	5.5	102				
25 SHWG - 30 DAY AV FREQ	7.94	7.52				8.05				8.01							
30 DAY REACH	62117	4037	77.5	6.5	101	22296	78.9	35.9	103	3445	79.3	5.5	103				
CABLE TV: HOME WIRED	32077	2536	48.7	7.9	123	12702	45.0	39.6	114	1804	41.5	5.6	105				
HOME NOT WIRED	*8904	2673	51.3	5.5	115	15552	55.0	31.8	91	2540	58.5	5.2	97				
HAVE PAY CABLE	15935	1154	22.2	7.2	113	6599	23.4	41.4	119	907	20.9	5.7	106				

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	5209	100.0	6.4	100	28254	100.0	34.9	100	4345	100.0	5.4	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2784	53.4	6.3	99	15970	56.5	36.4	104	2300	52.9	5.2	98				
10:00 AM - 3:00 PM	30659	2022	38.8	6.6	103	11084	39.2	36.2	104	1671	38.5	5.5	102				
3:00 PM - 7:00 PM	31045	1961	37.6	6.3	98	11128	39.4	35.8	103	1873	43.1	6.0	112				
7:00 PM - MIDNIGHT	15767	1042	20.0	6.6	103	5546	19.6	35.2	101	921	21.2	5.8	109				
MIDNIGHT - 6:00 AM	9120	533	10.2	5.8	91	3425	12.1	37.6	108	520	12.0	5.7	106				
6:00 AM - MIDNIGHT	58527	3707	71.2	6.3	98	21081	74.6	36.0	103	3227	74.3	5.5	103				
ENTIRE DAY	59311	3750	72.0	6.3	98	21402	75.7	36.1	103	3272	75.3	5.5	103				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	976	18.7	6.0	94	6354	22.5	39.3	113	1052	24.2	6.5	121				
ALL NEWS	2256	*196	3.8	8.7	135	1009	3.6	44.7	128	**86	2.0	3.8	71				
AOR/PROGRESSIVE	3874	330	6.3	8.5	132	1394	4.9	36.0	103	238	5.5	6.1	115				
BEAUTIFUL MUSIC	5660	337	6.5	6.0	93	2241	7.9	39.6	113	320	7.4	5.7	105				
BLACK	2204	**67	1.3	3.0	47	604	2.1	27.4	79	*105	2.4	4.8	89				
CLASSICAL	1418	**97	1.9	6.8	106	525	1.9	37.0	106	**46	1.1	3.2	60				
CHR/ROCK	9538	678	13.0	7.1	111	3211	11.4	33.7	96	563	13.0	5.9	110				
COUNTRY	12648	753	14.5	6.0	93	4453	15.8	35.2	101	616	14.2	4.9	91				
GOLDEN OLDIES	1191	**39	0.7	3.3	51	421	1.5	35.3	101	**11	0.3	0.9	17				
MOR/NOSTALGIA	4757	365	7.0	7.7	119	1790	6.3	37.6	108	*249	5.7	5.2	98				
NEWS/TALK	3863	434	8.3	11.2	175	1499	5.3	38.8	111	227	5.2	5.9	110				
RELIGIOUS	3084	*177	3.4	5.7	89	864	3.1	28.0	80	*164	3.8	5.3	99				
SOFT ROCK	521	**2	0.0	0.4	6	*165	0.6	31.7	91	**48	1.1	1.2	72				
URBAN CONTEMPORARY	1585	**43	0.8	2.7	42	454	1.6	28.6	82	**88	2.0	5.6	103				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*199	3.8	6.1	95	1055	3.7	32.4	93	*220	5.1	6.7	126				
ABC DIRECTION	2316	**86	1.7	3.7	58	921	3.3	39.8	114	*85	2.0	3.7	68				
ABC ENTERTAINMENT	4834	*237	4.5	4.9	76	1918	6.8	39.7	114	*236	5.4	4.9	91				
ABC FM	2202	**82	1.6	3.7	58	741	2.6	33.7	96	*134	3.1	6.1	113				
ABC INFORMATION	5425	562	10.8	10.4	161	2020	7.1	37.2	107	240	5.5	4.4	82				
ABC ROCK	1677	**58	1.1	3.5	54	599	2.1	35.7	102	*129	3.0	7.7	143				
CBS	4430	398	7.6	9.0	140	1733	6.1	39.1	112	293	6.7	6.6	123				
MUTUAL	4992	*318	6.1	6.4	99	2081	7.4	41.7	119	327	7.5	6.6	122				
NBC	4679	*297	5.7	6.3	99	1841	6.5	39.3	113	312	7.2	6.7	124				
RADIORADIO	1994	**86	1.7	4.3	67	614	2.2	30.8	88	*213	4.9	10.7	199				
RKO ONE	2298	*156	3.0	6.8	106	742	2.6	32.3	93	**121	2.8	5.3	98				
RKO TWO	3311	**121	2.3	3.7	57	1167	4.1	35.2	101	*120	2.8	3.6	68				
THE SOURCE	2114	**74	1.4	3.5	54	657	2.3	31.1	89	**118	2.7	5.6	104				
NON-WIRED : BLAIR	8654	707	13.6	8.2	127	3251	11.5	37.6	108	355	8.2	4.1	76				
INTERNET	12025	973	18.7	8.1	126	4314	15.3	35.9	103	596	13.7	5.0	92				
KATZ RADIO GROUP	15359	1186	22.8	7.7	120	5915	20.9	38.5	110	901	20.7	5.9	109				
SUPERNET	10628	646	12.4	6.1	95	3808	13.5	35.8	103	627	14.4	5.9	110				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	604	11.6	7.0	108	3126	11.1	36.1	103	460	10.6	5.3	99				
MKDAY 9:00 AM - 1:00 PM	12163	803	15.4	6.6	103	3967	14.0	32.6	93	609	14.0	5.0	93				
MKDAY 1:00 PM - 4:30 PM	16150	851	16.3	5.3	82	5177	18.3	32.1	92	824	19.0	5.1	95				
MKDAY 4:30 PM - 7:30 PM	22463	1397	26.8	6.2	97	7758	27.5	34.5	99	1133	26.1	5.0	94				
MKDAY 7:30 PM - 8:00 PM	31795	1879	36.1	5.9	92	11108	39.3	34.9	100	1561	35.9	4.9	92				
MKDAY 11:00 PM - 11:30 PM	23977	1380	26.5	5.8	89	8508	30.1	35.5	102	1288	29.6	5.4	100				
MKDAY 11:30 PM - 1:00 AM	7703	487	9.3	6.3	98	2707	9.6	35.1	101	459	10.6	6.0	111				
M-SAT 8-11 PM+SUN 7-11 PM	33800	2027	38.9	6.0	93	12137	43.0	35.9	103	1732	39.9	5.1	96				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	402	7.7	6.1	96	1987	7.0	30.4	87	322	7.4	4.9	92				
ANOTHER WORLD	N 4620	*155	3.0	3.4	52	1496	5.3	32.4	93	187	4.3	4.0	75				
AS THE WORLD TURNS	C 5614	354	6.8	6.3	98	1872	6.6	33.3	96	231	5.3	4.1	77				
CAPITOL	C 3396	149	2.9	4.4	68	1051	3.7	30.9	89	*109	2.5	3.2	60				
CBS MORN. NEWS 1	C 1446	*88	1.7	6.1	95	499	1.8	34.5	99	**29	0.7	2.0	37				
CBS MORN. NEWS 2	C 1207	*88	1.7	7.3	113	401	1.4	33.2	95	**38	0.9	3.1	59				
DAYS OF OUR LIVES	N 5877	286	5.5	4.9	76	2124	7.5	36.1	104	392	9.0	6.7	124				
FACTS OF LIFE - DAYTIME	N 2290	123	2.4	5.4	84	687	2.4	30.0	86	103	2.4	4.5	84				
FAMILY FEUD	A 3023	251	4.8	8.3	129	874	3.1	28.9	83	111	2.6	3.7	68				
GENERAL HOSPITAL	A 6097	297	5.7	4.9	76	1846	6.5	30.3	87	355	8.2	5.8	109				
GOOD MORNING, AMERICA-730A	A 3515	262	5.0	7.5	116	1282	4.5	36.5	105	176	4.1	5.0	93				
GOOD MORNING, AMERICA-830A	A 2818	250	4.8	8.9	138	1140	4.0	40.5	116	163	3.8	5.8	108				
GUIDING LIGHT	C 5339	298	5.7	5.6	87	1818	6.4	34.1	98	231	5.3	4.3	81				
ONE LIFE TO LIVE	A 4478	219	4.2	4.9	76	1289	4.6	28.8	83	301	6.9	6.7	125				
PRESS YOUR LUCK	C 2244	180	3.5	8.0	125	671	2.4	29.9	86	152	3.5	6.8	126				
PRICE IS RIGHT 1	C 4348	224	4.3	5.2	80	1400	5.0	32.2	92	217	5.0	5.0	93				
PRICE IS RIGHT 2	C 5014	273	5.2	5.4	85	1671	5.9	33.3	96	228	5.2	4.5	85				
RYAN'S HOPE	A 3150	*121	2.3	3.8	60	1053	3.7	33.4	96	152	3.5	4.8	90				
SALE OF THE CENTURY	N 2695	160	3.1	5.9	92	806	2.9	29.9	86	103	2.4	3.8	71				
SEARCH FOR TOMORROW	N 2319	**82	1.6	3.5	55	811	2.9	35.0	100	**69	1.6	3.0	55				
TODAY SHOW 1	N 2693	218	4.2	8.1	126	946	3.3	35.1	101	187	4.3	6.9	129				
TODAY SHOW 2	N 2498	167	3.2	6.7	104	987	3.5	39.5	113	176	4.1	7.0	131				
\$25,000 PYRAMID	C 2753	186	3.6	6.8	105	938	3.3	34.1	98	172	4.0	6.2	116				
WHEEL OF FORTUNE	N 4388	339	6.5	7.7	120	1392	4.9	31.7	91	200	4.6	4.6	85				
YOUNG AND THE RESTLESS	C 5695	311	6.0	5.5	85	1796	6.4	31.5	90	231	5.3	4.1	76				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*126	2.4	7.2	111	669	2.4	38.0	109	*113	2.6	6.4	120				
NBA PLAYOFF GAME -1 C	1136	**45	0.9	4.0	62	350	1.2	30.8	88	*72	1.7	6.3	118				
NBC MAJOR LEAGUE PRE-GAME N	953	**32	0.6	3.4	52	*267	0.9	28.0	80	**43	1.0	4.5	84				
SPORTSWORLD - SUN N	1233	**71	1.4	5.8	90	433	1.5	35.1	101	*100	2.3	8.1	151				
SUNDAY MORNING C	1611	*127	2.4	7.9	123	658	2.3	40.8	117	**64	1.5	4.0	74				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): BRANDS
(FEMALE HOMEMAkers)

	TOTAL U.S. '000	BEL-AIR				BIRDS EYE				FRESHLIKE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAkers	80986	5209	100.0	6.4	100	28254	100.0	34.9	100	4345	100.0	5.4	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1639	31.5	6.3	98	9361	33.1	35.9	103	1318	30.3	5.1	94				
NETWORK AFFILIATES - LATE	20261	1252	24.0	6.2	96	7147	25.3	35.3	101	1060	24.4	5.2	98				
INDEPENDENTS - LATE	2076	158	3.0	7.6	118	849	3.0	40.9	117	81	1.9	3.9	73				
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 10453	667	12.8	6.4	99	3603	12.8	34.5	99	609	14.0	5.8	109				
ABC MONDAY NIGHT MOVIE	A 6412	476	9.1	7.4	115	2265	8.0	35.3	101	325	7.5	5.1	94				
ABC SUNDAY NIGHT MOVIE	A 12407	837	16.1	6.7	105	4334	15.3	34.9	100	701	16.1	5.7	105				
ABC WORLD NEWS TONIGHT	A 6176	352	6.8	5.7	89	2357	8.3	38.2	109	246	5.7	4.0	74				
AFTERMASH	C 5863	*242	4.6	4.1	64	2127	7.5	36.3	104	333	7.7	5.7	106				
ALICE	C 9594	553	10.6	5.8	90	3276	11.6	34.1	98	447	10.3	4.7	87				
AMERICAN PARADE	C 6622	463	8.9	7.0	109	2378	8.4	35.9	103	282	6.5	4.3	79				
BENSON	A 10886	681	13.1	6.3	97	3730	13.2	34.3	98	556	12.8	5.1	95				
BLUE THUNDER	A 5036	375	7.2	7.4	116	1694	6.0	33.6	96	259	6.0	5.1	96				
CAGNEY & LACEY	C 9965	536	10.3	5.4	84	3703	13.1	37.2	107	560	12.9	5.6	105				
CBS EVENING NEWS-DEAN	C 3491	*264	5.1	7.6	118	1304	4.6	37.4	107	*190	4.4	5.4	101				
CBS EVENING NEWS-RATHER	C 7123	509	9.8	7.1	111	2598	9.2	36.5	105	420	9.7	5.9	110				
CBS SAT. NEWS-SCHIEFFER	C 3621	249	4.8	6.9	107	1242	4.4	34.3	98	167	3.8	4.6	86				
CBS SATURDAY NIGHT MOVIE	C 5436	276	5.3	5.1	79	1856	6.6	34.1	98	327	7.5	6.0	112				
CBS WEDNESDAY NIGHT MOVIE	C 6100	448	8.6	7.3	114	2234	7.9	36.6	105	216	5.0	3.5	66				
CHEERS	N 8889	724	13.9	8.1	127	3530	12.5	39.7	114	605	13.9	6.8	127				
DALLAS	C 22109	1203	23.1	5.4	85	7924	28.0	35.8	103	1120	25.8	5.1	94				
DIFF'RENT STROKES	N 6940	378	7.3	5.4	85	2331	8.3	33.6	96	320	7.4	4.6	86				
DOUBLE TROUBLE	N 7223	355	6.8	4.9	76	2490	8.8	34.5	99	393	9.0	5.4	101				
DUCK FACTORY	N 5595	449	8.6	8.0	125	2083	7.4	37.2	107	317	7.3	5.7	106				
DUKES OF HAZZARD	C 5768	318	6.1	5.5	86	1681	5.9	29.1	84	259	6.0	4.5	84				
DYNASTY	A 20053	1065	20.4	5.3	83	6662	23.6	33.2	95	948	21.8	4.7	88				
FACTS OF LIFE	N 8087	528	10.1	6.5	102	2888	10.2	35.7	102	474	10.9	5.9	109				
FALCON CREST	C 20046	1036	19.9	5.2	80	7103	25.1	35.4	102	996	22.9	5.0	93				
FALL GUY	A 9084	520	10.0	5.7	89	3030	10.7	33.4	96	387	8.9	4.3	79				
FAMILY TIES	N 7964	514	9.9	6.5	100	2873	10.2	36.1	103	471	10.8	5.9	110				
FANTASY ISLAND	A 7687	373	7.2	4.9	79	2445	8.7	31.8	91	320	7.4	4.2	78				
FOULUPS,BLEEPS & BLUNDERS	A 8861	566	10.9	6.4	99	3253	11.5	36.7	105	420	9.7	4.7	88				
FOUR SEASONS	C 5095	*312	6.0	6.1	95	1991	7.0	39.1	112	*209	4.8	4.1	76				
GIMME A BREAK	N 8838	491	9.4	5.6	86	2956	10.5	33.4	96	600	13.8	6.8	127				
HART TO HART	A 8978	432	8.3	4.8	75	3088	10.9	34.4	99	405	9.3	4.5	84				
HILL STREET BLUES	N 8590	485	9.3	5.6	88	3281	11.6	38.2	109	504	11.6	5.9	109				
HOTEL	A 14085	743	14.3	5.3	82	5117	18.1	36.3	104	522	12.0	3.7	69				
JEFFERSONS	C 9360	591	11.3	6.3	98	3245	11.5	34.7	99	360	8.3	3.8	72				
JENNIFER SLEPT HERE	N 5841	286	5.5	4.9	76	2026	7.2	34.7	99	332	7.6	5.7	106				
KATE & ALLIE	C 9206	463	8.9	5.0	78	3299	11.7	35.8	103	469	10.8	5.1	95				
KNIGHT RIDER	N 7076	427	8.2	6.0	94	2366	8.4	33.4	96	360	8.3	5.1	95				
LOVE BOAT	A 12219	645	12.4	5.3	82	3907	13.8	32.0	92	549	12.6	4.5	84				
MAGNUM PI	C 11199	649	12.5	5.8	90	3824	13.5	34.1	98	503	11.6	4.5	84				
MAMA'S FAMILY	N 6057	467	9.0	7.7	120	2419	8.6	39.9	114	300	6.9	5.0	92				
MASTER, THE	N 3598	*193	3.7	5.4	83	1238	4.4	34.4	99	*154	3.5	4.3	80				
MATT HOUSTON	A 6344	353	6.8	5.6	87	2148	7.6	33.9	97	327	7.5	5.2	96				
NBC MONDAY NIGHT MOVIE	N 11994	673	12.9	5.6	87	4028	14.3	33.6	96	596	13.7	5.0	93				
NBC NIGHTLY NEWS	N 5132	316	6.1	6.2	96	1905	6.7	37.1	106	300	6.9	5.8	109				
NBC NIGHTLY NEWS-SAT	N 3375	*214	4.1	6.3	99	1212	4.3	35.9	103	*208	4.8	6.2	115				
NBC NIGHTLY NEWS-SUN	N 3130	*163	3.1	5.2	81	1148	4.1	36.7	105	*297	6.8	9.5	177				
NBC SUNDAY NIGHT MOVIE	N 8284	473	9.1	5.7	89	2794	9.9	33.7	97	425	9.8	5.1	96				
NEMHART	C 9240	557	10.7	6.0	94	3433	12.2	37.2	106	450	10.4	4.9	91				
ONE DAY AT A TIME	C 7288	455	8.7	6.2	97	2542	9.0	34.9	100	410	9.4	5.6	105				
PEOPLE ARE FUNNY	N 4855	390	7.5	8.0	125	1883	6.7	38.8	111	*228	5.2	4.7	88				
REAL PEOPLE	N 8869	538	10.3	6.1	94	3229	11.4	36.4	104	468	10.8	5.3	98				
REMINGTON STEELE	N 7743	306	5.9	4.0	61	2365	8.4	30.5	88	375	8.6	4.8	90				
RIPLEY'S BELIEVE IT - NOT	A 5345	412	7.9	7.7	120	2044	7.2	38.2	110	314	7.2	5.9	109				
RIPTIDE	N 6988	392	7.5	5.6	87	2167	7.7	31.0	89	361	8.3	5.2	96				
SCARECROW & MRS. KING	C 10002	629	12.1	6.3	98	3431	12.1	34.3	98	534	12.3	5.3	100				
SIMON & SIMON	C 10638	701	13.5	6.6	102	3651	12.9	34.3	98	521	12.0	4.9	91				
60 MINUTES	C 13293	890	17.1	6.7	104	5053	17.9	38.0	109	679	15.6	5.1	95				
ST. ELSEWHERE	N 7017	464	8.9	6.6	103	2399	8.5	34.2	98	417	9.6	5.9	111				
THREE'S COMPANY	A 10917	741	14.2	6.8	106	3826	13.5	35.0	100	585	13.5	5.4	100				
T.J. HOOKER	A 9204	426	8.2	4.6	72	3262	11.5	35.4	102	433	10.0	4.7	88				
TONIGHT SHOW	N 2372	121	2.3	5.1	79	911	3.2	38.4	110	138	3.2	5.8	108				
TRAPPER JOHN, M.D.	C 9846	490	9.4	5.0	77	3575	12.7	36.3	104	398	9.2	4.0	75				
TV BLOOPERS & PRAC. JOKES	N 9105	543	10.4	6.0	93	3075	10.9	33.8	97	423	9.7	4.6	87				
20/20	A 9387	668	12.8	7.1	111	3629	12.8	38.7	111	462	10.6	4.9	92				
WEBSTER	A 11067	728	14.0	6.6	102	3886	13.8	35.1	101	608	14.0	5.5	102				
WORLD NEWS - SUN	A 3062	*186	3.6	6.1	94	1231	4.4	40.2	115	*179	4.1	5.8	109				
YELLOW ROSE	N 4978	332	6.4	6.7	104	1701	6.0	34.2	98	262	6.0	5.3	98				
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	806	15.5	9.1	141	3982	14.1	44.9	129	634	14.6	7.1	133				
BASKETBALL - COLLEGE GAMES	4080	*179	3.4	4.4	68	1739	6.2	42.6	122	*307	7.1	7.5	140				
BASKETBALL - PRO GAMES	3607	*317	6.1	8.8	137	1421	5.0	39.4	113	*383	8.8	10.6	198				
BOWLING	3883	*245	4.7	6.3	98	1662	5.9	42.8	123	*413	9.5	10.6	198				
BOXING	3928	*213	4.1	5.4	84	1405	5.0	35.8	103	*307	7.1	7.8	146				
FOOTBALL - COLLEGE GAMES	6366	*569	10.9	8.9	139	2729	9.7	42.9	123	*441	10.1	6.9	129				
FOOTBALL - PRO GAMES	11300	1190	22.8	10.5	164	4945	17.5	43.8	125	707	16.3	6.3	117				
GOLF	3378	*318	6.1	9.4	146	1444	5.1	42.7	123	*212	4.9	6.3	117				
POST-SEASON COLL. FOOTBALL	4906	*340	6.5	6.9	108	2074	7.3	42.3	121	*377	8.7	7.7	143				
POST-SEASON PRO FOOTBALL	6120	625	12.0	10.2	159	2740	9.7	44.8	128	*435	10.0	7.1	132				
TENNIS	3033	*213	4.1	7.0	109	1445	5.1	47.6	137	*118	2.7	3.9	73				
WRESTLING - PROFESSIONAL	3344	*100	1.9	3.0	46	1099	3.9	32.9	94	*148	3.4	4.4	82				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	GREEN GIANT				KROGER				ORE-IDA				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	22698	100.0	28.0	100	3300	100.0	4.1	100	5076	100.0	6.3	100				
18 - 24	9282	2293	10.1	24.7	88	*451	13.7	4.9	119	639	12.6	6.9	110				
25 - 34	19072	5438	24.0	28.5	102	882	26.7	4.6	113	846	16.7	4.4	71				
35 - 44	14591	4280	18.9	29.3	105	553	16.8	3.8	93	1017	20.0	7.0	111				
45 - 54	11345	3444	15.2	30.4	108	607	18.4	5.4	131	862	17.0	7.6	121				
55 - 64	11635	3360	14.8	28.9	103	*375	11.4	3.2	79	840	16.5	7.2	115				
65 OR OLDER	15061	3884	17.1	25.8	92	431	13.1	2.9	70	873	17.2	5.8	92				
18 - 34	28354	7730	34.1	27.3	97	1333	40.4	4.7	115	1485	29.3	5.2	84				
18 - 49	48339	13712	60.4	28.4	101	2240	67.9	4.6	114	2878	56.7	6.0	95				
25 - 54	45008	13162	58.0	29.2	104	2043	61.9	4.5	111	2725	53.7	6.1	97				
35 - 49	19985	5981	26.4	29.9	107	907	27.5	4.5	111	1393	27.4	7.0	111				
50 OR OLDER	32647	8987	39.6	27.5	98	1060	32.1	3.2	80	2198	43.3	6.7	107				
GRADUATED COLLEGE	11155	3498	15.4	31.4	112	661	20.0	5.9	145	973	9.3	4.2	68				
ATTENDED COLLEGE	13682	4373	19.3	32.0	114	643	19.5	4.7	115	410	17.9	6.7	106				
GRADUATED HIGH SCHOOL	33880	10121	44.6	29.9	107	1433	43.4	4.2	104	2304	45.4	6.8	108				
DID NOT GRADUATE HIGH SCHOOL	22270	4705	20.7	21.1	75	562	17.0	2.5	62	1389	27.4	6.2	100				
EMPLOYED	40306	12247	54.0	30.4	108	1806	54.7	4.5	110	2469	48.6	6.1	98				
EMPLOYED FULL-TIME	32850	10301	45.4	31.4	112	1488	45.1	4.5	111	2166	42.7	6.6	105				
EMPLOYED PART-TIME	7456	1946	8.6	26.1	93	*318	9.6	4.3	105	*303	6.0	4.1	65				
NOT EMPLOYED	40680	10451	46.0	25.7	92	1494	45.3	3.7	90	2607	51.4	6.4	102				
PROFESSIONAL/MANAGER	10392	3318	14.6	31.9	114	*538	16.3	5.2	127	*426	8.4	4.1	65				
TECH/CLERICAL/SALES	17574	5936	26.2	33.8	121	787	23.8	4.5	110	1207	23.8	6.9	110				
PRECISION/CRAFT	985	*369	1.6	37.5	134	**57	1.7	5.8	142	**46	0.9	4.7	75				
OTHER EMPLOYED	11354	2624	11.6	23.1	82	*424	12.8	3.7	92	790	15.6	7.0	111				
SINGLE	9863	2618	11.5	26.5	95	522	15.8	5.3	130	676	13.3	6.9	109				
MARRIED	51375	14714	64.8	28.6	102	2138	64.8	4.2	102	3170	62.5	6.2	98				
DIVORCED/SEPARATED/WIDOWED	19748	5366	23.6	27.2	97	640	19.4	3.2	80	1231	24.3	6.2	99				
PARENTS	32590	8988	39.6	27.6	98	1276	38.7	3.9	96	1979	39.0	6.1	97				
WHITE	70416	20313	89.5	28.8	103	2810	85.2	4.0	98	4502	88.7	6.4	102				
BLACK	8778	2032	9.0	23.1	83	415	12.6	4.7	116	547	10.8	6.2	99				
OTHER	1791	**353	1.6	19.7	70	**75	2.3	4.2	103	**27	0.5	1.5	24				
NORTHEAST-CENSUS	17786	5726	25.2	32.2	115	**266	8.1	1.5	37	719	14.2	4.0	64				
NORTH CENTRAL	20741	5896	26.0	28.4	101	1292	39.2	6.2	153	1558	30.7	7.5	120				
SOUTH	27775	7117	31.4	25.6	91	1669	50.6	6.0	147	1729	34.1	6.2	99				
WEST	14683	3959	17.4	27.0	96	**73	2.2	0.5	12	1071	21.1	7.3	116				
NORTHEAST-MKTG.	17961	5599	24.7	31.2	111	*357	10.8	2.0	49	824	16.2	4.6	73				
EAST CENTRAL	11885	2845	12.5	23.9	85	1219	36.9	10.3	252	719	14.2	6.0	97				
WEST CENTRAL	14090	4426	19.5	31.4	112	*297	9.0	2.1	52	1028	20.3	7.3	116				
SOUTH	24081	6408	28.2	26.6	95	1384	41.9	5.7	141	1486	29.3	6.2	98				
PACIFIC	12969	3421	15.1	26.4	94	**43	1.3	0.3	8	1020	20.1	7.9	125				
COUNTY SIZE A	32439	9708	42.8	29.9	107	1295	39.2	4.0	98	1974	38.9	6.1	97				
COUNTY SIZE B	24915	7194	31.7	28.9	103	1162	35.2	4.7	114	1556	30.7	6.2	100				
COUNTY SIZE C	12930	3614	15.9	28.0	100	438	13.3	3.4	83	800	15.8	6.2	99				
COUNTY SIZE D	10703	2182	9.6	20.4	73	*405	12.3	3.8	93	746	14.7	7.0	111				
METRO CENTRAL CITY	24518	6925	30.5	28.2	101	1299	39.4	5.3	130	1669	32.9	6.8	109				
METRO SUBURBAN	35919	10959	48.3	30.5	109	1342	40.7	3.7	92	2201	43.4	6.1	98				
NON METRO	20549	4815	21.2	23.4	84	659	20.0	3.2	79	1206	23.8	5.9	94				
TOP 5 ADI'S	18341	5582	24.6	30.4	109	**315	9.5	1.7	42	1019	20.1	5.6	89				
TOP 10 ADI'S	25378	7254	32.0	28.6	102	838	25.4	3.3	81	1332	26.2	5.2	84				
TOP 20 ADI'S	36488	10399	45.8	28.5	102	1396	42.3	3.8	94	2205	43.4	6.0	96				
HSGLD INC. \$50,000 OR MORE	6612	2236	9.9	33.8	121	**244	7.4	3.7	91	*342	6.7	5.2	83				
\$40,000 OR MORE	12659	4513	19.9	35.7	127	*520	15.8	4.1	101	588	11.6	4.6	74				
\$30,000 OR MORE	24698	8005	35.3	32.4	116	1155	35.0	4.7	115	1377	27.1	5.6	89				
\$25,000 OR MORE	32077	10250	45.2	32.0	114	1631	49.4	5.1	125	1848	36.4	5.8	92				
\$20,000 - \$24,999	9144	2955	13.0	32.3	115	*259	7.8	2.8	70	*548	10.8	6.0	96				
\$15,000 - \$19,999	8728	2549	11.2	29.2	104	*314	9.5	3.6	88	754	14.9	8.6	138				
\$10,000 - \$14,999	12562	3242	14.3	25.8	92	527	16.0	4.2	103	812	16.0	6.5	103				
UNDER \$10,000	18475	3702	16.3	20.0	71	569	17.2	3.1	76	1114	21.9	6.0	96				
HOUSEHOLD OF 1 PERSON	11987	3342	14.7	27.9	99	443	13.4	3.7	91	586	11.5	4.9	78				
2 PEOPLE	26577	7419	32.7	27.9	100	1198	36.3	4.5	111	1718	33.8	6.5	103				
3 OR 4 PEOPLE	30617	8648	38.1	28.2	101	1296	39.3	4.2	104	1919	37.8	6.3	100				
5 OR MORE PEOPLE	11804	3290	14.5	27.9	99	*363	11.0	3.1	75	854	16.8	7.2	115				
NO CHILD IN HSHLD	46165	13074	57.6	28.3	101	1906	57.8	4.1	101	2912	57.4	6.3	101				
CHILD(REN) UNDER 2 YRS	5325	1338	5.9	25.1	90	**261	7.9	4.9	120	**217	4.3	4.1	65				
2 - 5 YEARS	14221	3295	14.5	23.2	83	*539	16.3	3.8	93	770	15.2	5.4	86				
6 - 11 YEARS	15117	4188	18.5	27.7	99	477	14.5	3.2	77	1023	20.2	6.8	108				
12 - 17 YEARS	16611	4967	21.9	29.9	107	629	19.1	3.8	93	1116	22.0	6.7	107				
RESIDENCE OWNED	55884	16407	72.3	29.4	105	2374	71.9	4.2	104	3335	65.7	6.0	95				
VALUE: \$50,000 OR MORE	31744	10126	44.6	31.9	114	1290	39.1	4.1	100	1789	35.2	5.6	90				
VALUE: UNDER \$50,000	24140	6281	27.7	26.0	93	1084	32.8	4.5	110	1546	30.5	6.4	102				

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL	GREEN GIANT				KROGER				ORE-IDA							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	22698	100.0	28.0	100	3300	100.0	4.1	100	5076	100.0	6.3	100				
MAGAZINES	QUINTILE 1	15799	5590	24.6	35.4	126	874	26.5	5.5	136	1285	25.3	8.1	130				
	QUINTILE 2	17259	5333	23.5	30.9	110	782	23.7	4.5	111	1134	22.3	6.6	105				
	QUINTILE 3	13545	3308	14.6	24.4	87	579	17.5	4.3	105	582	11.5	4.3	69				
	QUINTILE 4	15133	4191	18.5	27.7	99	482	14.6	3.2	78	1002	19.7	6.6	106				
	QUINTILE 5	19250	4277	18.8	22.2	79	583	17.7	3.0	74	1073	21.1	5.6	89				
NEWSPAPERS	QUINTILE 1	12413	4191	18.5	33.8	120	589	17.8	4.7	116	986	19.4	7.9	127				
	QUINTILE 2	24116	7119	31.4	29.5	105	1000	30.3	4.1	102	1425	28.1	5.9	94				
	QUINTILE 3	11261	3363	14.8	29.9	107	*405	12.3	3.6	88	649	12.8	5.8	92				
	QUINTILE 4	20255	5333	23.5	26.3	94	898	27.2	4.4	109	1352	26.6	6.7	106				
	QUINTILE 5	12940	2691	11.9	20.8	74	*408	12.4	3.2	77	664	13.1	5.1	82				
OUTDOOR	QUINTILE 1	14852	4514	19.9	30.4	108	659	20.0	4.4	109	801	15.8	5.4	86				
	QUINTILE 2	15725	4546	20.0	28.9	103	698	21.2	4.4	109	1077	21.2	6.8	109				
	QUINTILE 3	16330	4552	20.1	27.9	99	622	18.8	3.8	93	893	17.6	5.5	87				
	QUINTILE 4	16744	4879	21.5	29.1	104	662	20.1	4.0	97	1070	21.1	6.4	102				
	QUINTILE 5	17334	4208	18.5	24.3	87	660	20.0	3.8	93	1235	24.3	7.1	114				
RADIO-DRIVE TIME	QUINTILE 1	15911	4551	20.1	28.6	102	679	20.6	4.3	105	1224	24.1	7.7	123				
	QUINTILE 2	14837	4053	17.9	27.3	97	677	20.5	4.6	112	1000	19.7	6.7	108				
	QUINTILE 3	15339	4589	20.2	29.9	107	621	18.8	4.0	99	984	19.4	6.4	102				
	QUINTILE 4	16723	4903	21.6	29.3	105	651	19.7	3.9	96	983	19.4	5.9	94				
	QUINTILE 5	18176	4603	20.3	25.3	90	673	20.4	3.7	91	886	17.5	4.9	78				
RADIO-MID- DAY	TERCILE 1	21020	5821	25.6	27.7	99	926	28.1	4.4	108	1656	32.6	7.9	126				
	TERCILE 2	21610	5899	26.0	27.3	97	841	25.5	3.9	96	1509	29.7	7.0	111				
	TERCILE 3	38355	10978	48.4	28.6	102	1533	46.5	4.0	98	1911	37.6	5.0	79				
RADIO-TOTAL	QUINTILE 1	15988	4342	19.1	27.2	97	728	22.1	4.6	112	1366	26.9	8.5	136				
	QUINTILE 2	15626	4403	19.4	28.2	101	674	20.4	4.3	106	1032	20.3	6.6	105				
	QUINTILE 3	16723	4967	21.9	29.7	106	650	19.7	3.9	95	1049	20.7	6.3	100				
	QUINTILE 4	16342	4850	21.4	29.7	106	696	21.1	4.3	105	875	17.2	5.4	85				
	QUINTILE 5	16306	4137	18.2	25.4	91	551	16.7	3.4	83	754	14.9	4.6	74				
TV-PRIME TIME	QUINTILE 1	15953	4688	20.7	29.4	105	760	23.0	4.8	117	1438	28.3	9.0	144				
	QUINTILE 2	16137	5053	22.3	31.3	112	555	16.8	3.4	84	839	16.5	5.2	83				
	QUINTILE 3	16420	4496	19.8	27.4	98	588	17.8	3.6	88	976	19.2	5.9	95				
	QUINTILE 4	16687	4346	19.1	26.0	93	837	25.4	5.0	123	*958	18.9	5.7	92				
	QUINTILE 5	15789	4115	18.1	26.1	93	561	17.0	3.6	87	865	17.0	5.5	87				
TV-DAYTIME	TERCILE 1	27736	7364	32.4	26.6	95	1170	35.5	4.2	104	1831	36.1	6.6	105				
	TERCILE 2	26489	7603	33.5	28.7	102	1008	30.5	3.8	93	1405	27.7	5.3	85				
	TERCILE 3	26761	7731	34.1	28.9	103	1121	34.0	4.2	103	1840	36.2	6.9	110				
TV-TOTAL	QUINTILE 1	16345	4385	19.3	26.8	96	772	23.4	4.7	116	1130	22.3	6.9	110				
	QUINTILE 2	16447	4541	20.0	27.6	99	613	18.6	3.7	91	1171	23.1	7.1	114				
	QUINTILE 3	15980	4921	21.7	30.8	110	576	17.5	3.6	88	905	17.8	5.7	90				
	QUINTILE 4	15887	4475	19.7	28.2	101	676	20.5	4.3	104	772	15.2	4.9	78				
	QUINTILE 5	16326	4376	19.3	26.8	96	663	20.1	4.1	100	1098	21.6	6.7	107				
MAGAZINES-NEWSPAPERS: DUAL		20721	6891	30.4	33.3	119	1030	31.2	5.0	122	1531	30.2	7.4	118				
MAGAZINE IMPERATIVE		19186	5682	25.0	29.6	106	910	27.6	4.7	116	1202	23.7	6.3	100				
NEWSPAPER IMPERATIVE		21899	6026	26.5	27.5	98	759	23.0	3.5	85	1180	23.2	5.4	86				
MAGAZINES-OUTDOOR: DUAL		15451	5171	22.8	33.5	119	841	25.5	5.4	134	1017	20.0	6.6	105				
MAGAZINE IMPERATIVE		25953	7703	33.9	29.7	106	1164	35.3	4.5	110	1858	36.6	7.2	114				
OUTDOOR IMPERATIVE		24400	6022	26.5	24.7	88	850	25.8	3.5	85	1248	24.6	5.1	82				
MAGAZINES-RADIO: DUAL		18049	5467	24.1	30.3	108	873	26.5	4.8	119	1378	27.1	7.6	122				
MAGAZINE IMPERATIVE		23571	7564	33.3	32.1	114	1095	33.2	4.6	114	1384	27.3	5.9	94				
RADIO IMPERATIVE		23278	5971	26.3	25.7	92	820	24.8	3.5	86	1606	31.6	6.9	110				
MAGAZINES-TELEVISION: DUAL		15459	4842	21.3	31.3	112	814	24.7	5.3	129	1109	21.8	7.2	114				
MAGAZINE IMPERATIVE		25829	8206	36.2	31.8	113	1135	34.4	4.4	108	1629	32.1	6.3	101				
TELEVISION IMPERATIVE		26039	6324	27.9	24.3	87	899	27.2	3.5	85	1566	30.9	6.0	96				
NEWSPAPERS-OUTDOOR: DUAL		16605	5343	23.5	32.2	115	749	22.7	4.5	111	1018	20.1	6.1	98				
NEWSPAPER IMPERATIVE		26834	7934	35.0	29.6	105	1087	32.9	4.1	99	1791	35.3	6.7	106				
OUTDOOR IMPERATIVE		23346	6268	27.6	26.8	96	886	26.8	3.8	93	1419	28.0	6.1	97				
NEWSPAPERS-RADIO: DUAL		17133	5372	23.7	31.4	112	765	23.2	4.5	110	1226	24.2	7.2	114				
NEWSPAPER IMPERATIVE		25892	7968	35.1	30.8	110	1001	30.3	3.9	95	1532	30.2	5.9	94				
RADIO IMPERATIVE		23167	5919	26.1	25.5	91	901	27.3	3.9	95	1671	32.9	7.2	115				
NEWSPAPERS-TELEVISION: DUAL		17159	5103	22.5	29.7	106	819	24.8	4.8	117	1366	26.9	8.0	127				
NEWSPAPER IMPERATIVE		26214	8260	36.4	31.5	112	1007	30.5	3.8	94	1447	28.5	5.5	88				
TELEVISION IMPERATIVE		23412	5999	26.4	25.6	91	887	26.9	3.8	93	1419	28.0	6.1	97				
OUTDOOR-RADIO: DUAL		15303	4601	20.3	30.1	107	884	26.8	5.8	142	1091	21.5	7.1	114				
OUTDOOR IMPERATIVE		24901	7143	31.5	28.7	102	928	28.1	3.7	91	1316	25.9	5.3	84				
RADIO IMPERATIVE		26492	7263	32.0	27.4	98	932	28.2	3.5	86	2014	39.7	7.6	121				
OUTDOOR-TELEVISION: DUAL		14794	4308	19.0	29.1	104	631	19.1	4.3	105	999	19.7	6.8	108				
OUTDOOR IMPERATIVE		25437	7561	33.3	29.7	106	1169	35.4	4.6	113	1491	29.4	5.9	94				
TELEVISION IMPERATIVE		27877	7505	33.1	26.9	96	1023	31.0	3.7	90	1874	36.9	6.7	107				
RADIO-TELEVISION: DUAL		15996	4656	20.5	29.1	104	813	24.6	5.1	125	1335	26.3	8.3	133				
RADIO IMPERATIVE		25478	7238	31.9	28.4	101	1040	31.5	4.1	100	1618	31.9	6.4	101				
TELEVISION IMPERATIVE		26573	7261	32.0	27.3	97	848	25.7	3.2	78	1448	28.5	5.4	87				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	GREEN GIANT				KROGER				ORE-IDA				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	22698	100.0	28.0	100	3300	100.0	4.1	100	5076	100.0	6.3	100				
ATLANTIC MONTHLY	415	*167	0.7	40.2	144	**13	0.4	3.1	77	**22	0.4	5.3	85				
BARRON'S	453	**141	0.6	31.1	111	**4	0.1	0.9	22	**8	0.2	1.8	28				
BETTER HOMES & GARDENS	16256	5098	22.5	31.4	112	813	24.6	5.0	123	1312	25.8	8.1	129				
BON APPETIT	2535	759	3.3	29.9	107	*130	3.9	5.1	126	*179	3.5	7.1	113				
BUSINESS WEEK	1278	438	1.9	34.3	122	**66	2.0	5.2	127	**139	2.7	10.9	174				
CAR AND DRIVER	378	*184	0.8	48.7	174	**11	0.3	2.9	71	**32	0.6	8.5	135				
CBS MAGAZINE NETWORK (GROSS)	1498	614	2.7	41.0	146	**135	4.1	9.0	221	**78	1.5	5.2	83				
CHANGING TIMES	1505	406	1.8	27.0	96	**65	2.0	4.3	106	**114	2.2	7.6	121				
COLONIAL HOMES	1231	391	1.7	31.8	113	**50	1.5	4.1	100	**63	1.2	5.1	82				
CONDE NAST MAG. PKG. (GROSS)	14146	4644	20.5	32.8	117	756	22.9	5.3	131	1105	21.8	7.8	125				
CONSUMERS DIGEST	1323	457	2.0	34.5	123	**47	1.4	3.6	87	**67	1.3	5.1	81				
COSMOPOLITAN	7102	2427	10.7	34.2	122	381	11.5	5.4	132	668	13.2	9.4	150				
COUNTRY LIVING	2481	841	3.7	33.9	121	*212	6.4	8.5	210	*117	2.3	4.7	75				
CUISINE	1472	514	2.3	34.9	125	**57	1.7	3.9	95	**123	2.4	8.4	133				
CYCLE WORLD	425	**98	0.4	23.1	82	**58	1.8	13.6	335	**11	0.2	2.6	41				
DCI:CREATIVE IDEAS FOR LIV	2510	719	3.2	28.6	102	**92	2.8	3.7	90	*183	3.6	7.3	116				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2060	9.1	30.8	110	535	16.2	8.0	196	485	9.6	7.2	116				
DISCOVER	894	279	1.2	31.2	111	**34	1.0	3.8	93	**19	0.4	2.1	34				
EBONY	3507	1015	4.5	28.9	103	212	6.4	6.0	148	*196	3.9	5.6	89				
ESQUIRE	1083	283	1.2	26.1	93	**51	1.5	4.7	116	**92	1.8	8.5	136				
ESSENCE	1830	547	2.4	29.9	107	*112	3.4	6.1	150	*113	2.2	6.2	99				
FAMILY CIRCLE	15930	4918	11.7	30.9	110	728	22.1	4.6	112	1079	21.3	6.8	108				
THE FAMILY HANDYMAN	1126	297	1.3	26.4	94	**78	2.4	6.9	170	*107	2.1	9.5	152				
FAMILY WEEKLY	11468	3113	13.7	27.1	97	417	12.6	3.6	89	796	15.7	6.9	111				
FIELD & STREAM	2234	556	2.4	24.9	89	*213	6.5	9.5	234	*211	4.2	9.4	151				
FOOD & WINE	579	*196	0.9	33.9	121	**20	0.6	3.5	85	**36	0.7	6.2	99				
FORBES	728	*274	1.2	37.6	134	**47	1.4	6.5	158	**84	1.7	11.5	184				
FORTUNE	906	350	1.5	38.6	138	**51	1.5	5.6	138	**49	1.0	5.4	86				
GENTLEMAN'S QUARTERLY	791	338	1.5	42.7	152	**31	0.9	3.9	96	**23	0.5	2.9	46				
GLAMOUR	5265	1677	7.4	31.9	114	238	7.2	4.5	111	359	7.1	6.8	109				
GOLF DIGEST	636	*210	0.9	33.0	118	**28	0.8	4.4	108	**14	0.3	2.2	35				
GOLF DIGEST/TENNIS (GROSS)	1186	384	1.7	32.4	116	**73	2.2	6.2	151	**43	0.8	3.6	58				
GOLF MAGAZINE	441	*181	0.8	41.0	146	**32	1.0	7.3	178	**24	0.5	5.4	87				
GOLF MAGAZINE/SKI (GROSS)	922	354	1.6	38.4	137	**50	1.5	5.4	133	**45	0.9	4.9	78				
GOOD HOUSEKEEPING	16487	5395	23.8	32.7	117	796	24.1	4.8	118	1230	24.2	7.5	119				
HARPER'S BAZAAR	2423	746	3.3	30.8	110	**109	3.3	4.5	110	**119	2.3	4.9	78				
HEALTH	1994	593	2.6	29.7	106	**68	2.1	3.4	84	*188	3.7	9.4	150				
HEARST MAG CORP. BUY (GROSS)	44101	14592	64.3	33.1	118	2303	69.8	5.2	128	3252	64.1	7.4	118				
HEARST MAN POWER (GROSS)	1993	633	2.8	31.8	113	**68	2.1	3.4	84	*259	5.1	13.0	207				
HEARST WOMAN POWER (GROSS)	31274	10515	46.3	33.6	120	1608	48.7	5.1	126	2504	49.3	8.0	128				
HOUSE BEAUTIFUL	3623	1146	5.0	31.6	113	*176	5.3	4.9	119	*158	3.1	4.4	70				
INC.	283	*177	0.8	62.5	223	**32	1.0	11.3	277	**34	0.7	12.0	192				
JET	2928	817	3.6	27.9	100	*162	4.9	5.5	136	*201	4.0	6.9	110				
LADIES' HOME JOURNAL	11918	3960	17.4	33.2	119	640	19.4	5.4	132	836	16.5	7.0	112				
LHJ FAMILY GRP COMBO(GROSS)	16764	5413	23.8	32.3	115	890	27.0	5.3	130	1220	24.0	7.3	116				
LIFE	4254	1418	6.2	33.3	119	230	7.0	5.4	133	270	5.3	6.3	101				
L.A. TIMES HOME MAGAZINE	1145	497	2.2	43.4	155	**4	0.1	0.3	9	**102	2.0	8.9	142				
MADEMOISELLE	2884	936	4.1	32.5	116	*171	5.2	5.9	146	*280	5.5	9.7	155				
MC CALL'S	13460	4357	19.2	32.4	115	792	24.0	5.9	144	961	18.9	7.1	114				
MC CALL'S/MRK MOTHER (GROSS)	14606	4828	21.3	33.1	118	903	27.4	6.2	152	1035	20.4	7.1	113				
MECHANIX ILLUSTRATED	772	*246	1.1	31.9	114	**25	0.8	3.2	79	**105	2.1	13.6	217				
METROPOLITAN HOME	967	411	1.8	42.5	152	**58	1.8	6.0	147	**63	1.2	6.5	104				
MONEY	1588	601	2.6	37.8	135	**62	1.9	3.9	96	**151	3.0	9.5	152				
MOTHER EARTH NEWS	1002	251	1.1	25.0	89	**41	1.2	4.1	100	**54	1.1	5.4	86				
MS.	825	247	1.1	29.9	107	**48	1.5	5.8	143	**28	0.6	3.4	54				
NATIONAL ENQUIRER	10336	3106	13.7	30.1	107	423	12.8	4.1	100	940	18.5	9.1	145				
NATIONAL GEOGRAPHIC	9597	3021	13.3	31.5	112	539	16.3	5.6	138	636	12.5	6.6	106				
NATIONAL SUNDAY MAGAZINE PKG	49558	15210	67.0	30.7	110	2225	67.4	4.5	110	3217	63.4	6.5	104				
NATURAL HISTORY	573	*151	0.7	26.4	94	**75	2.3	13.1	321	*37	0.7	6.5	103				
NEW WOMAN	1699	583	2.6	34.3	122	**130	3.9	7.7	188	**78	1.5	4.6	73				
NEW YORK INCLUDING CUE	443	*115	0.5	26.0	93	**7	0.2	1.6	39	**15	0.3	3.4	54				
THE NEW YORKER	1270	413	1.8	32.5	116	**88	2.7	6.9	170	**76	1.5	6.0	95				
NEWSWEEK	6277	1937	8.5	30.9	110	220	6.7	3.5	86	354	7.0	5.6	90				
THE N.Y. TIMES DAILY EDITION	1205	400	1.8	33.2	118	**29	0.9	2.4	59	*36	0.7	3.0	48				
THE N.Y. TIMES MAGAZINE	2081	700	3.1	33.6	120	**41	1.2	2.0	48	*74	1.5	3.6	57				
OMNI	788	270	1.2	34.3	122	**40	1.2	5.1	125	**62	1.2	7.9	126				
ON CABLE	1158	305	1.3	26.3	94	**46	1.4	4.0	97	**150	3.0	13.0	207				
1001 HOME IDEAS	2852	860	3.8	30.2	108	*181	5.5	6.3	156	*196	3.9	6.9	110				
ORGANIC GARDENING	1658	424	1.9	25.6	91	**99	3.0	6.0	147	**119	2.3	7.2	115				
OUTDOOR LIFE	896	239	1.1	26.7	95	**97	2.9	10.8	266	**72	1.4	8.0	128				
PARADE MAGAZINE	24275	7319	32.2	30.2	108	1014	30.7	4.2	103	1774	34.9	7.3	117				

	TOTAL U.S. '000	GREEN GIANT				KROGER				ORE-IDA				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	22698	100.0	28.0	100	3300	100.0	4.1	100	5076	100.0	6.3	100				
PARENTS	3845	1077	4.7	28.0	100	*291	8.8	7.6	186	*149	2.9	3.9	62				
PENTHOUSE	831	*280	1.2	33.7	120	**27	0.8	3.2	80	**30	0.6	3.6	58				
PEOPLE	11645	3975	17.5	34.1	122	434	13.2	3.7	91	951	18.7	8.2	130				
PLAYBOY	2006	558	2.5	27.8	99	**85	2.6	4.2	104	**141	2.8	7.0	112				
POPULAR HOT RODDING	297	**94	0.4	31.6	113	**39	1.2	13.1	322	**10	0.2	3.4	54				
POPULAR MECHANICS	1018	*352	1.6	34.6	123	**12	0.4	1.2	29	**199	3.9	19.5	312				
POPULAR SCIENCE	878	333	1.5	37.9	135	**55	1.7	6.3	154	**80	1.6	9.1	145				
PREVENTION	3913	1040	4.6	26.6	95	*223	6.8	5.7	140	*310	6.1	7.9	126				
PSYCHOLOGY TODAY	1710	617	2.7	36.1	129	**69	2.1	4.0	99	**95	1.9	5.6	89				
READER'S DIGEST	22204	7258	32.0	32.7	117	1055	32.0	4.8	117	1638	32.3	7.4	118				
REDBOOK	7684	2694	11.9	35.1	125	431	13.1	5.6	138	606	11.9	7.9	126				
ROAD & TRACK	410	*188	0.8	45.9	164	**12	0.4	2.9	72	**5	0.1	1.2	19				
ROLLING STONE	969	374	1.6	38.6	138	**30	0.9	3.1	76	**95	1.9	9.8	156				
RUNNER'S WORLD	298	**109	0.5	36.6	131	**6	0.2	2.0	49	**22	0.4	7.4	118				
SATURDAY EVENING POST	1169	368	1.6	31.5	112	**95	2.9	8.1	199	**88	1.7	7.5	120				
SCIENCE 84	587	271	1.2	46.2	165	**30	0.9	5.1	125	**28	0.6	4.8	76				
SCIENCE DIGEST	482	*100	0.4	20.7	74	**18	0.5	3.7	92	**29	0.6	6.0	96				
SCIENTIFIC AMERICAN	594	*217	1.0	36.5	130	**32	1.0	5.4	132	**22	0.4	3.7	59				
SELF	2089	721	3.2	34.5	123	*147	4.5	7.0	173	*196	3.9	9.4	150				
SEVENTEEN	2411	748	3.3	31.0	111	*135	4.1	5.6	137	*189	3.7	7.8	125				
SKI	480	*173	0.8	36.0	129	**18	0.5	3.8	92	**22	0.4	4.6	73				
SMITHSONIAN	2760	854	3.8	30.9	110	*110	3.3	4.0	98	*194	3.8	7.0	112				
SOAP OPERA DIGEST	3013	906	4.0	30.1	107	*156	4.7	5.2	127	*296	5.8	9.8	157				
SOUTHERN LIVING	4184	1341	5.9	32.1	114	443	13.4	10.6	260	302	5.9	7.2	115				
SPORT	559	*212	0.9	37.9	135	**23	0.7	4.1	101	**42	0.8	7.5	120				
THE SPORTING NEWS	436	**146	0.6	33.5	119	**62	1.9	14.2	349	**37	0.7	8.5	135				
SPORTS AFIELD	493	*182	0.8	36.9	132	**38	1.2	7.7	189	**31	0.6	6.3	100				
SPORTS ILLUSTRATED	2758	1015	4.5	36.8	131	*127	3.8	4.6	113	*190	3.7	6.9	110				
STAR	7456	2111	9.3	28.3	101	301	9.1	4.0	99	611	12.0	8.2	131				
SUNDAY	24936	8091	35.6	32.4	116	1493	45.2	6.0	147	1569	30.9	6.3	100				
SUNSET	2124	384	1.7	18.1	65	**13	0.4	0.6	15	**113	2.2	5.3	85				
TV GUIDE	21661	6620	29.2	30.6	109	756	22.9	3.5	86	1419	28.0	6.6	105				
TENNIS	550	*174	0.8	31.6	113	**46	1.4	8.4	205	**29	0.6	5.3	84				
TIME	8880	3026	13.3	34.1	122	379	11.5	4.3	105	576	11.3	6.5	103				
TOWN & COUNTRY	917	258	1.1	28.1	100	**79	2.4	8.6	211	**32	0.6	3.5	56				
TRAVEL & LEISURE	972	392	1.7	40.3	144	**54	1.6	5.6	136	**47	0.9	4.8	77				
TRUE STORY	3356	1000	4.4	29.8	106	**122	3.7	3.6	89	*243	4.8	7.2	116				
U.S. NEWS & WORLD REPORT	3410	1148	5.1	33.7	120	*112	3.4	3.3	81	*228	4.5	6.7	107				
USA TODAY	1759	699	3.1	39.7	142	**86	2.6	4.9	120	*204	4.0	11.6	185				
US	1873	709	3.1	37.9	135	**94	2.8	5.0	123	**161	3.2	8.6	137				
VOGUE	3909	1309	5.8	33.5	119	201	6.1	5.1	122	*271	5.3	6.9	111				
WALL STREET JOURNAL	1886	633	2.8	33.6	120	**94	2.8	5.0	122	**156	3.1	8.3	132				
WEIGHT WATCHERS	2120	601	2.6	28.3	101	**157	4.8	7.4	182	*178	3.5	8.4	134				
WOMAN'S DAY	14172	4720	20.8	33.3	119	731	22.2	5.2	127	992	19.5	7.0	112				
WORKING MOTHER	1146	471	2.1	41.1	147	**111	3.4	9.7	238	**73	1.4	6.4	102				
WORKING WOMAN	1322	455	2.0	34.4	123	**57	1.7	4.3	106	**86	1.7	6.5	104				
WORLD TENNIS	*163	**62	0.3	38.0	136	**24	0.7	14.7	361	**16	0.3	9.8	157				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	946	4.2	37.4	133	*114	3.5	4.5	110	*188	3.7	7.4	118				
BLAIR INSERTS	43657	13781	60.7	31.6	113	2021	61.2	4.6	114	2893	57.0	6.6	106				
DAILY NEWSPAPERS																	
READ ANY	51633	15435	68.0	29.9	107	2088	63.3	4.0	99	3371	66.4	6.5	104				
READ ONE	43463	12740	56.1	29.3	105	1720	52.1	4.0	97	2845	56.0	6.5	104				
READ TWO OR MORE	8170	2695	11.9	33.0	118	368	11.2	4.5	111	527	10.4	6.5	103				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	16021	70.6	30.4	109	2336	70.8	4.4	109	3441	67.8	6.5	104				
READ ONE	46126	13782	60.7	29.9	107	2005	60.8	4.3	107	2853	56.2	6.2	99				
READ TWO OR MORE	*552	2239	9.9	34.2	122	332	10.1	5.1	124	588	11.6	9.0	143				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.84				29.97				24.91							
30 DAY REACH	71455	20539	90.5	28.7	103	2931	88.8	4.1	101	4376	86.2	6.1	98				
50 SHWG - 30 DAY AV FREQ	14.56	15.16				15.30				13.14							
30 DAY REACH	67742	19558	86.2	28.9	103	2874	87.1	4.2	104	4157	81.9	6.1	98				
25 SHWG - 30 DAY AV FREQ	7.94	8.21				8.50				7.14							
30 DAY REACH	62117	18055	79.5	29.1	104	2593	78.6	4.2	102	3765	74.2	6.1	97				
CABLE TV: HOME WIRED	32077	9998	44.0	31.2	111	1500	45.5	4.7	115	2020	39.8	6.3	100				
HOME NOT WIRED	*8909	12700	56.0	26.0	93	1800	54.5	3.7	90	3056	60.2	6.2	100				
HAVE PAY CABLE	15935	5236	23.1	32.9	117	744	22.5	4.7	115	1043	20.5	6.5	104				

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	TOTAL U.S. '000	GREEN GIANT				KROGER				ORE-IDA				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	22698	100.0	28.0	100	3300	100.0	4.1	100	5076	100.0	6.3	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	13031	57.4	29.7	106	1808	54.8	4.1	101	3064	60.4	7.0	111				
10:00 AM - 3:00 PM	30659	8487	37.4	27.7	99	1251	37.9	4.1	100	2383	46.9	7.8	124				
3:00 PM - 7:00 PM	31045	8967	39.5	28.9	103	1464	44.4	4.7	116	2172	42.8	7.0	112				
7:00 PM - MIDNIGHT	15767	4265	18.8	27.1	97	764	23.2	4.8	119	1009	19.9	6.4	102				
MIDNIGHT - 6:00 AM	9120	2941	13.0	32.2	115	506	15.3	5.5	136	588	11.6	6.4	103				
6:00 AM - MIDNIGHT	58527	16987	74.8	29.0	104	2577	78.1	4.4	108	4029	79.4	6.9	110				
ENTIRE DAY	59311	17289	76.2	29.1	104	2614	79.2	4.4	108	4070	80.2	6.9	109				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5032	22.2	31.1	111	863	26.2	5.3	131	1220	24.0	7.5	120				
ALL NEWS	2256	719	3.2	31.9	114	**55	1.7	2.4	60	**122	2.4	5.4	86				
AOR/PROGRESSIVE	3874	1049	4.6	27.1	97	*201	6.1	5.2	127	*236	4.6	6.1	97				
BEAUTIFUL MUSIC	5660	1688	7.4	29.8	106	331	10.0	5.8	144	327	6.4	5.8	92				
BLACK	2204	512	2.3	23.2	83	*158	4.8	7.2	176	*167	3.3	7.6	121				
CLASSICAL	1418	461	2.0	32.5	116	**40	1.2	2.8	69	**32	0.6	2.3	36				
CHR/ROCK	9538	2792	12.3	29.3	104	335	10.2	3.5	86	463	9.1	4.9	77				
COUNTRY	12648	3516	15.5	27.8	99	520	15.8	4.1	101	1017	20.0	8.0	128				
GOLDEN OLDIES	1191	358	1.6	30.1	107	**59	1.8	5.0	122	**59	1.2	5.0	79				
MOR/NOSTALGIA	4757	1314	5.8	27.6	99	*178	5.4	3.7	92	331	6.5	7.0	111				
NEWS/TALK	3863	1218	5.4	31.5	112	*144	4.4	3.7	91	*237	4.7	6.1	98				
RELIGIOUS	3084	658	2.9	21.3	76	*164	5.0	5.3	131	*211	4.2	6.8	109				
SOFT ROCK	521	*153	0.7	29.4	105	**26	0.8	5.0	122	**68	1.3	13.1	208				
URBAN CONTEMPORARY	1585	470	2.1	29.7	106	**49	1.5	3.1	76	**93	1.8	5.9	94				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	889	3.9	27.3	97	*124	3.8	3.8	93	*197	3.9	6.0	96				
ABC DIRECTION	2316	727	3.2	31.4	112	**84	2.5	3.6	89	*116	2.3	5.0	80				
ABC ENTERTAINMENT	4834	1413	6.2	29.2	104	*167	5.1	3.5	85	*320	6.3	6.6	106				
ABC FM	2202	665	2.9	30.2	108	**122	3.7	5.5	136	*104	2.0	4.7	75				
ABC INFORMATION	5425	1531	6.7	28.2	101	259	7.8	4.8	117	363	7.2	6.7	107				
ABC ROCK	1677	534	2.4	31.8	114	**105	3.2	6.3	154	**95	1.9	5.7	90				
CBS	4430	1428	6.3	32.2	115	*186	5.6	4.2	103	313	6.2	7.1	113				
MUTUAL	4992	1703	7.5	34.1	122	*215	6.5	4.3	106	517	10.2	10.4	165				
NBC	4679	1511	6.7	32.3	115	*213	6.5	4.6	112	333	6.6	7.1	114				
RADIORADIO	1994	541	2.4	27.1	97	*144	4.4	7.2	177	**104	2.0	5.2	83				
RKO ONE	2298	610	2.7	26.5	95	**67	2.0	2.9	72	**110	2.2	4.8	76				
RKO TWO	3311	916	4.0	27.7	99	*121	3.7	3.7	90	*233	4.6	7.0	112				
THE SOURCE	2114	659	2.9	31.2	111	**101	3.1	4.8	117	**104	2.0	4.9	78				
NON-WIRED: BLAIR	8654	2535	11.2	29.3	105	394	11.9	4.6	112	614	12.1	7.1	113				
INTERNET	12025	3724	16.4	31.0	110	543	16.5	4.5	111	804	15.8	6.7	107				
KATZ RADIO GROUP	15359	4558	20.1	29.7	106	646	19.6	4.2	103	1022	20.1	6.7	106				
SUPERNET	10628	2980	13.1	28.0	100	394	11.9	3.7	91	897	17.7	8.4	135				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2435	10.7	28.1	100	421	12.8	4.9	119	607	12.0	7.0	112				
WKDAY 9:00 AM - 1:00 PM	12163	3210	14.1	26.4	94	519	15.7	4.3	105	800	15.8	6.6	105				
WKDAY 1:00 PM - 4:30 PM	16150	4357	19.2	27.0	96	712	21.6	4.4	108	1021	20.1	6.3	101				
WKDAY 4:30 PM - 7:30 PM	22463	5973	26.3	26.6	95	915	27.7	4.1	100	1435	28.3	6.4	102				
WKDAY 7:30 PM - 8:00 PM	31795	8882	39.1	27.9	100	1360	41.2	4.3	105	2041	40.2	6.4	102				
WKDAY 11:00 PM - 11:30 PM	23977	6944	30.6	29.0	103	1095	33.2	4.6	112	1754	34.6	7.3	117				
WKDAY 11:30 PM - 1:00 AM	7703	2121	9.3	27.5	98	369	11.2	4.8	118	661	13.0	8.6	137				
M-SAT 8-11 PM-SUN 7-11 PM	33800	9786	43.1	29.0	103	1421	43.1	4.2	103	2335	46.0	6.9	110				
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1763	7.8	27.0	96	260	7.9	4.0	98	457	9.0	7.0	112				
ANOTHER WORLD	N 4620	1298	5.7	28.1	100	273	8.3	5.9	145	288	5.7	6.2	99				
AS THE WORLD TURNS	C 5614	1535	6.8	27.3	98	237	7.2	4.2	104	311	6.1	5.5	88				
CAPITOL	C 3396	920	4.1	27.1	97	148	4.5	4.4	107	189	3.7	5.6	89				
CBS MORN. NEWS 1	C 1446	368	1.6	25.4	91	*52	1.6	3.6	88	*75	1.5	5.2	83				
CBS MORN. NEWS 2	C 1207	259	1.1	21.5	77	*45	1.4	3.7	91	*55	1.1	4.6	73				
DAYS OF OUR LIVES	N 5877	1670	7.4	28.4	101	409	12.4	7.0	171	349	6.9	5.9	95				
FACTS OF LIFE - DAYTIME	N 2290	625	2.8	27.3	97	119	3.6	5.2	128	201	4.0	8.8	140				
FAMILY FEUD	A 3023	713	3.1	23.6	84	95	2.9	3.1	77	161	3.2	5.3	85				
GENERAL HOSPITAL	A 6097	1580	7.0	25.9	92	227	6.9	3.7	91	431	8.5	7.1	113				
GOOD MORNING, AMERICA-730	A 3515	1098	4.8	31.2	111	181	5.5	5.1	126	227	4.5	6.5	103				
GOOD MORNING, AMERICA-830	A 2818	745	3.3	26.4	94	*112	3.4	4.0	98	178	3.5	6.3	101				
GUIDING LIGHT	C 5339	1613	7.1	30.2	108	196	5.9	3.7	90	295	5.8	5.5	88				
ONE LIFE TO LIVE	A 4478	1124	5.0	25.1	90	167	5.1	3.7	92	264	5.2	5.9	94				
PRESS YOUR LUCK	C 2244	458	2.0	20.4	73	**40	1.2	1.8	44	150	3.0	6.7	107				
PRICE IS RIGHT 1	C 4348	1098	4.8	25.3	90	138	4.2	3.2	78	294	5.8	6.8	108				
PRICE IS RIGHT 2	C 5014	1324	5.8	26.4	94	173	5.2	3.5	85	347	6.8	6.9	110				
RYAN'S HOPE	A 3150	910	4.0	28.9	103	*113	3.4	3.6	88	210	4.1	6.7	106				
SALE OF THE CENTURY	N 2695	660	2.9	24.5	87	*81	2.5	3.0	74	216	4.3	8.0	128				
SEARCH FOR TOMORROW	N 2319	748	3.3	32.3	115	*110	3.3	4.7	116	*121	2.4	5.2	83				
TODAY SHOW 1	N 2693	681	3.0	25.3	90	*107	3.2	4.0	98	214	4.2	7.9	127				
TODAY SHOW 2	N 2498	682	3.0	27.3	97	113	3.4	4.5	111	219	4.3	8.8	140				
\$25,000 PYRAMID	C 2753	634	2.8	23.0	82	*50	1.5	1.8	45	194	3.8	7.0	112				
WHEEL OF FORTUNE	N 4388	1263	5.6	28.8	103	237	7.2	5.4	133	241	4.7	5.5	88				
YOUNG AND THE RESTLESS	C 5695	1567	6.9	27.5	98	231	7.0	4.1	100	338	6.7	5.9	95				
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	441	1.9	25.1	89	**57	1.7	3.2	79	151	3.0	8.6	137				
NBA PLAYOFF GAME -1	C 1136	248	1.1	21.8	78	**89	2.7	7.8	192	*77	1.5	6.8	108				
NBC MAJOR LEAGUE PRE-GAME N	953	*210	0.9	22.0	79	*30	0.9	3.1	77	**85	1.7	8.9	142				
SPORTSWORLD - SUN	N 1233	266	1.2	21.6	77	**77	2.3	6.2	153	**89	1.8	7.2	115				
SUNDAY MORNING	C 1611	449	2.0	27.9	99	*111	3.4	6.9	169	*118	2.3	7.3	117				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS	80986	22698	100.0	28.0	100	3300	100.0	4.1	100	5076	100.0	6.3	100				
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	7171	31.6	27.5	98	1132	34.3	4.3	107	1688	33.3	6.5	103				
NETWORK AFFILIATES - LATE	20261	5870	25.9	29.0	103	943	28.6	4.7	114	1461	28.8	7.2	115				
INDEPENDENTS - LATE	2076	644	2.8	31.0	111	98	3.0	4.7	116	174	3.4	8.4	134				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	2973	13.1	28.4	101	525	15.9	5.0	123	799	15.7	7.6	122				
ABC MONDAY NIGHT MOVIE	A 6412	1955	8.6	30.5	109	257	7.8	4.0	98	496	9.8	7.7	123				
ABC SUNDAY NIGHT MOVIE	A 12407	3459	15.2	27.9	99	491	14.9	4.0	97	853	16.8	6.9	110				
ABC WORLD NEWS TONIGHT	A 6176	1694	7.5	27.4	98	187	5.7	3.0	74	375	7.4	6.1	97				
AFTERMASH	C 5863	1578	7.0	26.9	96	*320	9.7	5.5	134	457	9.0	7.8	124				
ALICE	C 9594	2632	11.6	27.4	98	451	13.7	4.7	115	682	13.4	7.1	113				
AMERICAN PARADE	C 6622	1725	7.6	26.0	93	190	5.8	2.9	70	373	7.3	5.6	90				
BENSON	A 10886	3006	13.2	27.6	99	395	12.0	3.6	89	713	14.0	6.5	104				
BLUE THUNDER	A 5036	1433	6.3	28.5	102	*212	6.4	4.2	103	378	7.4	7.5	120				
CAGNEY & LACEY	C 9965	2928	12.9	29.4	105	454	13.8	4.6	112	700	13.8	7.0	112				
CBS EVENING NEWS-DEAN	C 3491	911	4.0	26.1	93	**129	3.9	3.7	91	*274	5.4	7.8	125				
CBS EVENING NEWS-RATHER	C 7123	1899	8.4	26.7	95	355	10.8	5.0	122	547	10.8	7.7	123				
CBS SAT. NEWS-SCHIEFFER	C 3621	980	4.3	27.1	97	207	6.3	5.7	140	210	4.1	5.8	93				
CBS SATURDAY NIGHT MOVIE	C 5436	1442	6.4	26.5	95	255	7.7	4.7	115	319	6.3	5.9	94				
CBS WEDNESDAY NIGHT MOVIE	C 6100	1707	7.5	28.0	100	205	6.2	3.4	82	548	10.8	9.0	143				
CHEERS	N 8889	2604	11.5	29.3	105	407	12.3	4.6	112	808	15.9	9.1	145				
DALLAS	C 22109	6494	28.6	29.4	105	931	28.2	4.2	103	1486	29.3	6.7	107				
DIFF'RENT STROKES	N 6940	1873	8.3	27.0	96	281	8.5	4.0	99	612	12.1	8.8	141				
DOUBLE TROUBLE	N 7223	2240	9.9	31.0	111	333	10.1	4.6	113	495	9.8	6.9	109				
DUCK FACTORY	N 5595	1592	7.0	28.5	102	*280	8.5	5.0	123	464	9.1	8.3	132				
DUKES OF HAZZARD	C 5768	1538	6.8	26.7	95	233	7.1	4.0	99	453	8.9	7.9	125				
DYNASTY	A 20053	5400	23.8	26.9	96	703	21.3	3.5	86	1178	23.2	5.9	94				
FACTS OF LIFE	N 8087	2463	10.9	30.5	109	417	12.6	5.2	127	517	10.2	6.4	102				
FALCON CREST	C 20046	5710	25.2	28.5	102	890	27.0	4.4	109	1230	24.2	6.1	98				
FALL GUY	A 9084	2647	11.7	29.1	104	361	10.9	4.0	98	573	11.3	6.3	101				
FAMILY TIES	N 7964	2336	10.3	29.3	105	394	11.9	4.9	121	586	11.5	7.4	117				
FANTASY ISLAND	A 7687	1991	8.8	25.9	92	240	7.3	3.1	77	584	11.5	7.6	121				
FOULUPS, BLEEPES & BLUNDERS	A 8861	2272	10.0	25.6	91	406	12.3	4.6	112	508	10.0	5.7	91				
FOUR SEASONS	C 5095	1414	6.2	27.8	99	*243	7.4	4.8	117	436	8.6	8.6	137				
GIMME A BREAK	N 8838	2524	11.1	28.6	102	386	11.7	4.4	107	671	13.2	7.6	121				
HART TO HART	A 8978	2639	11.6	29.4	105	414	12.5	4.6	113	555	10.9	6.2	99				
HILL STREET BLUES	N 8590	2469	10.9	28.7	103	403	12.2	4.7	115	704	13.9	8.2	131				
HOTEL	A 14085	4013	17.7	28.5	102	507	15.4	3.6	88	882	17.4	6.3	100				
JEFFERSONS	C 9360	2511	11.1	26.8	96	394	11.9	4.2	103	610	12.0	6.5	104				
JENNIFER SLEPT HERE	N 5841	1622	7.1	27.8	99	*253	7.7	4.3	106	464	9.1	7.9	127				
KATE & ALLIE	C 9206	2641	11.6	28.7	102	441	13.4	4.8	118	586	11.5	6.4	102				
KNIGHT RIDER	N 7076	2154	9.5	30.4	109	231	7.0	3.3	80	443	8.7	6.3	100				
LOVE BOAT	A 12219	3350	14.8	27.4	98	540	16.4	4.4	108	864	17.0	7.1	113				
MAGNUM PI	C 11199	3261	14.4	29.1	104	625	18.9	5.6	137	833	16.4	7.4	119				
MAMA'S FAMILY	N 6057	1768	7.8	29.2	104	*169	5.1	2.8	68	558	11.0	9.2	147				
MASTER, THE	N 3598	1141	5.0	31.7	113	*127	3.8	3.5	87	*259	5.1	7.2	115				
MATT HOUSTON	A 6344	1832	8.1	28.9	103	*259	7.8	4.1	100	451	8.9	7.1	113				
NBC MONDAY NIGHT MOVIE	N 11994	3486	15.4	29.1	104	414	12.5	3.5	85	792	15.6	6.6	105				
NBC NIGHTLY NEWS	N 5132	1457	6.4	28.4	101	277	8.4	5.4	132	362	7.1	7.1	113				
NBC NIGHTLY NEWS-SAT	N 3375	847	3.7	25.1	90	*140	4.2	4.1	102	*193	3.8	5.7	91				
NBC NIGHTLY NEWS-SUN	N 3130	865	3.8	27.6	99	*212	6.4	6.8	166	*174	3.4	5.6	89				
NBC SUNDAY NIGHT MOVIE	N 8284	2731	12.0	33.0	118	319	9.7	3.9	95	590	11.6	7.1	114				
NEMHART	C 9240	2681	11.8	29.0	104	394	11.9	4.3	105	597	11.8	6.5	103				
ONE DAY AT A TIME	C 7288	2056	9.1	28.2	101	378	11.5	5.2	127	447	8.8	6.1	98				
PEOPLE ARE FUNNY	N 4855	1409	6.2	29.0	104	**88	2.7	1.8	44	464	9.1	9.6	152				
REAL PEOPLE	N 8869	2532	11.2	28.5	102	434	13.2	4.9	120	511	10.1	5.8	92				
REMINGTON STEELE	N 7743	2116	9.3	27.3	98	377	11.4	4.9	119	388	7.6	5.0	80				
RIPLEY'S BELIEVE IT - NOT	A 5345	1540	6.8	28.8	103	288	8.7	5.4	132	419	8.3	7.8	125				
RIPTIDE	N 6988	2069	9.1	29.6	106	305	9.2	4.4	107	448	8.8	6.4	102				
SCARECROW & MRS. KING	C 10002	3048	13.4	30.5	109	481	14.6	4.8	118	915	18.0	9.1	146				
SIMON & SIMON	C 10638	3130	13.8	29.4	105	597	18.1	5.6	138	688	13.6	6.5	103				
60 MINUTES	C 13293	3830	16.9	28.8	103	581	17.6	4.4	107	898	17.7	6.8	108				
ST. ELSEWHERE	N 7017	2132	9.4	30.4	108	396	12.0	5.6	138	461	9.1	6.6	105				
THREE'S COMPANY	A 10917	2994	13.2	27.4	98	492	14.9	4.5	111	675	13.3	6.2	99				
T.J. HOOKER	A 9204	2680	11.8	29.1	104	279	8.5	3.0	74	645	12.7	7.0	112				
TONIGHT SHOW	N 2372	731	3.2	30.8	110	110	3.3	4.6	114	219	4.3	9.2	147				
TRAPPER JOHN, M.D.	C 9846	2848	12.5	28.9	103	423	12.8	4.3	105	694	13.7	7.0	112				
TV BLOOPERS & PRAC. JOKES	N 9105	2405	10.6	26.4	94	353	10.7	3.9	95	534	10.5	5.9	94				
20/20	A 9387	3000	13.2	32.0	114	393	11.9	4.2	103	562	11.1	6.0	96				
WEBSTER	A 11067	3071	13.5	27.7	99	456	13.8	4.1	101	780	15.4	7.0	112				
WORLD NEWS - SUN	A 3062	953	4.2	31.1	111	*132	4.0	4.3	106	*208	4.1	6.8	108				
YELLOW ROSE	N 4978	1434	6.3	28.8	103	268	8.1	5.4	132	357	7.0	7.2	114				
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	3036	13.4	34.2	122	*352	10.7	4.0	97	594	11.7	6.7	107				
BASKETBALL - COLLEGE GAMES	4080	1347	5.9	33.0	118	*295	8.9	7.2	177	*285							

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): BRANDS
(FEMALE HOMEMAkers)

	TOTAL U.S. '000	STOKELY				STOUFFER'S				TOP FROST				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	80986	4697	100.0	5.8	100	5314	100.0	6.6	100	3710	100.0	4.6	100				
18 - 24	9282	*400	8.5	4.3	74	577	10.9	6.2	95	**190	5.1	2.0	45				
25 - 34	19072	991	21.1	5.2	90	1241	23.4	6.5	99	1092	29.4	5.7	125				
35 - 44	14591	931	19.8	6.4	110	777	14.6	5.3	81	766	20.6	5.2	115				
45 - 54	11345	813	17.3	7.2	124	762	14.3	6.7	102	592	16.0	5.2	114				
55 - 64	11635	709	15.1	6.1	105	1004	18.9	8.6	132	603	16.3	5.2	113				
65 OR OLDER	15061	853	18.2	5.7	98	954	18.0	6.3	97	468	12.6	3.1	68				
18 - 34	28354	1390	29.6	4.9	85	1818	34.2	6.4	98	1282	34.6	4.5	99				
18 - 49	48339	2810	59.8	5.8	100	2965	55.8	6.1	93	2318	62.5	4.8	105				
25 - 54	45008	2735	58.2	6.1	105	2780	52.3	6.2	94	2449	66.0	5.4	119				
35 - 49	19985	1420	30.2	7.1	123	1147	21.6	5.7	87	1037	28.0	5.2	113				
50 OR OLDER	32647	1887	40.2	5.8	100	2350	44.2	7.2	110	1392	37.5	4.3	93				
GRADUATED COLLEGE	11155	613	13.1	5.5	95	1091	20.5	9.8	149	672	18.1	6.0	132				
ATTENDED COLLEGE	13682	884	18.8	6.5	111	1131	21.3	8.3	126	723	19.5	5.3	115				
GRADUATED HIGH SCHOOL	33880	2059	43.8	6.1	105	2154	40.5	6.4	97	1578	42.5	4.7	102				
DID NOT GRADUATE HIGH SCHOOL	22270	1142	24.3	5.1	88	938	17.7	4.2	64	737	19.9	3.3	72				
EMPLOYED	40306	2220	47.3	5.5	95	3296	62.0	8.2	125	1918	51.7	4.8	104				
EMPLOYED FULL-TIME	32850	1988	42.3	6.1	104	2814	53.0	8.6	131	1576	42.5	4.8	105				
EMPLOYED PART-TIME	7456	*232	4.9	3.1	54	*482	9.1	6.5	99	*342	9.2	4.6	100				
NOT EMPLOYED	40680	2477	52.7	6.1	105	2018	38.0	5.0	76	1792	48.3	4.4	96				
PROFESSIONAL/MANAGER	10392	784	16.7	7.5	130	945	17.8	9.1	139	*465	12.5	4.5	98				
TECH/CLERICAL/SALES	17574	750	16.0	4.3	74	1626	30.6	9.3	141	928	25.0	5.3	115				
PRECISION/CRAFT	985	**24	0.5	2.4	42	**57	1.1	5.8	88	**102	2.7	10.4	226				
OTHER EMPLOYED	11354	662	14.1	5.8	101	669	12.6	5.9	90	*424	11.4	3.7	82				
SINGLE	9863	*354	7.5	3.6	62	823	15.5	8.3	127	*249	6.7	2.5	55				
MARRIED	51375	3183	67.8	6.2	107	2880	54.2	5.6	85	2762	74.4	5.4	117				
DIVORCED/SEPARATED/WIDOWED	19748	1161	24.7	5.9	101	1611	30.3	8.2	124	699	18.8	3.5	77				
PARENTS	32590	1790	38.1	5.5	95	1447	27.2	4.4	68	1675	45.1	5.1	112				
WHITE	70416	4030	85.8	5.7	99	4786	90.1	6.8	104	3370	90.8	4.8	104				
BLACK	8778	598	12.7	6.8	117	403	7.6	4.6	70	*301	8.1	3.4	75				
OTHER	1791	**69	1.5	3.9	66	**125	2.4	7.0	106	**39	1.1	2.2	48				
NORTHEAST-CENSUS	17786	839	17.9	4.7	81	1137	21.4	6.4	97	1277	34.4	7.2	157				
NORTH CENTRAL	20741	1255	26.7	6.1	104	1172	22.1	5.7	86	951	25.6	4.6	100				
SOUTH	27775	1834	39.0	6.6	114	1777	33.4	6.4	98	1038	28.0	3.7	82				
WEST	14683	769	16.4	5.2	90	1228	23.1	8.4	127	444	12.0	3.0	66				
NORTHEAST-MKTG.	17961	906	19.3	5.0	87	1197	22.5	6.7	102	884	23.8	4.9	107				
EAST CENTRAL	11885	823	17.5	6.9	119	626	11.8	5.3	80	954	25.7	8.0	175				
WEST CENTRAL	14090	693	14.8	4.9	85	842	15.8	6.0	91	645	17.4	4.6	100				
SOUTH	24081	1619	34.5	6.7	116	1547	29.1	6.4	98	1026	27.7	4.3	93				
PACIFIC	12969	655	13.9	5.1	87	1103	20.8	8.5	130	**202	5.4	1.6	34				
COUNTY SIZE A	32439	2077	44.2	6.4	110	2643	49.7	8.1	124	1329	35.8	4.1	89				
COUNTY SIZE B	24915	1396	29.7	5.6	97	1492	28.1	6.0	91	1565	42.2	6.3	137				
COUNTY SIZE C	12930	772	16.4	6.0	103	821	15.4	6.3	97	582	15.7	4.5	98				
COUNTY SIZE D	10703	*453	9.6	4.2	73	*358	6.7	3.3	51	**234	6.3	2.2	48				
METRO CENTRAL CITY	24518	1439	30.6	5.9	101	1862	35.0	7.6	116	1137	30.6	4.6	101				
METRO SUBURBAN	35919	2319	49.4	6.5	111	2560	48.2	7.1	109	1717	46.3	4.8	104				
NON METRO	20549	939	20.0	4.6	79	893	16.8	4.3	66	857	23.1	4.2	91				
TOP 5 ADI'S	18341	1183	25.2	6.5	111	1502	28.3	8.2	125	*444	12.0	2.4	53				
TOP 10 ADI'S	25378	1524	32.4	6.0	104	1880	35.4	7.4	113	725	19.5	2.9	62				
TOP 20 ADI'S	36488	2093	44.6	5.7	99	2991	56.3	8.2	125	1336	36.0	3.7	80				
HSGLD INC. \$50,000 OR MORE	6612	*327	7.0	4.9	85	759	14.3	11.5	175	*408	11.0	6.2	135				
\$40,000 OR MORE	12659	692	14.7	5.5	94	1301	24.5	10.3	157	811	21.9	6.4	140				
\$30,000 OR MORE	24698	1462	31.1	5.9	102	2121	39.9	8.6	131	1327	35.8	5.4	117				
\$25,000 OR MORE	32077	1936	41.2	6.0	104	2617	49.2	8.2	124	1644	44.3	5.1	112				
\$20,000 - \$24,999	9144	*669	14.2	7.3	126	591	11.1	6.5	99	*462	12.5	5.1	110				
\$15,000 - \$19,999	8728	627	13.3	7.2	124	508	9.6	5.8	89	*447	12.0	5.1	112				
\$10,000 - \$14,999	12562	741	15.8	5.9	102	774	14.6	6.2	94	533	14.4	4.2	93				
UNDER \$10,000	18475	724	15.4	3.9	68	825	15.5	4.5	68	624	16.8	3.4	74				
HOUSEHOLD OF 1 PERSON	11987	573	12.2	4.8	82	1269	23.9	10.6	161	402	10.8	3.4	73				
2 PEOPLE	26577	1391	29.6	5.2	90	2136	40.2	8.0	122	1289	34.7	4.9	106				
3 OR 4 PEOPLE	30617	1859	39.6	6.1	105	1445	27.2	4.7	72	1370	36.9	4.5	98				
5 OR MORE PEOPLE	11804	874	18.6	7.4	128	*464	8.7	3.9	60	*649	17.5	5.5	120				
NO CHILD IN HSHLD	46165	2726	58.0	5.9	102	3838	72.2	8.3	127	1913	51.6	4.1	90				
CHILD(REN) UNDER 2 YRS	5325	*281	6.0	5.3	91	**169	3.2	3.2	48	**189	5.1	3.5	77				
2 - 5 YEARS	14221	941	20.0	6.6	114	486	9.1	3.4	52	654	17.6	4.6	100				
6 - 11 YEARS	15117	730	15.5	4.8	83	657	12.4	4.3	66	960	25.9	6.4	139				
12 - 17 YEARS	16611	786	16.7	4.7	82	694	13.1	4.2	64	856	23.1	5.2	112				
RESIDENCE OWNED	55884	3429	73.0	6.1	106	3526	66.4	6.3	96	2903	78.2	5.2	113				
VALUE: \$50,000 OR MORE	31744	1826	38.9	5.8	99	2379	44.8	7.5	114	1645	44.3	5.2	113				
VALUE: UNDER \$50,000	24140	1603	34.1	6.6	114	1148	21.6	4.8	72	1258	33.9	5.2	114				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	STOKELY				STOUFFER'S				TOP FROST							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
			DOWN				DOWN				DOWN				DOWN			
TOTAL FEMALE HOMEMAKERS		80986	4697	100.0	5.8	100	5314	100.0	6.6	100	3710	100.0	4.6	100				
MAGAZINES	QUINTILE 1	15799	1142	24.3	7.2	125	1564	29.4	9.9	151	911	24.6	5.8	126				
	QUINTILE 2	17259	1142	24.3	6.6	114	1220	23.0	7.1	108	829	22.3	4.8	105				
	QUINTILE 3	13545	654	13.9	4.8	83	697	13.1	5.1	78	814	21.9	6.0	131				
	QUINTILE 4	15133	682	14.5	4.5	78	873	16.4	5.8	88	570	15.4	3.8	82				
	QUINTILE 5	19250	1077	22.9	5.6	96	960	18.1	5.0	76	586	15.8	3.0	66				
NEWSPAPERS	QUINTILE 1	12413	666	14.2	5.4	93	861	16.2	6.9	106	643	17.3	5.2	113				
	QUINTILE 2	24116	1517	32.3	6.3	108	1789	33.7	7.4	113	1172	31.6	4.9	106				
	QUINTILE 3	11261	650	13.8	5.8	100	833	15.7	7.4	113	559	15.1	5.0	108				
	QUINTILE 4	20255	1197	25.5	5.9	102	1279	24.1	6.3	96	840	22.6	4.1	91				
	QUINTILE 5	12940	668	14.2	5.2	89	552	10.4	4.3	65	*497	13.4	3.8	84				
OUTDOOR	QUINTILE 1	14852	930	19.8	6.3	108	1011	19.0	6.8	104	661	17.8	4.5	97				
	QUINTILE 2	15725	827	17.6	5.3	91	1085	20.4	6.9	105	665	17.9	4.2	92				
	QUINTILE 3	16390	816	17.4	5.0	86	1260	23.7	7.7	118	1007	27.1	6.2	135				
	QUINTILE 4	16744	1084	23.1	6.5	112	983	18.5	5.9	89	652	17.6	3.9	85				
	QUINTILE 5	17334	1040	22.1	6.0	103	974	18.3	5.6	86	726	19.6	4.2	91				
RADIO-DRIVE TIME	QUINTILE 1	15911	1076	22.9	6.8	117	1267	23.8	8.0	121	1099	29.6	6.9	151				
	QUINTILE 2	14837	834	17.8	5.6	97	946	17.8	6.4	97	767	20.7	5.2	113				
	QUINTILE 3	15339	849	18.1	5.5	95	1066	20.1	6.9	106	*424	11.4	2.8	60				
	QUINTILE 4	16723	913	19.4	5.5	94	942	17.7	5.6	86	678	18.3	4.1	89				
	QUINTILE 5	18176	1025	21.8	5.6	97	1093	20.6	6.0	92	742	20.0	4.1	89				
RADIO-MID- DAY	TERCILE 1	21020	1284	27.3	6.1	105	1598	30.1	7.6	116	1147	30.9	5.5	119				
	TERCILE 2	21610	1393	29.7	6.4	111	1417	26.7	6.6	100	1073	28.9	5.0	108				
	TERCILE 3	38355	2020	43.0	5.3	91	2299	43.3	6.0	91	1490	40.2	3.9	85				
	QUINTILE 1	15988	1019	21.7	6.4	110	1300	24.5	8.1	124	995	26.8	6.2	136				
	QUINTILE 2	15626	1026	21.8	6.6	113	961	18.1	6.2	94	803	21.6	5.1	112				
RADIO-TOTAL	QUINTILE 3	16723	927	19.7	5.5	96	1006	18.9	6.0	92	782	21.1	4.7	102				
	QUINTILE 4	16342	933	19.9	5.7	98	1293	24.3	7.9	121	541	14.6	3.3	72				
	QUINTILE 5	16306	791	16.8	4.9	84	754	14.2	4.6	70	590	15.9	3.6	79				
TV-PRIME TIME	QUINTILE 1	15933	996	21.2	6.2	108	940	17.7	5.9	90	798	21.5	5.0	109				
	QUINTILE 2	16137	1141	24.3	7.1	122	1195	22.5	7.4	113	717	19.3	4.4	97				
	QUINTILE 3	16420	933	19.9	5.7	98	1132	21.3	6.9	105	771	20.8	4.7	102				
	QUINTILE 4	16687	941	20.0	5.6	97	1182	22.2	7.1	108	808	21.8	4.8	106				
	QUINTILE 5	15789	687	14.6	4.4	75	865	16.3	5.5	83	615	16.6	3.9	85				
TV-DAYTIME	TERCILE 1	27736	1757	37.4	6.3	109	1693	31.9	6.1	93	1225	33.0	4.4	96				
	TERCILE 2	26489	1372	29.2	5.2	89	1723	32.4	6.5	99	1141	30.8	4.3	94				
	TERCILE 3	26761	1568	33.4	5.9	101	1898	35.7	7.1	108	1344	36.2	5.0	110				
	QUINTILE 1	16345	983	20.9	6.0	104	768	14.5	4.7	72	743	20.0	4.5	99				
	QUINTILE 2	16447	1183	25.2	7.2	124	1126	21.2	6.8	104	807	21.8	4.9	107				
TV-TOTAL	QUINTILE 3	15980	950	20.2	5.9	103	1255	23.6	7.9	120	689	18.6	4.3	94				
	QUINTILE 4	15887	852	18.1	5.4	92	1210	22.8	7.6	116	805	21.7	5.1	111				
	QUINTILE 5	16326	728	15.5	4.5	77	956	18.0	5.9	89	666	18.0	4.1	89				
MAGAZINES-NEWSPAPERS: DUAL		20721	1448	30.8	7.0	120	1738	32.7	8.4	128	1130	30.5	5.5	119				
	MAGAZINE IMPERATIVE	19186	1140	24.3	5.9	102	1398	26.3	7.3	111	965	26.0	5.0	110				
	NEWSPAPER IMPERATIVE	21899	1044	22.2	4.8	82	1311	24.7	6.0	91	958	25.8	4.4	95				
MAGAZINES-OUTDOOR: DUAL		15451	1057	22.5	6.8	118	1311	24.7	8.5	129	844	22.7	5.5	119				
	MAGAZINE IMPERATIVE	25953	1609	34.3	6.2	107	1909	35.9	7.4	112	1449	39.1	5.6	122				
	OUTDOOR IMPERATIVE	24400	1151	24.5	4.7	81	1326	25.0	5.4	83	974	26.3	4.0	87				
MAGAZINES-RADIO: DUAL		18049	1265	26.9	7.0	121	1525	28.7	8.4	129	1198	32.3	6.6	145				
	MAGAZINE IMPERATIVE	23571	1394	29.7	5.9	102	1757	33.1	7.5	114	1035	27.9	4.4	96				
	RADIO IMPERATIVE	23278	1218	25.9	5.2	90	1225	23.1	5.3	80	1027	27.7	4.4	96				
MAGAZINES-TELEVISION: DUAL		15459	1216	25.9	7.9	136	1126	21.2	7.3	111	758	20.4	4.9	107				
	MAGAZINE IMPERATIVE	25829	1421	30.3	5.5	95	2093	39.4	8.1	123	1310	35.3	5.1	111				
	TELEVISION IMPERATIVE	26039	1357	28.9	5.2	90	1264	23.8	4.9	74	1134	30.6	4.4	95				
NEWSPAPERS-OUTDOOR: DUAL		16605	980	20.9	5.9	102	1360	25.6	8.2	125	838	22.6	5.0	110				
	NEWSPAPER IMPERATIVE	26834	1591	33.9	5.9	102	1847	34.8	6.9	105	1303	35.1	4.9	106				
	OUTDOOR IMPERATIVE	23346	1214	25.8	5.2	90	1412	26.6	6.0	92	1080	29.1	4.6	101				
NEWSPAPERS-RADIO: DUAL		17133	1042	22.2	6.1	105	1366	25.7	8.0	122	1148	30.9	6.7	146				
	NEWSPAPER IMPERATIVE	25892	1487	31.7	5.7	99	1791	33.7	6.9	105	1002	27.0	3.9	84				
	RADIO IMPERATIVE	23167	1384	29.5	6.0	103	1416	26.6	6.1	93	1108	29.9	4.8	104				
NEWSPAPERS-TELEVISION: DUAL		17159	1194	25.4	7.0	120	1153	21.7	6.7	102	929	25.0	5.4	118				
	NEWSPAPER IMPERATIVE	26214	1373	29.2	5.2	90	1987	37.4	7.6	116	1204	32.5	4.6	100				
	TELEVISION IMPERATIVE	23412	1433	30.5	6.1	106	1282	24.1	5.5	83	960	25.9	4.1	90				
OUTDOOR-RADIO: DUAL		15303	1023	21.8	6.7	115	1101	20.7	7.2	110	762	20.5	5.0	109				
	OUTDOOR IMPERATIVE	24901	1200	25.5	4.8	83	1639	30.8	6.6	100	1019	27.5	4.1	89				
	RADIO IMPERATIVE	26492	1588	33.8	6.0	103	1819	34.2	6.9	105	1491	40.2	5.6	123				
OUTDOOR-TELEVISION: DUAL		14794	971	20.7	6.6	113	1057	19.9	7.1	109	752	20.3	5.1	111				
	OUTDOOR IMPERATIVE	25437	1262	26.9	5.0	86	1981	37.3	7.8	119	1161	31.3	4.6	100				
	TELEVISION IMPERATIVE	27877	1818	38.7	6.5	112	1650	31.1	5.9	90	1278	34.4	4.6	100				
RADIO-TELEVISION: DUAL		15996	1161	24.7	7.3	125	1021	19.2	6.4	97	910	24.5	5.7	124				
	RADIO IMPERATIVE	25478	1392	29.6	5.5	94	1857	34.9	7.3	111	1372	37.0	5.4	118				
	TELEVISION IMPERATIVE	26573	1481	31.5	5.6	96	1593	30.0	6.0	91	980	26.4	3.7	81				

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	TOTAL U.S. '000	STOKELY				STOUTER'S				TOP FROST							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	4697	100.0	5.8	100	5314	100.0	6.6	100	3710	100.0	4.6	100				
ATLANTIC MONTHLY	415	**18	0.4	4.3	75	**54	1.0	13.0	198	**17	0.5	4.1	89				
BARRON'S	453	**7	0.1	1.5	27	**58	1.1	12.8	195	**67	1.3	10.4	226				
BETTER HOMES & GARDENS	16256	1114	23.7	6.9	118	1303	24.5	8.0	122	812	21.9	5.0	109				
BON APPETIT	2535	*130	2.8	5.1	88	216	4.1	8.5	130	*98	2.6	3.9	84				
BUSINESS WEEK	1278	**82	1.7	6.4	111	*159	3.0	12.4	190	**40	1.1	3.1	68				
CAR AND DRIVER	177	**36	0.8	9.5	164	**32	0.6	8.5	129	**1	0.0	0.3	6				
CBS MAGAZINE NETWORK (GROSS)	1498	**185	3.9	12.3	213	*123	2.3	8.2	125	**67	1.8	4.5	98				
CHANGING TIMES	1505	**115	2.4	7.6	132	*135	2.5	9.0	137	**74	2.0	4.9	107				
COLONIAL HOMES	1231	**104	2.2	8.4	146	*151	2.8	12.3	187	**53	1.4	4.3	94				
CONDE NAST MAG. PKG. (GROSS)	14146	930	19.8	6.6	113	1470	27.7	10.4	158	641	17.3	4.5	99				
CONSUMERS DIGEST	1323	**120	2.6	9.1	156	**102	1.9	7.7	117	**55	1.5	4.2	91				
COSMOPOLITAN	7102	495	10.5	7.0	120	739	13.9	10.4	159	381	10.3	5.4	117				
COUNTRY LIVING	2481	*202	4.3	8.1	140	*249	4.7	10.0	153	*177	4.8	7.1	156				
CUISINE	1472	**146	3.1	9.9	171	*174	3.3	11.8	180	**35	0.9	2.4	52				
CYCLE WORLD	425	**53	1.1	12.5	215	**30	0.6	7.1	108	**38	1.0	8.9	195				
DCI:CREATIVE IDEAS FOR LIV	2510	*171	3.6	6.8	117	*219	4.1	8.7	133	**158	4.3	6.3	137				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	430	9.2	6.4	111	705	13.3	10.5	161	414	11.2	6.2	135				
DISCOVER	894	**72	1.5	8.1	139	**56	1.1	6.3	95	**11	0.3	1.2	27				
EDMUND	3507	376	8.0	10.7	185	223	4.2	6.4	97	*161	4.3	4.6	100				
ESQUIRE	1023	**87	1.9	8.0	139	**83	1.6	7.7	117	**35	0.9	3.2	71				
ESSENCE	1830	*148	3.2	8.1	139	*107	2.0	5.8	89	*106	2.9	5.8	126				
FAMILY CIRCLE	15930	1025	11.8	6.4	111	1045	19.7	6.6	100	831	22.4	5.2	114				
THE FAMILY HANDYMAN	1126	**107	2.3	9.5	164	*177	3.3	15.7	240	**98	2.6	8.7	190				
FAMILY WEEKLY	11468	522	11.1	4.6	78	584	11.0	5.1	78	481	13.0	4.2	92				
FIELD & STREAM	2234	*161	3.4	7.2	124	*137	2.6	6.1	93	**82	2.2	3.7	80				
FOOD & WINE	579	**14	0.3	2.4	42	**73	1.4	12.6	192	**32	0.9	5.5	121				
FORBES	728	**45	1.0	6.2	107	**158	3.0	21.7	331	**56	1.5	7.7	168				
FORTUNE	908	**50	1.1	5.5	95	**170	3.2	18.8	286	**45	1.2	5.0	108				
GENTLEMEN'S QUARTERLY	791	**87	1.9	11.0	190	**125	2.4	15.8	241	**10	0.3	1.3	28				
GLAMOUR	5265	340	7.2	6.5	111	494	9.3	9.4	143	259	7.0	4.9	107				
GOLF DIGEST	634	**57	1.2	9.0	155	**72	1.4	11.3	173	**59	1.6	9.3	203				
GOLF DIGEST/TENNIS (GROSS)	1186	**84	1.8	7.1	122	*112	2.1	9.4	144	**84	2.3	7.1	155				
GOLF MAGAZINE	441	**11	0.2	2.5	43	**45	0.8	10.2	156	**27	0.7	6.1	134				
GOLF MAGAZINE/SKI (GROSS)	922	**33	0.7	3.6	62	**90	1.7	9.8	149	**42	1.1	4.6	99				
GOOD HOUSEKEEPING	16487	936	19.9	5.7	98	1187	22.3	7.2	110	851	22.9	5.2	113				
HARPER'S BAZAAR	2423	*120	2.6	5.0	85	270	5.1	11.1	170	**79	2.1	3.3	71				
HEALTH	1994	**110	2.3	5.5	95	*191	3.6	9.6	146	**144	3.9	7.2	158				
HEARST MAG CORP. BUY (GROSS)	44101	2787	59.3	6.3	109	4044	76.1	9.2	140	2407	64.9	5.5	119				
HEARST MAN POWER (GROSS)	1993	**120	2.6	6.0	104	*194	3.7	9.7	148	*135	3.6	6.8	148				
HEARST WOMAN POWER (GROSS)	31274	1947	41.5	6.2	107	2638	49.6	8.4	129	1712	46.1	5.5	119				
HOUSE BEAUTIFUL	3623	*210	4.5	5.8	100	413	7.8	11.4	174	*180	4.9	5.0	108				
INC.	283	**30	0.6	10.6	183	**105	2.0	37.1	565	**6	0.2	2.1	46				
JET	2928	247	5.3	8.4	145	246	4.6	8.4	128	*127	3.4	4.3	95				
LADIES' HOME JOURNAL	11918	784	16.7	6.6	113	870	16.4	7.3	111	679	18.3	5.7	124				
LHJ FAMILY GRP COMBO(GROSS)	16764	1058	22.5	6.3	109	1406	26.5	8.4	128	960	25.9	5.7	125				
LIFE	4254	425	9.0	10.0	172	350	6.6	8.2	125	*167	4.5	3.9	86				
L.A. TIMES HOME MAGAZINE	1145	**59	1.3	5.2	89	*225	4.2	19.7	299	**12	0.3	1.0	23				
MADMOISELLE	2884	*162	3.4	5.6	97	*231	4.3	8.0	122	**121	3.3	4.2	92				
MC CALL'S	13460	753	16.0	5.6	96	1044	19.6	7.8	118	697	18.8	5.2	113				
MC CALL'S/WRK MOTHER (GROSS)	14606	835	17.8	5.7	99	1133	21.3	7.8	118	755	20.4	5.2	113				
MECHANIX ILLUSTRATED	772	**70	1.5	9.1	156	**104	2.0	13.5	205	**87	2.3	11.3	246				
METROPOLITAN HOME	967	**98	2.1	10.1	175	*129	2.4	13.3	203	**33	0.9	3.4	74				
MONEY	1588	**78	1.7	4.9	85	*215	4.0	13.5	206	**86	2.3	5.4	118				
MOTHER EARTH NEWS	1002	**48	1.0	4.8	83	**58	1.1	5.8	88	**96	2.6	9.6	209				
MS.	825	**53	1.1	6.4	111	**45	0.8	5.5	83	**24	0.6	2.9	64				
NATIONAL ENQUIRER	10336	651	13.9	6.3	109	639	12.0	6.2	94	509	13.7	4.9	107				
NATIONAL GEOGRAPHIC	9597	641	13.6	6.7	115	825	15.5	8.6	131	540	14.6	5.6	123				
NATIONAL SUNDAY MAGAZINE PKG	49558	2959	63.0	6.0	103	3535	66.5	7.1	109	2347	63.3	4.7	103				
NATURAL HISTORY	573	**26	0.6	4.5	78	**36	0.7	6.3	96	**10	0.3	1.7	38				
NEW WOMAN	1699	**116	2.5	6.8	118	*180	3.4	10.6	161	**74	2.0	4.4	95				
NEW YORK INCLUDING CUE	443	**49	1.0	11.1	191	**39	0.7	8.8	134	**22	0.6	5.0	108				
THE NEW YORKER	1270	**104	2.2	8.2	141	*146	2.7	11.5	175	**79	2.1	6.2	136				
NEWSWEEK	6277	313	6.7	5.0	86	501	9.4	8.0	122	268	7.2	4.3	93				
THE N.Y. TIMES DAILY EDITION	1205	**59	1.3	4.9	84	**59	1.1	4.9	75	**76	2.0	6.3	138				
THE N.Y. TIMES MAGAZINE	2081	**107	2.3	5.1	89	*100	1.9	4.8	73	**131	3.5	6.3	137				
ONHVI	788	**90	1.9	11.4	197	**106	2.0	13.5	205	**56	1.5	7.1	155				
ON CABLE	1158	**142	3.0	12.3	211	**48	0.9	4.1	63	**52	1.4	4.5	98				
1001 HOME IDEAS	2852	*164	3.5	5.8	99	346	6.5	12.1	185	*138	3.7	4.8	106				
ORGANIC GARDENING	1658	**135	2.9	8.1	140	**107	2.0	6.5	98	**117	3.2	7.1	154				
OUTDOOR LIFE	894	**77	1.6	8.6	148	**57	1.1	6.4	97	**37	1.0	4.1	90				
PARADE MAGAZINE	24275	1634	34.8	6.7	116	1730	32.6	7.1	109	1133	30.5	4.7	102				

FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	STOKELY				STOUTER'S				TOP FROST				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4697	100.0	5.8	100	5314	100.0	6.6	100	3710	100.0	4.6	100				
PARENTS	3845	291	6.2	7.6	130	*248	4.7	6.4	98	*189	5.1	4.9	107				
PENTHOUSE	831	**44	0.9	5.3	91	**52	1.0	6.3	95	**61	1.6	7.3	160				
PEOPLE	11645	749	15.9	6.4	111	1093	20.6	9.4	143	517	13.9	4.4	97				
PLAYBOY	2006	**97	2.1	4.8	83	*167	3.1	8.3	127	**83	2.2	4.1	90				
POPULAR HOT RODDING	297	**23	0.5	7.7	134	**36	0.7	12.1	185	**11	0.3	3.7	81				
POPULAR MECHANICS	1018	**51	1.1	5.0	86	**115	2.2	11.3	172	**80	2.2	7.9	172				
POPULAR SCIENCE	878	**48	1.0	5.5	94	**78	1.5	8.9	135	**69	1.9	7.9	172				
PREVENTION	3913	*278	5.9	7.1	122	209	3.9	5.3	81	*243	6.5	6.2	136				
PSYCHOLOGY TODAY	1710	**129	2.7	7.5	130	*193	3.6	11.3	172	**99	2.7	5.8	126				
READER'S DIGEST	22204	1451	30.9	6.5	113	1752	33.0	7.9	120	1154	31.1	5.2	113				
REDBOOK	7684	517	11.0	6.7	116	712	13.4	9.3	141	480	12.9	6.2	136				
ROAD & TRACK	410	**8	0.2	2.0	34	**19	0.4	4.6	71	**17	0.5	4.1	91				
ROLLING STONE	989	**65	1.4	6.7	116	*90	1.7	9.3	142	**49	1.3	5.1	110				
RUNNER'S WORLD	298	**6	0.1	2.0	35	**12	0.2	4.0	61	**18	0.5	6.0	132				
SATURDAY EVENING POST	1169	**74	1.6	6.3	109	*158	3.0	13.5	206	**99	2.7	8.5	185				
SCIENCE 84	587	**33	0.7	5.6	97	**116	2.2	19.8	301	**30	0.8	5.1	112				
SCIENCE DIGEST	482	**39	0.8	8.1	140	**32	0.6	6.6	101	**36	1.0	7.5	163				
SCIENTIFIC AMERICAN	594	**38	0.8	6.4	110	**63	1.2	10.6	162	**69	1.9	11.6	254				
SELF	2089	**133	2.8	6.4	110	*275	5.2	13.2	201	**88	2.4	4.2	92				
SEVENTEEN	2411	*183	3.9	7.6	131	*210	4.0	8.7	133	**96	2.6	4.0	87				
SKI	480	**22	0.5	4.6	79	**45	0.8	9.4	143	**15	0.4	3.1	68				
SMITHSONIAN	2760	*170	3.6	6.2	106	353	6.6	12.8	195	*135	3.6	4.9	107				
SOAP OPERA DIGEST	3013	*245	5.2	8.1	140	*112	2.1	3.7	57	*184	5.0	6.1	133				
SOUTHERN LIVING	4184	*259	5.5	6.2	107	486	9.1	11.6	177	*256	6.9	6.1	134				
SPOUT	559	**55	1.2	9.8	170	**80	1.5	14.3	218	**10	0.3	1.8	39				
THE SPORTING NEWS	436	**49	1.0	11.2	194	**34	0.6	7.8	119	**14	0.4	3.2	70				
SPORTS AFIELD	493	**30	0.6	6.1	105	**47	0.9	9.5	145	**19	0.5	3.9	84				
SPORTS ILLUSTRATED	2758	*229	4.9	8.3	143	*215	4.0	7.8	119	*131	3.5	4.7	104				
STAR	7456	623	13.3	8.4	144	452	8.5	6.1	92	381	10.3	5.1	112				
SUNDAY	24936	1507	32.1	6.0	104	1878	35.3	7.5	115	1438	38.8	5.8	126				
SUNSET	2124	**114	2.4	5.4	93	*209	3.9	9.8	150	**65	1.8	3.1	67				
TV GUIDE	21661	1452	30.9	6.7	116	1550	29.2	7.2	109	959	25.8	4.4	97				
TENNIS	550	**27	0.6	4.9	85	**40	0.8	7.3	111	**25	0.7	4.5	91				
TIME	8880	552	11.8	6.2	107	849	16.0	9.6	146	490	13.2	5.5	120				
TOON & COUNTRY	917	**69	1.5	7.5	130	*114	2.1	12.4	189	**61	1.6	6.7	145				
TRAVEL & LEISURE	972	**62	1.3	6.4	110	*113	2.1	11.6	177	**31	0.8	3.2	70				
TRUE STORY	3356	*231	4.9	6.9	119	*193	3.6	5.8	88	*133	3.6	4.0	87				
U.S. NEWS & WORLD REPORT	3410	257	5.5	7.5	130	292	5.5	8.6	131	*157	4.2	4.6	101				
USA TODAY	1759	**114	2.4	6.5	112	*211	4.0	12.0	183	*109	2.9	6.2	135				
US	1873	**103	2.2	5.5	95	*222	4.2	11.9	181	**79	2.1	4.2	92				
VOGUE	3909	294	6.3	7.5	130	470	8.8	12.0	183	*173	4.7	4.4	97				
WALL STREET JOURNAL	1886	**68	1.4	3.6	62	240	4.5	12.7	194	**67	1.8	3.6	78				
WEIGHT WATCHERS	2120	**120	2.6	5.7	98	*169	3.2	8.0	121	*131	3.5	6.2	135				
WOMAN'S DAY	14172	1008	21.5	7.1	123	938	17.7	6.6	101	901	24.3	6.4	139				
WORKING MOTHER	1146	**81	1.7	7.1	122	**89	1.7	7.8	118	**58	1.6	5.1	110				
WORKING WOMAN	1322	**108	2.3	8.2	141	*185	3.5	14.0	213	**80	2.2	6.1	132				
WORLD TENNIS	*163	**0	0.0	0.0	0	**23	0.4	14.1	215	**0	0.0	0.0	0				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*195	4.2	7.7	133	*241	4.5	9.5	145	*171	4.6	6.8	147				
BLAIR INSERTS	43657	2693	57.3	6.2	106	3252	61.2	7.4	114	2229	60.1	5.1	111				
DAILY NEWSPAPERS																	
READ ANY	51633	3027	64.4	5.9	101	3648	68.6	7.1	108	2417	65.1	4.7	102				
READ ONE	43463	2595	55.2	6.0	103	3089	58.1	7.1	108	1963	52.9	4.5	99				
READ TWO OR MORE	8170	432	9.2	5.3	91	559	10.5	6.8	104	454	12.2	5.6	121				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3113	66.3	5.9	102	3798	71.5	7.2	110	2613	70.4	5.0	108				
READ ONE	46126	2756	58.7	6.0	103	3313	62.3	7.2	109	2271	61.2	4.9	107				
READ TWO OR MORE	6552	358	7.6	5.5	94	484	9.1	7.4	113	342	9.2	5.2	114				
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	25.96				27.23				27.46							
30 DAY REACH	71455	4135	88.0	5.8	100	4806	90.4	6.7	103	3349	90.3	4.7	102				
50 SHMG - 30 DAY AV FREQ	14.56	13.70				14.25				14.42							
30 DAY REACH	67742	3920	83.5	5.8	100	4595	86.5	6.8	103	3189	86.0	4.7	103				
25 SHMG - 30 DAY AV FREQ	7.94	7.42				7.66				7.85							
30 DAY REACH	62117	3600	76.6	5.8	100	4264	80.2	6.9	105	2910	78.4	4.7	102				
CABLE TV: HOME WIRED	32077	2001	42.6	6.2	108	2635	49.6	8.2	125	1701	45.8	5.3	116				
HOME NOT WIRED	48909	2696	57.4	5.5	95	2679	50.4	5.5	83	2009	54.2	4.1	90				
HAVE PAY CABLE	15935	1038	22.1	6.5	112	1467	27.6	9.2	140	967	26.1	6.1	132				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	STOKELY				STOUFFER'S				TOP FROST				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4697	100.0	5.8	100	5314	100.0	6.6	100	3710	100.0	4.6	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2633	56.1	6.0	103	3152	59.3	7.2	109	2199	59.3	5.0	109				
10:00 AM - 3:00 PM	30659	1984	42.2	6.5	112	2140	40.3	7.0	106	1683	45.4	5.5	120				
3:00 PM - 7:00 PM	31045	1924	41.0	6.2	107	2316	43.6	7.5	114	1700	45.8	5.5	120				
7:00 PM - MIDNIGHT	15767	872	18.6	5.5	95	1145	21.5	7.3	111	775	20.9	4.9	107				
MIDNIGHT - 6:00 AM	9120	597	12.7	6.5	113	753	14.2	8.3	126	579	15.6	6.3	139				
6:00 AM - MIDNIGHT	58527	3521	75.0	6.0	104	4154	78.2	7.1	108	2912	78.5	5.0	109				
ENTIRE DAY	59311	3589	76.4	6.1	104	4193	78.9	7.1	108	2951	79.5	5.0	109				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	887	18.9	5.5	95	1157	21.8	7.2	109	1080	29.1	6.7	146				
ALL NEWS	2256	**116	2.5	5.1	89	*196	3.7	8.7	132	*162	4.4	7.2	157				
AOR/PROGRESSIVE	3874	*228	4.9	5.9	101	314	5.9	8.1	124	*230	6.2	5.9	130				
BEAUTIFUL MUSIC	5660	295	6.3	5.2	90	498	9.4	8.8	134	347	9.4	6.1	134				
BLACK	2204	*150	3.2	6.8	117	**70	1.3	3.2	48	*129	3.5	5.9	128				
CLASSICAL	1418	**74	1.6	5.2	90	**98	1.8	6.9	105	**68	1.8	4.8	105				
CHR/ROCK	9538	659	14.0	6.9	119	726	13.7	7.6	116	497	13.4	5.2	114				
COUNTRY	12648	748	15.9	5.9	102	884	16.6	7.0	107	577	15.6	4.6	100				
GOLDEN OLDIES	1191	**156	3.3	13.1	226	**24	0.5	2.0	31	**45	1.2	3.8	82				
MOR/NOSTALGIA	4757	271	5.8	5.7	98	357	6.7	7.5	114	*209	5.6	4.4	96				
NEWS/TALK	3863	307	6.5	7.9	137	423	8.0	11.0	167	*211	5.7	5.5	119				
RELIGIOUS	3084	*132	2.8	4.3	74	*186	3.5	6.0	92	**135	3.6	4.4	96				
SOFT ROCK	521	**14	0.3	2.7	46	**47	0.9	9.0	137	**37	1.0	7.1	155				
URBAN CONTEMPORARY	1585	*129	2.7	8.1	140	**73	1.4	4.6	70	**45	1.2	2.8	62				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*193	4.1	5.9	102	*211	4.0	6.5	99	**185	5.0	5.7	124				
ABC DIRECTION	2316	*137	2.9	5.9	102	*141	2.7	6.1	93	*178	4.8	7.7	168				
ABC ENTERTAINMENT	4834	321	6.8	6.6	114	389	7.3	8.0	123	323	8.7	6.7	146				
ABC FM	2202	*135	2.9	6.1	106	**115	2.2	5.2	80	*164	4.4	7.4	163				
ABC INFORMATION	5425	*280	6.0	5.2	89	446	8.4	8.2	125	336	9.1	6.2	135				
ABC ROCK	1677	**95	2.0	5.7	98	*180	3.4	10.7	164	**126	3.4	7.5	164				
CBS	4430	*232	4.9	5.2	90	306	5.8	6.9	105	*260	7.0	5.9	128				
MUTUAL	4992	412	8.8	8.3	142	397	7.5	8.0	121	423	11.4	8.5	185				
NBC	4679	*212	4.5	4.5	78	345	6.5	7.4	112	*262	7.1	5.6	122				
RADIORADIO	1994	**143	3.0	7.2	124	*125	2.4	6.3	96	**101	2.7	5.1	111				
RKO ONE	2298	*134	2.9	5.8	101	*120	2.3	5.2	80	**60	1.6	2.6	57				
RKO TWO	3311	*230	4.9	6.9	120	*246	4.6	7.4	113	*180	4.9	5.4	119				
THE SOURCE	2114	*238	5.1	11.3	194	*176	3.3	8.3	127	**123	3.3	5.8	127				
NON-WIRED : BLAIR	8654	501	10.7	5.8	100	724	13.6	8.4	127	485	13.1	5.6	122				
INTERNET	12025	860	18.3	7.2	123	1086	20.4	9.0	138	745	20.1	6.2	135				
KATZ RADIO GROUP	15359	1125	24.0	7.3	126	1281	24.1	8.3	127	932	25.1	6.1	132				
SUPERNET	10628	479	10.2	4.5	78	576	10.8	5.4	83	437	11.8	6.1	90				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	516	11.0	6.0	103	563	10.6	6.5	99	437	11.8	5.0	110				
WKDAY 9:00 AM - 1:00 PM	12163	778	16.6	6.4	110	737	13.9	6.1	92	513	13.8	4.2	92				
WKDAY 1:00 PM - 4:30 PM	16150	980	20.9	6.1	105	886	16.7	5.5	84	684	18.4	4.2	92				
WKDAY 4:30 PM - 7:30 PM	22463	1365	29.1	6.1	105	1383	26.0	6.2	94	997	26.9	4.4	97				
WKDAY 7:30 PM - 8:00 PM	31795	2049	43.6	6.4	111	1993	37.5	6.3	96	1505	40.6	4.7	103				
WKDAY 11:00 PM - 11:30 PM	23977	1461	31.1	6.1	105	1563	29.4	6.5	99	1224	33.0	5.1	111				
WKDAY 11:30 PM - 1:00 AM	7703	494	10.5	6.4	111	472	8.9	6.1	93	478	12.9	6.2	135				
M-SAT 8-11 PM-SUN 7-11 PM	33800	2128	45.3	6.3	109	2250	42.3	6.7	101	1615	43.5	4.8	104				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	501	10.7	7.7	132	466	8.8	7.1	109	240	6.5	3.7	80				
ANOTHER WORLD	N 4620	269	5.7	5.8	100	267	5.0	5.8	88	213	5.7	4.6	101				
AS THE WORLD TURNS	C 5614	408	8.7	7.3	125	296	5.6	5.3	80	196	5.3	3.5	76				
CAPITOL	C 3396	256	5.5	7.5	130	158	3.0	4.7	71	*115	3.1	3.4	74				
CBS MORN. NEWS 1	C 1446	*71	1.5	4.9	85	102	1.9	7.1	108	*86	2.3	5.9	130				
CBS MORN. NEWS 2	C 1207	*51	1.1	4.2	73	68	1.3	5.6	86	*51	1.4	4.2	92				
DAYS OF OUR LIVES	N 5877	305	6.5	5.2	89	320	6.0	5.4	83	276	7.4	4.7	103				
FACTS OF LIFE - DAYTIME	N 2290	172	3.7	7.5	130	126	2.4	5.5	84	*81	2.2	3.5	77				
FAMILY FEUD	A 3023	149	3.2	4.9	85	115	2.2	3.8	58	*109	2.9	3.6	79				
GENERAL HOSPITAL	A 6097	362	7.7	5.9	102	351	6.6	5.8	88	236	6.4	3.9	84				
GOOD MORNING, AMERICA-730 A	3515	211	4.5	6.0	104	226	4.3	6.4	98	194	5.2	5.5	120				
GOOD MORNING, AMERICA-830 A	2818	154	3.3	5.5	94	193	3.6	6.8	104	161	4.3	5.7	125				
GUIDING LIGHT	C 5339	353	7.5	6.6	114	263	4.9	4.9	75	206	5.6	3.9	84				
ONE LIFE TO LIVE	A 4478	274	5.8	6.1	106	218	4.1	4.9	74	113	3.0	2.5	55				
PRESS YOUR LUCK	C 2244	*93	2.0	4.1	71	101	1.9	4.5	69	*58	1.6	2.6	56				
PRICE IS RIGHT 1	C 4348	354	7.5	8.1	140	181	3.4	4.2	63	174	4.7	4.0	87				
PRICE IS RIGHT 2	C 5014	397	8.5	7.9	137	241	4.5	4.8	73	224	6.0	4.5	98				
RYAN'S HOPE	A 3150	267	5.7	8.5	146	201	3.8	6.4	97	*129	3.5	4.1	89				
SALE OF THE CENTURY	N 2695	221	4.7	8.2	141	143	2.7	5.3	81	*125	3.4	4.6	101				
SEARCH FOR TOMORROW	N 2319	*128	2.7	5.5	95	*189	3.6	8.2	124	*116	3.1	5.0	109				
TODAY SHOW 1	N 2693	206	4.4	7.6	132	216	4.1	8.0	122	117	3.2	4.3	95				
TODAY SHOW 2	N 2498	202	4.3	8.1	139	156	2.9	6.2	95	153	4.1	6.1	134				
\$25,000 PYRAMID	C 2753	154	3.3	5.6	96	169	3.2	6.1	94	121	3.3	4.4	96				
WHEEL OF FORTUNE	N 4388	307	6.5	7.0	121	325	6.1	7.4	113	190	5.1	4.3	95				
YOUNG AND THE RESTLESS	C 5695	368	7.8	6.5	111	285	5.4	5.0	76	186	5.0	3.3	71				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*112	2.4	6.4	110	137	2.6	7.8	119	*72	1.9	4.1	89				
NBA PLAYOFF GAME -1 C	1136	*115	2.4	10.1	175	*64	1.2	5.6	86	*31	0.8	2.7	60				
NBC MAJOR LEAGUE PRE-GAME N	953	**56	1.2	5.9	101	*68	1.3	7.1	109	*14	0.4	1.5	32				
SPORTSWORLD - SUN M	1233	*112	2.4	9.1	157	*63	1.2	5.1	78	*35	0.9	2.8	62				
SUNDAY MORNING C	1611	**89	1.9	5.5	95	*122	2.3	7.6	115	*81	2.2	5.0	110				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	STOKELY				STOUFFER'S				TOP FROST							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	4697	100.0	5.8	100	5314	100.0	6.6	100	3710	100.0	4.6	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1540	32.8	5.9	102	1663	31.3	6.4	97	1226	33.0	4.7	103				
NETWORK AFFILIATES - LATE	20261	1197	25.5	5.9	102	1332	25.1	6.6	100	928	25.0	4.6	100				
INDEPENDENTS - LATE	2076	145	3.1	7.0	120	220	4.1	10.6	162	*109	2.9	5.3	115				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	706	15.0	6.8	116	617	11.6	5.9	90	514	13.9	4.9	107				
ABC MONDAY NIGHT MOVIE	A 6412	416	8.9	6.5	112	407	7.7	6.3	97	290	7.8	4.5	99				
ABC SUNDAY NIGHT MOVIE	A 12407	799	17.0	6.4	111	718	13.5	5.8	88	478	12.9	3.9	84				
ABC WORLD NEWS TONIGHT	A 6176	285	6.1	4.6	80	326	6.1	5.3	80	397	10.7	6.4	140				
AFTERMASH	C 5863	*347	7.4	5.9	102	465	8.8	7.9	121	*285	7.7	4.9	106				
ALICE	C 9594	604	12.9	6.3	109	610	11.5	6.4	97	417	11.2	4.3	95				
AMERICAN PARADE	C 6622	310	6.6	4.7	81	416	7.8	6.3	96	353	9.5	5.3	116				
BENSON	A 10886	709	15.1	6.5	112	743	14.0	6.8	104	513	13.8	4.7	103				
BLUE THUNDER	A 5036	280	6.0	5.6	96	326	6.1	6.5	99	*151	4.1	3.0	65				
CAGNEY & LACEY	C 9965	613	13.1	6.2	106	527	9.9	5.3	81	470	12.7	4.7	103				
CBS EVENING NEWS-DEAN	C 3491	*179	3.8	5.1	88	236	4.4	6.8	103	*158	4.3	4.5	99				
CBS EVENING NEWS-RATHER	C 7123	370	7.9	5.2	90	503	9.5	7.1	108	315	8.5	4.4	97				
CBS SAT. NEWS-SCHIEFFER	C 3621	222	4.7	6.1	106	312	5.9	8.6	131	100	2.7	2.8	60				
CBS SATURDAY NIGHT MOVIE	C 5436	308	6.6	5.7	98	338	6.4	6.2	95	240	6.5	4.4	96				
CBS WEDNESDAY NIGHT MOVIE	C 6100	306	6.5	5.0	86	364	6.8	6.0	91	338	9.1	5.5	121				
CHEERS	N 8889	688	14.6	7.7	133	770	14.5	8.7	132	617	16.6	6.9	152				
DALLAS	C 22109	1419	30.2	6.4	111	1613	30.4	7.3	111	1132	30.5	5.1	112				
DIFF'RENT STROKES	N 6940	342	7.3	4.9	85	378	7.1	5.4	83	340	9.2	4.9	107				
DOUBLE TROUBLE	N 7223	394	8.4	5.5	94	463	8.7	6.4	98	357	9.6	4.9	108				
DUCK FACTORY	N 5595	367	7.8	6.6	113	418	7.9	7.5	114	374	10.1	6.7	146				
DUKES OF HAZZARD	C 5768	369	7.9	6.4	110	253	4.8	4.4	67	277	7.5	4.8	105				
DYNASTY	A 20053	1259	26.8	6.3	108	1424	26.8	7.1	108	948	25.6	4.7	103				
FACTS OF LIFE	N 8087	603	12.8	7.5	129	467	8.8	5.8	88	359	9.7	4.4	97				
FALCON CREST	C 20046	1292	27.5	6.4	111	1346	25.3	6.7	102	1158	31.2	5.8	126				
FALL GUY	A 9084	647	13.8	7.1	123	606	11.4	6.7	102	381	10.3	4.2	92				
FAMILY TIES	N 7964	548	11.7	6.9	119	426	8.0	5.3	82	441	11.9	5.5	121				
FANTASY ISLAND	A 7687	388	8.3	5.0	87	422	7.9	5.5	84	361	9.7	4.7	103				
FOULUPS, BLEEPERS & BLUNDERS	A 8861	462	9.8	5.2	90	468	8.8	5.3	80	324	8.7	3.7	80				
FOUR SEASONS	C 5095	*321	6.8	6.3	109	425	8.0	8.3	127	*273	7.4	5.4	117				
GIMME A BREAK	N 8838	580	12.3	6.6	113	445	8.4	5.0	77	483	13.0	5.5	119				
HART TO HART	A 8978	423	9.0	4.7	81	568	10.7	6.3	96	340	9.2	3.8	83				
HILL STREET BLUES	N 8590	517	11.0	6.0	104	623	11.7	7.3	111	356	9.6	4.1	90				
HOTEL	A 14085	793	16.9	5.6	97	1006	18.9	7.1	109	821	22.1	5.8	127				
JEFFERSONS	C 9360	573	12.2	6.1	106	551	10.4	5.9	90	379	10.2	4.0	88				
JENNIFER SLEPT HERE	N 5841	281	6.0	4.8	83	321	6.0	5.5	84	*234	6.3	4.0	87				
KATE & ALLIE	C 9206	494	10.5	5.4	93	555	10.4	6.0	92	406	10.9	4.4	96				
KNIGHT RIDER	N 7076	489	10.4	6.9	119	460	8.7	6.5	99	237	6.4	3.3	73				
LOVE BOAT	A 12219	721	15.4	5.9	102	770	14.5	6.3	96	512	13.8	4.2	91				
MAGNUM PI	C 11199	711	15.1	6.3	109	792	14.9	7.1	108	486	13.1	4.3	95				
MAMA'S FAMILY	N 6057	369	7.9	6.1	105	448	8.4	7.4	113	331	8.9	5.5	119				
MASTER, THE	N 3598	*234	5.0	6.5	112	299	5.6	8.3	127	*205	5.5	5.7	124				
MATT HOUSTON	A 6344	352	7.5	5.5	96	446	8.4	7.0	107	289	7.8	4.6	99				
NBC MONDAY NIGHT MOVIE	N 11994	718	15.3	6.0	103	754	14.2	6.3	96	427	11.5	3.6	78				
NBC NIGHTLY NEWS	N 5132	454	9.7	8.8	153	385	7.2	7.5	114	236	6.4	4.6	100				
NBC NIGHTLY NEWS-SAT	N 3375	*209	4.4	6.2	107	179	3.4	5.3	81	*199	5.4	5.9	129				
NBC NIGHTLY NEWS-SUN	N 3130	*172	3.7	5.5	95	*160	3.0	5.1	78	*125	3.4	4.0	87				
NBC SUNDAY NIGHT MOVIE	N 8284	621	13.2	7.5	129	518	9.7	6.3	95	447	12.0	5.4	118				
NEWHART	C 9240	534	11.4	5.8	100	507	9.5	5.5	84	448	12.1	4.8	106				
ONE DAY AT A TIME	C 7288	406	8.6	5.6	96	454	8.5	6.2	95	262	7.1	3.6	78				
PEOPLE ARE FUNNY	N 8855	*271	5.8	5.6	96	391	7.4	8.1	123	*216	5.8	4.4	97				
REAL PEOPLE	N 8869	581	12.4	6.6	113	513	9.7	5.8	88	330	8.9	3.7	81				
REMINGTON STEELE	N 7743	430	9.2	5.6	96	503	9.5	6.5	99	275	7.4	3.6	78				
RIPLY'S BELIEVE IT - NOT A	A 5345	442	9.4	8.3	143	440	8.3	8.2	125	239	6.4	4.5	98				
RIPTIDE	N 6988	438	9.3	6.3	108	385	7.2	5.5	84	325	8.8	4.7	102				
SCARECROW & MRS. KING	C 10002	504	10.7	5.0	87	578	10.9	5.8	88	429	11.6	4.3	94				
SIMON & SIMON	C 10638	630	13.4	5.9	102	609	11.5	5.7	87	554	14.9	5.2	114				
60 MINUTES	C 13293	804	17.1	6.0	104	966	18.2	7.3	111	703	18.9	5.3	115				
ST. ELSEWHERE	N 7017	464	9.9	6.6	114	455	8.6	6.5	99	252	6.8	3.6	78				
THREE'S COMPANY	A 10917	742	15.8	6.8	117	546	10.3	5.0	76	433	11.7	4.0	87				
T.J. HOOKER	A 9204	563	12.0	6.1	105	637	12.0	6.9	105	338	9.1	3.7	80				
TONIGHT SHOW	N 2372	166	3.5	7.0	121	191	3.6	8.1	123	170	4.6	7.2	156				
TRAPPER JOHN, M.D.	C 9846	633	13.5	6.4	111	616	11.6	6.3	95	398	10.7	4.0	88				
TV BLOOPERS & PRAC. JOKES	N 9105	529	11.3	5.8	100	468	8.8	5.1	78	354	9.5	3.9	85				
20/20	A 9387	585	12.5	6.2	107	625	11.8	6.7	101	537	14.5	5.7	125				
WEBSTER	A 11067	737	15.7	6.7	115	799	15.0	7.2	110	510	13.7	4.6	101				
WORLD NEWS - SUN	A 3062	*284	6.0	9.3	160	*239	4.5	7.8	119	*144	3.9	4.7	103				
YELLOW ROSE	N 4978	352	7.5	7.1	122	394	7.4	7.9	121	*233	6.3	4.7	102				
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	553	11.8	6.2	107	666	12.5	7.5	114	*522	14.1	5.9	128				
BASKETBALL - COLLEGE GAMES	4080	*262	5.6	6.4	111	*362	6.8	8.9	135	*262	7.1	6.4	140				
BASKETBALL - PRO GAMES	3607	*299	6.4	8.3	143	*278	5.2	7.7	117	*224	6.0	6.2	136				
BOWLING	3833	*256	5.5	6.6	114	*293	5.5	7.5	115	*209	5.6	5.4	117				
BOXING	3928	*311	6.6	7.9	137	*101	1.9	2.6	39	*215	5.8	5.5	119				
FOOTBALL - COLLEGE GAMES	6366	*297	6.3	4.7	80	585	11.0	9.2	140	*502	13.5	7.9	127				
FOOTBALL - PRO GAMES	11300	760	16.2	6.7	116	1026	19.3	9.1	138	760	20.5	6.7	147				
GOLF	3378	*228	4.9	6.7	116	*319	6.0	9.4	144	*234	6.3	6.9	151				
POST-SEASON COLL. FOOTBALL	4906	*242	5.2	4.9	85	463	8.7	9.4	144	*303	8.2	6.2	135				
POST-SEASON PRO FOOTBALL	6120	*527	11.2	8.6	148	500	9.4	8.2	125	*342	9.2	5.6	122				
TENNIS	3033	*173	3.7	5.7	98	*335	6.3	11.0	168	*79	2.1	2.6	57				
WRESTLING - PROFESSIONAL	3344	*219	4.7	6.5	113	*125	2.4	3.7	57	*164	4.4	4.9	107				



CEREALS, RICE, PASTA, PIZZA, MEXICAN FOODS, VEGETABLES & FRUITS

	(FEMALE HOMEMAKERS)					
	HEAVY		MEDIUM		LIGHT	
	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE
BAKED BEANS (IN JARS OR CANS)	28.2	59.7	28.6	27.3	43.2	13.0
BREAKFAST CEREALS (COLD)	23.7	49.4	36.8	37.1	39.5	13.5
BREAKFAST CEREALS (HOT)	30.8	70.8	27.3	24.7	41.8	4.5
FRUITS, CANNED OR JARRED PINEAPPLE	19.5	49.0	54.6	47.5	25.8	3.5
OTHER FRUIT	19.3	42.7	33.3	37.4	47.5	19.9
DISHES & DINNER MIXES, COMPLETE PACKAGED PREPARED (WITH MACARONI, NOODLES & SPAGHETTI)	20.4	48.8	45.1	42.2	34.5	9.0
PASTA - SPAGHETTI, MACARONI & NOODLES, DRY PACKAGED	34.3	67.9	21.7	18.2	44.0	13.8
SPAGHETTI & MACARONI PRODUCTS (CANNED)	19.6	49.9	43.0	41.7	37.5	8.4
SPAGHETTI SAUCE (IN JARS OR CANS)	21.6	49.6	55.8	46.9	22.6	3.5
FROZEN PIZZA	21.0	53.0	40.3	38.2	38.6	8.8
POTATOES FROZEN	24.3	54.4	26.9	27.0	48.8	18.6
PACKAGED INSTANT	27.5	59.5	24.8	23.7	47.7	16.9
RICE	31.0	70.7	28.8	23.4	40.2	5.9
VEGETABLES CANNED OR JARRED	33.4	59.6	40.1	33.2	26.4	7.2
FROZEN CORN-ON-THE-COB	20.3	51.0	53.2	49.0	26.5	
FROZEN VEGETABLES (EXCLUDING POTATOES & CORN-ON-THE-COB)	23.3	51.2	41.5	38.2	35.2	10.6

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